

Shopping Centre Evolution in Jakarta Due to Changes of Generation XYZ Consumerism Behaviour

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Abstract— Shopping center has become a part of our daily lives, how the shopping center can survive from time to time. The research method will discuss how the mall is present in Jakarta at the beginning of the existence of the mall and what changes it does now with changes in consumerism patterns that are different from generation to generation. The methods to analyze the case study using physical form of shopping centre and elements of shopping centre in architectural review. The case study taken was Mall Puri Indah, West Jakarta. Finding there will be changes in space patterns, floor plans, additional space, visible changes, and also Accessibility because the consume behaviour of generation XYZ. Conclusion , the need for space and the attractiveness of the mall is changing if analyzed using the patterns of consumerism of generation X, Y, Z. The mall should fill in with more entertainment , leisure, food and beverages than daily needs.

Keywords: *shopping center, behaviour of generation XYZ, consumerism, life style*

I. INTRODUCTION

Indonesia's economic activities are growing rapidly in line with the demands of fulfilling people's living needs, this can be seen from the mushrooming types of shopping facilities that exist in small, medium and large scale (service level), namely traditional markets, supermarkets, Dept. Stores, general shopping centers, even street vendors, where each year increases according to the needs of the community. Diverse community needs such as the need to get textiles / clothing, food, beverages, snacks, meat, fruit, accessories, souvenirs, hobbies (ornamental fish, pets, ornamental plants), bicycles, pleasure (television, radio tape), and so on, it cannot be obtained only in one shopping facility. So they move to other shopping facilities.

Pilliang [1] states that shopping malls have developed into a center for the formation of lifestyles. Shopping mall concentrates and rationalizes the time and activities of the community so that it becomes the center of social activity and

acculturation, a place for the formation of self-image and existence, a source of knowledge, information, values and morals. Today, shopping malls are a public facility whose function extends to become a kind of urban community center, where they enjoy lifestyle through the consumption of goods and services that are in accordance with their status symbols. Anyone can enjoy shopping malls, whether money or not, to shop or just look (window shopping) without having to buy any items

The concept of the construction of shopping centers, shopping centers, shopping malls, or malls is actually not a new innovation. Mall, is a form of evolution from traditional markets which in essence is: one trade center location visited by many people (consumers) to buy everything they need. For convenience, comfort and safety of visitors, shopping centers in the form of traditional and open markets then have a roof to protect visitors from the weather such as the hot sun, heavy rain, and other weather elements.

This relates to an exclusive place for sightseeing without the interference traffic facilities. According to Bloch, Ridgway places malls in the context of consumer places where this location is a source of pleasant experiences for visitors to consume. Mall as a hedonic lifestyle phenomenon.

Mall is a retail company that is important and provides experience to customers. Mall is a public place that is used by certain groups or social classes for shopping and activities related to recreation. Over time, the shape of the space that is present also changes. Consumerism's behavior in shopping turned out to be the cause. The grouping of Generations that were born in the 50s, 80s and 200s had different shopping properties and ways. Because of that the existing mall if you want to survive will adapt to adjust the characteristics and style that is now. In this Journal, we will discuss how malls are present in Jakarta at the beginning of the existence of the mall and what changes they are doing now with changes in patterns of consumerism that are different from generation to generation.

II. MATERIAL AND METHOD

West Jakarta is the most densely populated area and has high mall growth. Therefore the author takes the example of the case of Mall Puri Indah in the West Jakarta Region.



Figure 1. Location of Mall Puri Indah Source : google earth



Figure 2 .Mall Puri Indah, Jakarta Barat , Source: puriindahmall.co.id

Case Study : Mall Puri Indah, Jakarta Barat.

Jl. Puri Agung, RT.1/RW.2, Kembangan Sel., Kembangan, Kota Jakarta Barat, Daerah Khusus Ibukota Jakarta 11610.

Established in 1997, in the form of a Cluster shopping center. With an area of about 6Ha. A family shopping center located in Kembangan, West Jakarta, Jakarta, Indonesia. Located opposite it is the Carrefour shopping center.

According to Lynda and Wing shopping centers are a group of retail and other commercial businesses that are planned, developed, owned, and managed as a single property. According to Rubenstein Mall Shopping centers are defined as a linear movement area in a central city business area that is more pedestrian-shaped, with a combination of plazas and interactional spaces

According to Edgar the forms of shopping centers in general can be divided into two forms, namely the strip center and mall. Strip center is a shopping center in the form of outlets that line and unite as gabu ngan from retail trade activities, the front of the store is generally equipped with a canopy. While the mall is a closed building with temperature control, it has a corridor with a shop position facing each other.

