

Shop Till Drop: Understanding the Perceived of Tourist's Needs in Jakarta as Shopping Paradise of Indonesia

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Abstract— This study aims to investigate the attributes of shopping malls perceived to be important by tourists to Jakarta. The premise is Jakarta included on the list of the world's biggest cities with 173 shopping malls. Within the retail sector, shopping malls play a dominant role in making Jakarta as shopper's paradise. It welcomed more than 5.47 million foreign tourists in the first semester of 2015. Millions of tourists visit various popular shopping malls. However, little attention has been paid by management to the needs of tourists in terms of shopping mall design, layout, and facilities. A survey was conducted among 67 foreign tourists on nine shopping malls in Jakarta. Face to face interviews were carried out to collect the primary data. Based on the value perceived and value of the interest rate on the shopping center facility that has been obtained, it is known tourist satisfaction levels of each attribute. The satisfaction rate value obtained through the differences of perception and levels of tourist interest. The difference in value perception and level of interest in all the attributes to produce a negative value, it represents that tourists are not satisfied with the facilities at shopping malls in Jakarta. These findings provide valuable information for management of shopping malls in terms of planning, design, and operation. For instance, a study of the important attributes of shopping malls and management of the physical environment could be developed into a manual for the planning of shopping malls, which could serve as a blueprint for Indonesia's development.

Keywords— Perceived, Tourist, Management, Development, Indonesia.

I. INTRODUCTION

INDONESIA is the fourth most populous nation in the world and sits between the continents of Asia and Australia and between the Pacific and the Indian Ocean. The country is predicted have 255 million people from more than 200 ethnic groups by the end of 2015. Indonesia is the largest archipelago in the world comprising of over 17,000 islands. Due to its location and geology, the country is blessed with varied landscapes and nature including green rainforests, numerous volcanoes, pristine beaches and diverse flora and fauna. Indonesia has a diverse culture that has developed over centuries, having been influenced and adapted along the way with Indian, Arabic, Chinese and European traces. Differences in culture can be seen from region to region in

terms of dance, textiles, architecture, cuisine and language. Being the national capital, Jakarta acts as the most populous city in Indonesia, with 10.1 million peoples in 2015. Being an international gateway to the rest of the country, it welcomed more than 1.4 million foreign tourists in the first semester of 2015.

According to data from the Central Statistics Agency [1], the highest growth of foreign nationals visiting the country in the first semester in 2015 were came from Malaysia (29.649 tourists), China (24.427 tourists), Singapore (17.186 tourists), Japan (16.352 tourists), United Emirate Arab (11.407 tourists), South Korea (7.729 tourists), America (7.721 tourists), India (6.730 tourists), Australia (5.786 tourists), and Thailand (4.925 tourists).

Currently, Jakarta is included on the list of the world's biggest cities with 173 malls. Cushman and Wakefield, the world's largest privately held commercial real estate services company, disclosed in its Global Cities Retail Guide 2013-2014 report that Jakarta has seen 17 percent growth of retail space, almost reaching 4 million square meters [2].

Meanwhile, Lamudi, a news portal for property, said in a press release that each mall showcased its own uniqueness to lure visitors. For example, Grand Indonesia boasted the largest movie screen in the country whereas Mall Kelapa Gading had the largest IMAX Theater and Catwalk in the country. In their study, Lamudi Indonesia wrote that Central Business District Jakarta had the biggest portion of retail supply, with 44 percent, followed by South Jakarta with 21 percent, North Jakarta with 20 percent and West Jakarta with 17 percent [3].

With the rising number of retailers, consumers have more options and they do not have to spend much time travelling between malls as they are located close to each other. On average, there are four shopping centers within four kilometers. In Jakarta, the retail sector has benefited from the growth in tourism, which has resulted in a large influx of tourist. Within this sector, shopping malls not only serve the local community but also cater for millions of shopping tourists.

Previous research on facility and environment of shopping malls is limited. Shopping as a tourist activity is relatively under-researched [4]. It should be noted that tourists can be quite different from local consumers and may have different types of shopping motives and behaviors [5]. In addition, whereas manuals on managing hospitality facilities in the

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lodging industry are common, few exist for shopping malls. Therefore, to enhance the understanding of the preferences of tourists, this research investigates the attributes of shopping malls perceived as important by tourists. The aim is to examine tourists perceived characteristics of the ideal shopping malls.

