

## **ABSTRACT**

VINCENT ISKANDAR. “RESEARCH OF SHOPPING CENTER PERFORMANCE BASED ON COMPARISON BY IMPORTANCE AGAINST SATISFACTION LEVEL OF VISITORS AND TENANTS”  
CASE STUDY : MALL @ALAM SUTERA, TANGERANG

*xxv + 147 pages + 22 images + 40 tables + 51 diagrams*

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*The growth amount of shopping center in Tangerang district showed a trend of regional scale shopping center. Mall Alam Sutera as a lifestyle shopping center should be able to compete against another shopping center. In this case, the research of importance level against satisfaction level of visitors and tenants is needed to improve Mall Alam Sutera consumer's satisfaction.*

*The purpose of this research was to obtain the rate of importance level against satisfaction level by visitors and tenants in Mall Alam Sutera. This is a quantitative research by using likert scale, cross tabulation, and importance performance analysis. There are questionnaires for visitors and tenants, also data and interview for Mall Alam Sutera management as the research tools. The result of this research is Mall Alam Sutera's performance, the most dominant of satisfaction factor of visitor and tenants, that being a recommendation for the Management of Mall Alam Sutera to further improve its performance.*

*Keywords : shopping center, importance level, satisfaction level, visitors, tenants.*

*Bibliography : 41 books (1973 - 2015)*