This model explains a person's intention in using technology that is influenced by the perception of those using the technology. There are two main construct factors affecting behavior that accept information technology, namely user's intention using technology and actual usage [4]. TAM is useful in explaining and acknowledging user behavior of information systems applications [5].

A. Shopping Center

Classification Based on Physical Form

- 1). Market A series of stalls and booths arranged in rows in open or closed spaces. Is the oldest form of physical facility from a shopping place.
- 2). Shopping Street Shops line up on both sides of the road, with achievements directly from the main road.
- 3). Shopping Precint Shops that form a circle that is free of vehicles, and specifically for pedestrians.
- 4). Department Store A collection of several shops under one roof
- 5). Supermarket Stores with spacious rooms and sell various items arranged in groups with a self service system.
- 6). Shopping Center A building or shopping complex that consists of shop stands that are rented or sold.
- 7). Shopping Mall Buildings or shopping complexes that choose a breezeway system or one main corridor along continuous shops.

B. Form of Shopping Centers

By reviewing the formation of its architecture, shopping centers can be divided into 3, namely:

i. Open shoppingcenter

All planned roads prioritize pedestrian comfort, located in the city center, with a natural ventilation system. Open shopping centers are suitable for temperate climates. Walking inside becomes a privilege and saves more energy.



Figure 3.Open shopping centre source : Rubenstein. M. Harvey, 1978

ii. Shopping Center Composites

Shopping center with open and closed parts. The closed section is placed in the center as a center and becomes a magnet that attracts visitors to enter the shopping center.

iii. Closed Shopping Center

The closed shopping center is a mall with a roof top. The advantage is the convenience of climate control, and the disadvantage is that costs are very expensive and seem to be less extensive.

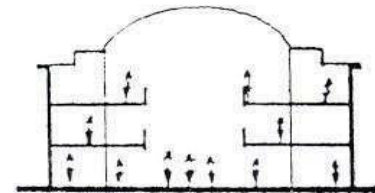


Figure 4. Section ,

source :Rubenstein. M. Harvey, 1978

C. Elements in the Shopping Center

In determining the quality of shopping mall. According to Nadine Beddington (Design for shopping center, [3]) there are 3 important elements in determining the quality of shopping centers, namely:

i. Hardware

Hardware has a role to attract consumers to come to a shopping center. Hardware is a physical condition of a shopping center that is seen from the location and conditions of the surrounding environment, and the architecture of the shopping center so that it can be reached and interesting to visit.

1. Accessibility

The shopping center location shows the function of easy access and proximity to facilities and facilities.

There are several factors that need to be considered in determining the location of shopping centers, namely the size of the shopping center area, population, number of buyer strengths, potential sales, and the situation of the shopping center. The type of location and road can be seen from:

- a. Strategic location.
- b. Quality of the environment around the shopping center
- c. Distance to business centers, settlements, offices, recreation and transportation.
- d. Alternative road access in achievement and traffic that is not jammed. The ease of achievement towards shopping centers is one of the important factors of the manager of the shopping center in attracting the attention of visitors. Because if access to a shopping center is difficult to achieve, the community will automatically be reluctant to visit the shopping center.

2. Architecture

Design that distinguishes the identity of a store with other stores.

a. Exterior design.

Exterior is always associated with art or beauty, where the exterior is the initial mirror of visitors or tenants in activities at a shopping center. The exterior has a very important role to create an impression of comfort both for tenants or visitors in their activities. Usually the exterior is always associated with the building model of the shopping center

b. Harmony of building interior design.

The interior of a shopping center plays an important role to attract the interest of tenants and visitors, harmony and beauty are absolute and cannot be separated, because the convenience of a visible shopping center is one of the designs of the interior and can also be a symbol of shopping the center.

c. Location or layout of the shop

Store layout, indirectly also affects visitor interest. Layouts that are neatly arranged can attract visitors to hold a transaction, otherwise an unorganized layout makes people reluctant to do an activity

ii. Software

Software is a benefit or satisfaction offered to the sale of shopping centers. There are several factors that affect the type of software, including:

1. Supporting facilities for visitors' comfort and convenience such as parking, air conditioning, electricity and generators, elevators and escalators, toilets, banks and ATMs.