II. METHOD

A survey was conducted among 67 foreign tourists who has visited nine shopping malls in Jakarta, such as Grand Indonesia, Kota Kasablanka, Pacific Place, Plaza Indonesia, Gandaria City, Plaza Senayan, Pondok Indah Mal, Mal Taman Anggrek, and Senayan City. Face to face interviews were carried out to collect the primary data. The questionnaire in English language was developed. The importance of attributes is assessed using five point scale, which ranges from 1 (least important) to 5 (most important). The final section collects the demographic information of the tourists. Convenience sampling is used because of the difficulties of employing random sampling. Based on the data collected from the results of the distributed questionnaire, those data then processed and analyzed through SPSS program.

III. RESULTS AND DISCUSSION

Demographic Profile of the Respondents

The gender distribution was even, with 50.3% male and 49.7% female respondents. The major age groups were 16-25 years (30.6%) and 26-35 years (30.2%). Chinese tourists accounted for the majority (65.4%), followed by Malaysian (17.3%), Singapore (9.3%), and European (8%). More than 60% of the respondents had attained university or above education. The largest group of respondents was students (40.7%), followed by professionals (21.6%), and senior white collar workers (16.7%). Regarding personal monthly income, the majority made less than USD 1,000 (65.4%).

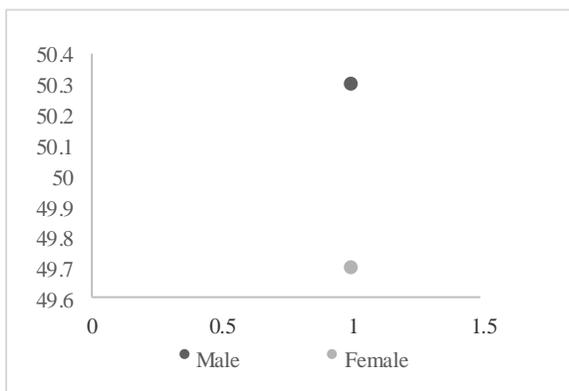


Fig. 1 Gender distribution

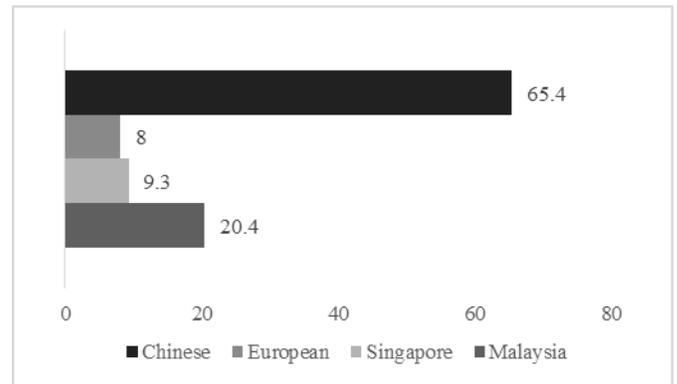


Fig. 2 Tourists majority

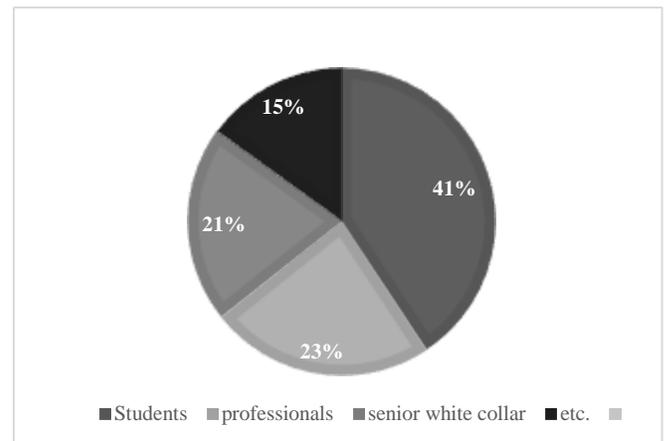


Fig. 3 Profession

Perceived of Important Attributes

Factor analysis was used to examine the relationships among a large set of variables. In this study, there are 36 attributes: ventilation, comfortable level of air conditioning, cleanliness of shopping mall, lighting, layout facilitating shopping, zoning that satisfies the needs of different visitors, director, availability of customer service staff, information provided by customer service staff, language ability of staff, accessible by public transport, length of travel time, opening hours, architectural appearance, theme, use of color and materials that match the ambience, various of events, decorations, events, background music, noise, security, availability of automated teller machine, comfortable of restaurant, easiness to reach mall, easiness to reach parking area, wide parking area, worship place, various of souvenir outlet, toilet, parking area secure, signage, availability of wifi, easiness to reach toilet, easiness to reach restaurant, and toilet cleanliness.

