

Korelasi Antara Visibilitas Muka Toko dan Daya Tarik Toko pada Outdoor Shopping Mall = The Correlation between Storefront Visibility and Store Attractedness in Outdoor Shopping Malls

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Abstrak

Kehadiran teknologi dan digitalisasi telah mengubah cara masyarakat dalam berbelanja. Perubahan aktivitas berbelanja dari *in-store shopping* menjadi berbelanja di *e-commerce*, menjadi ancaman bagi eksistensi toko fisik. Namun, lingkungan binaan, aktivitas hiburan dan pengalaman berbelanja tidak dapat digantikan oleh digitalisasi. Visibilitas muka toko menjadi salah satu faktor penting dalam meningkatkan daya tarik toko, sehingga diperlukan penelitian empiris untuk menjawab hubungan antara keduanya. Selama ini, pengukuran tentang visibilitas dikaitkan dengan kemampuan pengunjung untuk melihat area dan volume toko. Implikasinya, besaran nilai visibilitas toko dapat berpengaruh terhadap frekuensi kunjungan. Untuk memahami fenomena ini secara empiris, kedua variabel perlu dipisahkan untuk menemukan korelasi. Nilai visibilitas digambarkan oleh area toko saja, sedangkan daya tarik toko diwakili oleh frekuensi kunjungan. Metode analisis regresi statistik dilakukan untuk membuktikan hubungan antara variabel visibilitas muka toko dan daya tarik toko. Penelitian dilakukan pada dua buah Outdoor Shopping Mall di Kawasan BSD City dengan 108 sampel toko, agar dapat menghasilkan penelitian empiris baru yang berguna dalam praktek desain Pusat Perbelanjaan.

.....The presence of technology and digitization has changed the way people shop. The movement comes in term of shopping activity, which oscillate from in-store shopping towards shopping in e-commerce. It becomes a threat to the existence of physical stores in general. However, built-up environments, entertainment activities and shopping experiences cannot be replaced by digitization. The visibility of storefront becomes one of the most important factors in increasing the attractiveness of a store, so empirical research is needed to answer the relationship between the two. So far, measurements about visibility were associated with visitor's ability to see the storefront area. The implication is that the amount of store visibility value can affect the frequency of visits. To understand this phenomenon empirically, both variables need to be separated in order to find correlation. Visibility value is depicted as store area only, while store attractiveness is represented by frequency of visits. Statistical regression analysis method was performed to prove the relationship between the variables of storefront visibility and store attractiveness. This research was conducted on two Outdoor Shopping Mall in the BSD City region with 108 store samples, in order to generate new empirical findings that is useful in shopping center design practices.