Abstract

Objectives. The purpose of this research was to determine shopping mall attractiveness factors from Jakarta citizens’ perspective, defined attractiveness factors and segment respondents/shoppers according to the attractiveness factors.

Method. Factor analysis was used to define factors; Cross tabulation was to determine respondents’ demographic per segment and shopping behavior per segment. K-means cluster analysis was performed to segment respondents; one-way ANOVA was used to determine F value and significant level. Descriptive were used to determine the mean per variable.

Results. This research revealed eight mall attractiveness factors from respondents’ perspective: Fun, Comfort, Design, Entertainment, Mall essence, Luxury, facility and convenience. Respondents were segmented into three segments.

Conclusion. In UAE six factors were revealed, meanwhile in Jakarta eight factors were revealed.

Key words. Market, shopping mall, retail, shopping mall attractiveness factors, Respondents segmentation, United Arab Emirates (UAE), Jakarta.