Perceived Important Factors And Interest Rate

To determine the level of satisfaction of foreign tourists to the shopping mall facility in Jakarta, then do the calculation of value perceived and interest rate. The value of the level of satisfaction generated by the difference in value perceived and value of the interest rate. Tourists can be said to be satisfied if

the difference value is greater than or equal to zero, tourists can be said to be satisfied if the results of the difference produce a negative number, the greater negative value is generated, the level of dissatisfaction of tourists to the facility in shopping malls in Jakarta also higher. For more on the differences of perception and level of importance of each attribute can be seen in the following table.

TABLE I
SATISFACTION LEVEL

Variable	Perceived Score	Interest Rate Score	Satisfaction Level
Ventilation	2.582	4.492	-1.910
Security	2.388	4.388	-2
Comfortable	3.074	4.358	-1.283
Level of air conditioning	2.641	3.985	-1.343
Cleanliness	2.701	3.985	-1.283
Lighting	2.835	3.791	-0.955
Layout			
facilitating	2.835	3.805	-0.970
Shopping			
Zoning that satisfies the needs of different visitors	2.880	4.313	-1.432
Director	2.970	4.238	-1.268
Availability of customer service staff	2.731	4.223	-1.492
Information provided by customer service staff	3.089	3.582	-0.492
Language ability of staff	2.985	3.626	-0.641
Accessible by public transport	3.014	3.656	-0.641
Length of travel time	3.029	3.761	-0.731
Opening hours	3	3.761	-0.761
Architectural appearance	2.537	3.268	-0.731
Theme	2.761	3.298	-0.537
Use of color and materials that match the ambience	2.925	3.268	-0.343
Various of events	2.850	3.343	-0.492
Decorations	2.373	4.343	-1.970
Events	2.686	4.268	-1.582
Background music	2.537	4.388	-1.850
Noise	2.343	4.417	-2.074
Security	3.104	3.671	-0.567
Availability of automated teller machine	3.059	3.686	-0.626
Comfortable of restaurant	1.805	3.820	-2.014
Easiness to reach mall	1.805	3.865	-2.059
Easiness to reach parking area	2.537	4.388	-1.850
Wide parking area	2.716	4.134	-1.417
Worship place	3.014	4.044	-1.029
Various of	2.910	4.119	-1.208

souvenir outlet			
Toilet	3.134	3.985	-0.850
Parking area secure	3.074	4.074	-1
Signage	3	4.134	-1.134
Availability of wifi	3.119	4.134	-1.014
Easiness to reach toilet	2.776	4.208	-1.432
Easiness to reach restaurant	2.805	4.298	-1.492

Based on the table above, it can be seen that of the 36 attributes rated by tourists were entirely negative. The dominance of negative values in the attributes of each variable indirectly shows that the attractions and facilities of shopping malls in Jakarta is still not able for tourists satisfy.

IV. CONCLUSION

Based on the analysis that has been done can be seen the value of perceived and level of interest of the tourists to the shopping malls facility in Jakarta. Value perceived on each attribute largely judged by tourists as an attribute that is not good or fairly good, while the value of the interest rate on each attribute largely judged by tourists as an attribute that is important or very important. Based on the value perceived and value of the interest rate on the shopping center facility that has been obtained, it is known tourist satisfaction levels of each attribute. The satisfaction rate value obtained through the differences of perception and levels of tourist interest. The difference in value perception and level of interest in all the attributes to produce a negative value, it represents that a tourist are not satisfied with the facilities at shopping malls in Jakarta.

By understanding the needs of different market segments, shopping malls targetting tourists can devise better marketing strategies. A major contribution of the study to the existing literature is the identification of the physical attributes of shopping malls that are most highly valued by tourists. By taking into consideration such attributes, a destination can conduct effective marketing campaigns and enhance it is position in the international tourism market [6]. This can boost the flow of customers and generate greater revenues. The findings provide valuable information for the management of shopping malls in terms of planning, design, and operation.

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