



ABSTRACT

Perception And Consumer Behavior Analysis Toward Modern Shopping Centre In Bogor City

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The purpose of this study are (1) to analysing consumer profile that visited modern shopping centre in Bogor City. (2) to analysing the factors that considered by consumer to visit modern shopping centre in Bogor City. (3) to analysing consumer perception toward modern shopping centre in Bogor City (4) to analysing consumer behavior toward modern shopping centre in Bogor City (5) to settled alternative management strategy to keeping and finding more consumer. The data were analyzed from 120 respondents who living in Bogor City. Descriptive analysis, Correspondence analysis, Cluster analysis, Thurstone Case Five analysis, Diagonal (Suharjo Split) analysis and CHAID analysis were used to analyze the data. According cluster analysis result first segment as the biggest segment with presentation 97.50% with characteristics that like to conduct activity which peaceful according to him, always taking a care in consuming a product, It's very practical shopping in modern shopping centre. From Thurstone Case Five Analysis, It can be shown that the main importance attribute for consumer in visited modern shopping centre are secure guarantee, followed by reasonable price, complit product that sell, the ATM/money changer facility, worskship facility. Correspondence analysis resulted that Botani Square and Pangrango Plaza has more attribute than others. According diagonal (Suharjo Split) Analysis, consumer feel not satisfied for all modern shopping centre attributes. According the analysis, modern shopping centre must create shopping centre with the complit product that sell especialy clothing, food and beverage with reasonable price.

Keyword : Modern Shopping Centre, Convenience Sampling, Mall Intercept, Descriptive Analysis, Correspondence Analysis, Thurstone Case Five Analysis, Diagonal (Suharjo Split) Analysis, Cluster Analysis, CHAID Analysis.

