

ABSTRACT

Juanto Putratama." The Study of the Influence of Anchor Tenant & Secondary Tenant Against Changes Characteristics of a Shopping Centre" (Case Study : Pacific Place Shopping Center)

CLX + 160 pages + 26 image + 55 table

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Urban communities makes shopping centre as a place for family recreation, meeting point with a relative or with business partners. Shopping centre management required to provide maximum service to the tenant and visitors. The selection anchor tenant and the secondary tenant became the duty of officials to comply eith the consumer that is in the shopping centre. From year to year changes occurred, either increase or decrease in that may affect the character of the shopping centre itself if seen the dominance of the tenant's character happens. And it is also happening is greater extents used by anchor tenant than secondary tenant, which led to the existence of equitable distribution on the characteristics of a mall happens.

This study tried to see the influence of anchor tenant adan secondary tenant to changes in the characteristics of tenant at pacific place mall

Keyword : Tenant , Shopping Center , Tenant Characteristics

Bibliography : 13 Books (1995-2011)