

# ABSTRACT

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**CASE STUDY : “FACTORS AFFECTING THE SHOPPING OPPORTUNITY FOR DAILY NEEDS”  
: WEST JAKARTA RESIDENCE  
(KELURAHAN BOJONG, KEMBANGAN AND SURROUNDING)**

Number of pages 151, figure 18, diagram 48, table 32, attachment 19

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Research purposes, to identify factors that affect the selection of places to shop, which are viewed subjectively and objectively. The author chose Puri Indah as a research location, because there are alternative places to shop. Researchers distributed questionnaires to consumers who shop at the research site, as many as 240 respondents, which is traditional markets (Pasar Jaya Bojong Indah and Pasar Bojong Portal) and modern markets (Hypermart Puri Indah and Carefour Puri Indah). Results obtained in this study; In general, respondents in the traditional market spending period more often than those in the modern market; Average spending on the modern market > Rp. 301.000, - while traditional market < Rp. 301.000, -; And indefinite shopping time. In particular respondents who work, shop in the modern market with shopping periods between once a week or a month. While the respondents who are housewives, shopping in traditional markets with shopping period of one to two times a week. Viewed from the purpose to buy main products aspect, in the modern market includes fruits, vegetables, fresh meat, chicken, processed meat, processed seafood and eggs; While traditional markets include vegetables, chicken, fresh meat, staples, fresh fruit, fresh seafood and spices. Judging from the preferences of selecting shopping spots, to see the power of shopping places in selling products, in traditional markets, which is vegetables, fresh meat and fresh seafood, staples, eggs, cakes and traditional medicine; Modern markets which is, fruit, processed meats, fresh and processed chicken meat, cutlery and drinkware and kitchen utensils; Other places (stalls) which is LPJ gas, gallon water and finished food. From shop performance at Carefour Puri Indah is very good performance, Hypermart Puri Indah and Bojong Portal Market performance is good and Pasar Jaya Bojong Indah has enough performance. Quantitatively influential in the subjective factors of age, period, buddy shopping, day shopping, transportation, hours of shopping, travel time and expenditures influence; Objectively that is location, price, quality, testing, service diversity, promotion, arrangement, trust and interaction.

**Keywords:** *Factors, Selection of Shopping Places, Power of Places, Purchase Decision*