

ABSTRACT

**JEMIMA DEVINA "STUDY OF CONSUMER SHOPPING PATTERNS IN SHOPPING CENTER AND E-COMMERCE "
(CASE STUDY: CLUSTER OF SHOPPING CENTERS IN GROGOL, JAKARTA BARAT)**

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The growth of E-commerce has reversed the state of the rapid growth of shopping centers. The rapid development of E-Commerce makes an increase in urban consumer shopping patterns. The purpose of this study is to understand the profile and patterns of shopping and consumer visits in shopping centers so that they can provide studies and input to the determinants and actors of development in order to be able to plan, design, and manage a good shopping center. Knowing the level of consumer preferences and spending / spending for each type of product contained in E-Commerce and shopping centers and knowing consumer preferences testing individual shopping behavior in malls and online in Jakarta in connection with pre-shopping decisions and shopping-use decisions mall and E-Commerce application. The research method was carried out with this research using descriptive quantitative methods and data collection by questionnaire. The study was conducted in the Grogol area, West Jakarta on Jalan Letjen S.Parman and at 4 malls namely Taman Anggrek Mall, Central Park Mall, NEO Soho Mall and Ciputra Mall. The research found Shopping Patterns and Visits with Profiles for mall clusters in West Jakarta obtained two dominant results which were divided with consumers who went with family / family (44.8%) and with friends or work partners / non family (55.2%) . The profile of consumers with malls and e-commerce for cluster malls in West Jakarta obtained the following results which are divided with consumers who shop at retail centers (53.5%) and in e-commerce (46.5%). The highest result of consumer preference at the mall is held by the Shopping category on Food & Beverage products by 88% and in E-Commerce is Travel Services by 77%. More categories have a large percentage of expenses in E-Commerce, this is because the range of expenditure is not large, starting from Rp. 1 - Rp. 500,000. Consumers are still brave enough to do spending on E-Commerce, but if spending is done \geq Rp. 500,000 consumers prefer to do it at retail centers / Mall.

Keyword : E-Commerce, Shopping Pattern, Mall, Shopping centre