

ANALISIS PENGARUH VARIABEL PKAPASITAS PARKIR, LUAS, DAN HARGA TERHADAP TINGKAT OKUPANSI DAN JUMLAH PENGUNJUNG PUSAT PERBELANJAAN SEWA DI JAKARTA

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Trade sector on commercial property in the capital of Jakarta has become one phenomenon and the needs of people. The presence of different shopping center (such as lease shopping center) that offers different kind of concept has become part of our compliments. And yet the growing number of lease shopping center has not supported by the comprehensive study to review the success and sustainability of this shopping center. In this research, there will be discussion about the influence of the three categories of variables namely area/space, prices, and parking capacity to the success of shopping center through occupancy rate and the number of visitors on a weekdays and weekend period.

The three category of variables namely area/space, and parking capacity variable obtained thru interviews data and fields collection. Lease shopping center that amounts 50 samples are divided by the opening year category, classes, and sizes of shopping center. Then all data are tabulated and analyzed with multiple linear regression analysis. The analysis showed that generally occupancy rate is influenced by the price and parking capacity variable directly and indirectly, while the number of visitors in weekdays and weekend are influenced by size area, price and parking capacity directly or indirectly. Also analysis results showed that the occupancy rate is affecting the number of visitors on weekdays and weekend.

Keywords: Commercial Property, Lease shopping Center, Occupancy Rate, Visitors