2. Facilities to support the crowd of visitors

One of the factors supporting visitor crowd facilities is the complete mix of shop tenants, such as small retail stores that sell a variety of fashion products, cosmetics stores, and other small stores located around the main tenants. The items sold by retailers can also affect their image. By selling items number one (authentic or authentic items) and high quality creates a good image

3. Strength of the attractiveness of the main tenants (anchor tenants)

The main tenant is a large and strong retail business with a well-known and reputable store name in offering a wide range of products, so as to attract large numbers of visitors to their business locations. The purpose of the anchor tenant is to attract the attention of visitors through the area occupied by other tenants, The placement of the main tenants affects the circulation of visitors and attracts visitors to specialist shops and restaurants. In addition, with the anchor tenant, the reputation of the shopping center will increase, thereby increasing the confidence of other small retailers to rent business space in the shopping center.

iii. Brainware

is one of the means of supporting the success of a store in the face of business competition. Basically a brainware has a function to tell consumers to buy goods offered. The manager of a shopping must try to use brainware that can support and strengthen his business image. There are 3 brainware, namely:

- a) Management of building management, such as management mission and corporate culture, property and maintenance management, service and expert staff, experience, and relationships with tenants.
- b) Quality of supporting visitors' comfort, such as security, cleanliness, well-organized parking.
- c) Promotions and publications such as building promotion programs, quality of exhibitions and large events.

a. Shopping Center Elements

1. Anchor(Magnet)

It is the transformation of "nodes", it can also function as a "landmark", its manifestations are in the form of plazas and malls.

2. Secondary Anchor

Is the transformation from "distic". Its

manifestations are retail, retail, supermarket, superstore, cinema, etc.

3. Street Mall

It is the transformation of the form of "paths", its manifestation in the form of a pedestrian connecting magnets.

D. Circulation system Shopping centers

i. Many Corridor Systems

The characteristics of shopping centers with many corridors: - There are many corridors without explanation of orientation, without any emphasis, so that all are considered the same, only strategic front / near the door

- The effectiveness of the use of space is very high
 - Available in shops built around the 1960s in Indonesia.
- Example: Pasar Senen and Duta Merlin

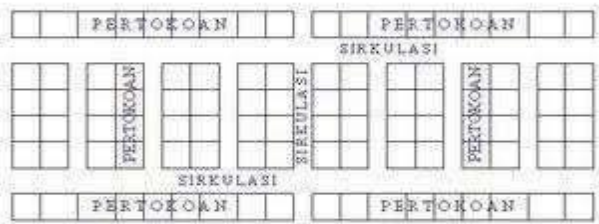


Figure 5. : many corridor systems Source: Avriansyah, R., 2010 [4]

ii. System Plaza

The characteristics of a shopping center with a plaza system - There is a large-scale plaza / space which is the center of activity orientation in space and still uses the corridor pattern for space efficiency. - Starting from the hierarchy of each store location, strategic location near the plaza, and getting to know wide and mezzanine patterns.

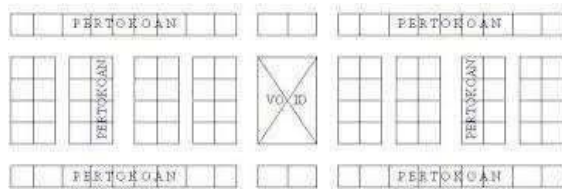


Figure 6.: Plaza system Source: Avriansyah, R., 2010 [4]

Example : Plaza Indonesia, Gajah Mada Plaza, Ratu Plaza, Plaza Semanggi, ITC Cempaka Mas, dan lain- lain.

iii. System Mall

The characteristics of a shopping mall with the Mall system: Concentrated on a main line facing two or more shop magnets can be a mass axis, and in large sizes can develop into an atrium. The pathway becomes the main circulation path, because connecting two magnetic points or anchors that make up the main circulation.

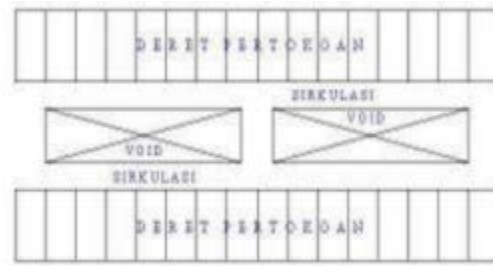


Figure 7. Mall System

Source: Avriansyah, R., 2010

Example : Pondok Indah Mall, Blok M, Atrium Senen, Mall Kelapa Gading, Mall Ciputra

a. Generation X YZ

The rapid progress of internet technology has brought changes that have an impact on a person's behavior. The difference is to the shopping business there are three other generations that have their own peculiarities, namely Generation X, Y, and Z

b. Generation X (1966 - 1976)

