

## ABSTRACT

**HUTAM RAHUTAMA. “A STUDY OF FACTORS DETERMINING TENANT MIX IN SHOPPING MALL BASED ON VISITORS PREFERENCES”**

**CASE STUDY : LOTTE SHOPPING AVENUE**

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*Advisors 1 : Ir. Ricky Pittra Halim, MT*

*2 : Dr. Ir. Erwin Fahmi, MURP*

*The emergence of new shopping centers makes the retail market become increasingly competitive. Lotte Shopping Avenue as a regional-scale shopping mall is also not spared in the competition. To be able to compete then it takes effort from the manager of the shopping center. Unlike a location that can not be changed when a shopping center has been built, the design of a tenant mix at a shopping center can still be optimized to make a shopping center's consumers become satisfied.*

*Therefore, this research becomes very important to fill the gap of previous research which states that tenant mix is the factor that most influence consumer satisfaction. Through this research, researcher try to find out more about tenant mix by looking for what factor is most influential in tenant mix. This is done so that the planning of tenant mix can be improved to be better and optimal with in terms of customer satisfaction.*

*Keywords: tenant mix, shopping mall, satisfaction, consumer*