RETAIL MARKETING-FACTORS TO OPERATE SHOPPING MALL ATTRACTIVENESS:
A CASE STUDY OF GALLERIA@KOTARAYA

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ABSTRACT

Shopping mall or shopping center is a group of retail and other commercial establishments that is planned, developed, owned and managed as a single property, typically with on-site parking provided. The centers size and orientation are generally determined by the characteristics of the trade area served by the center (ICSC, 2013). As shopping mall that located in the Central Business District (CBD), Galleria@Kotaraya (G@K) needs to show to the public about the attractiveness that they provide to convince public shops and enter at their compare to others competitors. The purpose of these studies is to understand the attractive factor to operate the shopping mall successfully in retail marketing which diversity, convenient, comfort, entertainment and luxury also to identify the contribution of marketing and leasing department , which department that are really related to make the shopping mall attractiveness and success. From the Centre Management Office (CMO), their customer consists of shoppers and tenant or what we call as stakeholder and both of them are contribute to the successful of the mall itself. Methodologies that researchers applied in this study are based on the formal and informal interviews with the staff at G@K, stakeholders and observation of the condition in the shopping mall itself. Following these findings, the paper started with an overview of company background, follow by the literature review, research methodology, findings analysis and lastly conclusion and recommendation.