Seen as a generation that is independent, intelligent, and creative. This generation can be called a mentality group of consumerism (consumer mentality). Even though Generation X is looking for it through smartphones / gadgets, but the sale transaction is done offline or directly to the seller or shop or market. In other words, their search via smartphone / gadget is just to get information While Generation X dares to pay high prices as long as the quality is equal to the price. less concerned with the current trend. For Generation X, the brand is not the main thing. Exceptional service, honesty, and good communication are more than enough for them to want to buy a product

c. Generation Y / Millennial Generation (1977- 1994)

Confident, optimistic, expressive, free, and like challenges. Open to new things and always want to be different from others. They really use their creativity to create something new. Loves a relaxed work atmosphere and is able to do several things simultaneously (multitasking). They include caring about style (style) and quickly adapt to technology. this generation is easily bored and its loyalty in work matters is less. really take advantage of the existence of smartphones / gadgets to get the goods or products or services they want Social media such as Facebook, Instagram, or Twitter tend to be a means to find goods / products or services sought by Generation Y and Z.

The community and price are the Generation Y's size for shopping. Shopping motivation arises when an item / product is used by community friends. About their prices are so sensitive. Generation Y will look for what he thinks is the most affordable price Hobbies buy gadgets, buy vehicles, drink coffee in cafes, businesses, take a walk

d. Generation Z (1995-2012)

Born when the use of computers, the internet and smartphones is booming. This generation is familiar with the use of digital technology and social media. have open-minded thoughts. Spontaneous in expressing what is felt and thought of. The most connected, educated, and up-to- date generation In searching for goods / services really utilizes

the existence of smartphones / gadgets to get the goods or products or services they want. Having a hobby of buying gadgets, buying clothes, eating in restaurants, traveling, business capital. Consumptive, innovative, technologydependent

iv. Convenience

Jakarta is a tropical country, with temperatures of 24C - 34C. For the sake of convenience, most shopping centers are covered by Shopping Centers with air conditioners. Generally 40% of the shopping centre retail space was dedicated to large units for department stores or large shops and 60% to small units. All the shopping centres contained an anchor store as attractor. The centre area and mall occupied about 10% of the total shopping centre space [3] The theory of existing shopping malls will be seen from several factors in the shopping mall and its adaptation to the changing patterns of consumerism of the XYZ generation v. Shopping Centre

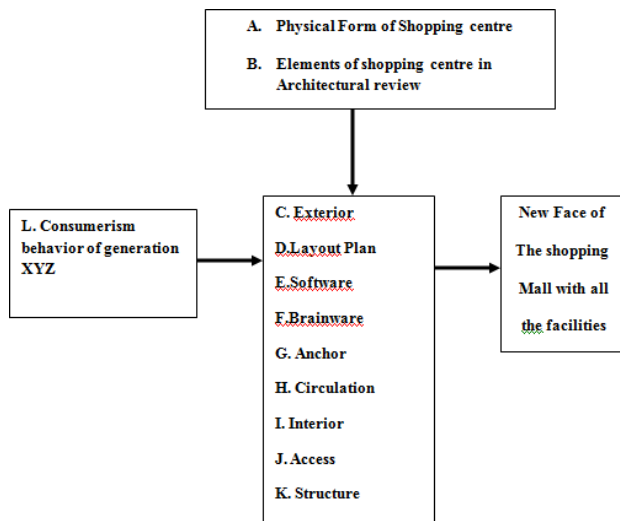


Figure 8. The methods to analyze the case study

III. RESULTS AND CONCLUSION

Shopping mall, the main goal must be to bring in many visitors so that it can provide benefits. Initially established in 1997 still using the anchor appeal of the needs of household appliances, the dept. Store and supermarket. Increasingly towards 2010 and now, new malls are multiplying and presenting more dynamic and complex forms and spaces. By analyzing the nature of consumerism in the generations that are there, we can know more about what spaces should be bigger and attract visitors now to come.

A. Based on physical form,

Mall Puri Indah is in the form of a shopping mall, which is a closed shopping center with air conditioning.

B. Elements in shopping malls:

1. Mall Puri Indah accessibility is in a strategic location, close to the highway and close to the settlement
2. Architecture

C. Exterior



Figure 9. Facade as it build on 1997, covered by coffee shop., source : whatsnewindonesia.com

The difference seen in the building, at the beginning of the Puri Indah mall was standing, which followed the castle or castle typology. Looks at the cafe building that covers the main door.



