

## ABSTRACT

**PEREZ JANUAR SOEWITO. “THE EFFECT OF SHOPPING CENTER ATTRIBUTES ON CUSTOMER SATISFACTION AT THE WEST JAKARTA PRIMARY CENTER AREA”**  
*CASE STUDY : LIPPO MALL PURI AND PURI INDAH MALL*

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Advisors      1: Ir. Joyce Heryanto, Msc  
                    2: Ir. Hari Ganie, MM

SPBB West Jakarta is a new business center area in which there are 2 regional scale shopping centers with each character i.e. Puri Indah Mall which is the old mall and Lippo Mall Puri as a new competitor in the region. The attributes quality of the shopping center provides shopping experience and satisfaction for consumers. It becomes interesting to see how the competition level of customer satisfaction in a shopping center in SPBB West Jakarta. The method used in this research is quantitative method to measure the level of customer satisfaction in 7 attributes of shopping center of Puri Indah Mall and Lippo Mall Puri. The study was conducted by distributing questionnaires containing questions and statements regarding consumer profiles and 7 attributes of shopping center at 150 shopping center consumers at Puri Indah Mall and Lippo Mall Puri. The results of the questionnaire were analyzed using Likert Scale Analysis to determine the top-ranked attributes of the shopping center's to the lowest. The results of this study are from 7 attributes of the shopping center at Puri Indah Mall and Lippo Mall Puri, 3 attributes with the highest score is the Mall's Environment, Convenience and Tenants. While the attribute with the lowest score is the reward that need to be improved. From the satisfaction comparison shows that consumers are more satisfied to Lippo Mall Puri's attributes compared to Puri Indah Mall's attributes. From the analysis, it can be concluded that the Puri Indah Mall needs to improve the attributes' quality further more to maintain its loyal customers, for Lippo Mall Puri comes with its innovation that can attract many consumers.

**Keywords:** attributes, shopping center, satisfaction, customer