

## **ABSTRACT**

**THYORIA MARISKA GIRSANG : STUDY ON RETAIL PERFORMANCE  
AND CONSUMER'S SHOPPING  
BEHAVIOR CHANGES ON VICINITY  
SHOPPING CENTERS POST-  
OPERATIONALIZATION OF  
BINTARO XCHANGE MALL  
CASE STUDY : BINTARO PLAZA DAN LOTTE MALL**

*Number of pages roman numerals +12 pages +91 tables +35 images +12 graphics 35.*

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*Bintaro Xchange Mall which operates in late 2013, is the latest, largest, and most strategic shopping center in Bintaro Jaya area. Prior to the Bintaro Xchange Mall, 2 similar shopping centers have operated in Bintaro Jaya area, namely Bintaro Plaza and Lotte Mall. The presence of Bintaro Xchange Mall is indicated to have an impact on retail performance changes in existing shopping centers as well as consumer shopping behavior. Theoretical study explains that there are 12 factors that determine the success of shopping centers. This study aims to explore changes in retail performance and consumer shopping behavior, and how it relates to consumer perception on shopping centers' success factors. This research uses quantitative method with comparative and correlation analysis technique. The results of the study prove that there have been changes in retailer performance and consumer shopping behavior on Bintaro Plaza and Lotte Mall post-operationalization of Bintaro Xchange Mall. The result of correlation analysis shows that changes in retail performance are significantly related to changes in consumer shopping behavior, while changes in consumer shopping behavior correlate significantly with consumer perception on 12 aspects of shopping centers. Therefore it is concluded that the changes in retail performance relate indirectly to consumer perception on shopping centers.*

*(Keywords: retail performance, consumer shopping behavior, shopping center)*