Figure 10. New Facade after renovation Source: puriindahmall.co.id



Figure 11. New Facade with the new extension building, bird eye view ,Source : anekapasarinindonesia.blogspot.com

Responding to the times and the nature of the XYZ generation who love modern things, the Puri Indah mall adds a new building in the front that is modern and different from the original building

D. Layout Plan

At the beginning of the Floor Plan for Mall Puri Indah, there is an Anchor Point at the end of the dept. Store, Supermarket and household utensils.



Figure 12 .Layout Floor Plan Mall Puri indah , Ground Fl.,
Source : Google image

Viewed from the passion of Generation Y and Z, management realizes that in this generation they often come to the mall to gather, drink coffee, do work or just eliminate time. So their goal is not to shop but more to enjoy food and beverage.

On the Ground Floor and in front it is turned into an open and semi outdoor place to eat. This renovation gave a new face to the beautiful Puri Mall.

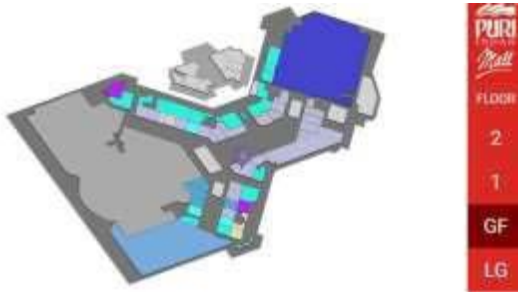


Figure 13. Layout floor plan with the expansion area ,
Source : www.puriindahmall.co.id.

E. Software

Supporting facilities such as ATMs, air conditioners, elevators, children facilities, banks must be available all in the mall. The main attraction now is tenant - food and beverage tenants. with the presence of various well-known brands of food and beverage, it is an attraction for the XYZ generation to visit the mall.



Figure 14. Children playground facility,
Source : puriindahmall.co.id

F. Brainware

The management of Mall Puri Indah has developed digital information, promos through the website to make it easier for the XYZ generation to search everything about this mall digitally. In addition, it also regulates the provision of parking for women and people with disabilities.



Figure 15. Promo latenight shopping, source:lifestyle.sindonews.com

G. Anchor

The new magnet presented by Mall Puri Indah is the replacement of the dept store from Keris gallery to Metro, which is more modern, adding new open spaces in the form of dining, drinking and cafes located at the main entrance as an answer to XYZ's generation needs in a pattern consumerism requires a lot of space to eat and gather.

H. Shopping Center Circulation System

At Mall Puri Indah using a system mall with a corridor in front of the store, as an adaptation to the development of the behavior of the XYZ generation, at certain points there are food or soft drinks booths or knick knacks. So that it doesn't seem to be an empty corridor.



Figure16. foodstall kiosk at corridor mall.,
Source : Google image

I. Interior

Not too much changes unless put some new branded Dept. Store, more Food and beverages tenants , asked the tenants to renew the store concepts.



Figure 17. Food expansion, interior design
Source: behance.net , djournal cafe on behance

J. Access

Add on a New Link bridge between old and new



Figure 18. Link bridge between old and new building. Source: pingpoint.co.id

K. Structure

There is an additional membrane structure in the expansion building on the ground floor that gives the impression of being modern. Besides that, it also adds a connecting bridge between the old Puri Indah mall and an extension that mostly contains food and cafe places.



Figure 20. Membrane structure Mall Puri indah Source: skyscrapercity.com

L. Consumeris, Behaviour of Generation XYZ

Mall Puri Indah is responsive in analyzing the needs of the X, Y and Z generations who now often come to the Shopping center or the mall more for food or coffee. From the analysis above, Shopping malls nowadays from Exterior should represent the modern design can fit to the milenials. Layoutplan more organized and in groups, making it easy to find needs according to the type. for example food, clothing, shoes. Facilities such as ATMs, salons, and children's playgrounds have become a necessity. For The Brainware all the information should easily searched in media social. Anchor besides department store could be famous restaurant or supermarket.

Circulation in the mall with void, adding some food stall or kiosk, the XYZ generation likes to buy some snack or attractive booth.. Interior should have renovation for every five or ten years to catch up with the design style nowadays. Access open and easily access for all people including

disabled, there is a connection between old and new building. Structure can be exposed and adding a new value, more modern and stylish not only as a real structure for the mall.

IV. CONCLUSIONS

From the discussion above the conclusions obtained are that shopping malls have switched functions due to the influence of generation X,Y,Z. The shopping mall is no longer just a place to shop for daily necessities but has become like a second home, which is only for window shopping, gathering with friends and family as well as places to find entertainment, so the shopping mall has become a mixed used facility. The need for relaxed and more open place, informal spaces shopping malls should have courage to change and adapted to the times and technology so as not to just survive but still get profit and remain exist.

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