

The Cross-Generational Analysis For Consumer's Expectations on One-Stop Shopping Center: A Case Study of Bulak Fish Center

Febrina Hambalah*, Selviana Puspita Sari, Lailatul Qomaria

Department of Business Administration

Universitas Hang Tuah

Surabaya, Indonesia

*febrina.hambalah@hangtuah.ac.id

Abstract—Bulak Fish Center or Sentra Ikan Bulak (SIB) is the shopping center specialized in seafood products from Kenjeran Beach, Surabaya. This two-story building is a facility provided by the Government of Surabaya City to accommodate small vendors who previously held merchandises along the road Kenjeran. Established since 2012, Bulak Fish Center is expected to become one of the maritime icons in the city of Surabaya. Unfortunately, until now it has not been able to attract visitors as it aspired. The research on cross-generational consumer expectation of Bulak Fish Center is expected to answer the question of what exactly are the customers' expectations from Bulak Fish Center. Thus, later can be used as a further strategy material to increase visitors / consumers of SIB. The methodology used in this research is by qualitative method, that is through in-depth interviews. Respondents from this research are visitors / consumers of Sentra Ikan Bulak which can be represented by the four generations; Generation Baby Boomers, Generation X, Generation Y, and Generation Z. Generation Baby Boomers was represented by 2 persons, Generation X was represented by 2 persons, Generation Y was represented by 4 persons, and Generation Z was represented by 4 persons. The result shown that consumers at Bulak Fish Center are expecting improvements in 7 factors; Freshness, Safety, Price, Accessibility, Service, Bargain, and Assortment.

Keywords—cross-generational analysis, consumer expectations, one-stop shopping center

I. INTRODUCTION

As the second largest city in Indonesia, Surabaya has a population of 3,057,766 people [1]. This amount, if seen in the business perspective, is a very large and potential number of consumers. This is because Surabaya is also an administrative city, where a lot of business is done in this city, so it requires a lot of services and products in it.

Surabaya is also a city adjacent to the sea. Besides being known as the city of Heroes, Surabaya has the privilege of having the Suramadu Bridge which crossing the sea and connecting the city of Surabaya with Madura Island. This Suramadu Bridge is the longest bridge in Indonesia [2].

Furthermore, the biggest Navy base in Indonesia is in this city of Surabaya [3]. So it is not wrong if the branding that the Surabaya City Government wants to strengthen is Surabaya as a Maritime city.

One of the efforts made by the Surabaya City Government to strengthen the branding of the Maritime City is to establish facilities that carry the maritime theme. Sentra Ikan Bulak (SIB) or Bulak Fish Center is one of them. Standing on an area of 4,573 square meters, in the fishing village of Bulak, Surabaya Mayor Tri Rismaharini inaugurated the opening of the Bulak Fish Center on 27 December 2012 [4].

SIB is expected to attract consumers of seafood products obtained from the Bulak and Kenjeran regions. The building consists of 2 floors, has a building area of 5,428 square meters. On the first floor is provided for stalls vendors of crackers, dried fish, smoked fish, and fresh fish. Whereas on the second floor, there is a selling room for handicraft vendors made from sea products, as well as a dining area with processed seafood menus such as Lontong kupang, scallop satay, coconut ice juice, and so on [5].

However, even with these relatively modern facilities, visitors / consumers are still few who are seen visiting the Bulak Fish Center. Visitors were seen busy visiting the Bulak Fish Center only on weekends at night. Where the majority of visitors are young people who enjoy the view of the sea, while also enjoying live music from the 2nd floor of SIB.

This is the reason which makes most of the vendors in SIB moved from their selling areas in SIB to outside the building [6]. These vendors then chose to deploy their merchandise on the edge of the Bulak road, although at the risk of being evicted by the Civil Service Police Unit (Satpol PP) [7].

This research attempts to answer the following question: "What are the Expectations of the Consumers of the Bulak Fish Center, which consists of several generations, towards the Bulak Fish Center?"

II. RELATED WORK

Previous studies are used to find the position of this research in the map of scientific development in Business Administration. It is especially in the study of consumer behavior.

A. Consumer Behavior

Consumer behavior is a study that includes people in this case individuals and groups, in obtaining, using, experiencing, disposing, and making decisions related to the goods and services they consume, even the lifestyle they live [8]. One discussion of consumers in groups, specifically included in the classification of Generation Cohorts.

1) *Generation cohorts:* Current consumer exposure that has been dominated by technology, makes the generation present in this internet era have a different behavior from previous generations [9].

Several studies have been done to understand how generations behave towards technology, particularly in retail experience. Priporas et al., found the expectations of generation Z in smart retailing. In a study conducted in the UK, significant differences were found between generation X consumers and generation Y consumers in how to shop [10].

TABLE I. THE DIFFERENCES BETWEEN GEN X CONSUMERS AND GEN Y CONSUMERS [9].

Generation X	Generation Y
Channels for shopping are less, conventional, and limited by shopping hours.	Many channels for shopping and not limited to shopping hours. Socialized through newer retail formats such as Factory Outlets (FO), internet, sale villages.
Limited payment method.	Unlimited and creative payment models, for example: available periods without interest, cashback payments, store cards, short-term loans.
Influenced by an environment that lacks materialism, income is not balanced, social class is judged by what someone does.	Postmodern culture. Influenced by TV, magazines, lifestyle internet.
Receive marketing advertisements and information from traditional media.	Advertising and marketing information from cable / digital sources, mobile phones, and e-commerce.
Women are more interested in shopping for personal needs and clothing, while men are more interested in shopping for cars and home improvement tools.	Women are more interested in buying cars and home improvement tools, while men buy clothes and personal necessities.
More influenced by family traditions (parents).	More affected by peers.

a) *Generation Baby Boomers:* Generation of Baby Boomers is a group of people born in the period 1955-1965 [11].

b) *Generation X:* Generation X is a group of humans born between the early 1960s and the early 1980s. The short

name Gen X is produced from Douglas Copeland's novel: 'Generation X: Tales for an Accelerated Culture' [12]. Generation X is an individual born in the period 1966-1976 [11]. This generation's character is known as its permanent cynism. They are too young to fight in the big war, old enough to take part in free education. This generation is a generation that thinks too much about what they will do, so they don't have time to act.

c) *Generation Y/ Millennials:* The generation Y, also known as Millennials, was born between 1980 and 2000. This generation was born between the booming use of Walkman and the discovery of Google, so that this generation is very good at adapting to technology. Some of this generation even managed to print a lot of money from the adaptation results. Like Mark Zuckenber as the inventor of Facebook [12]. Individuals who are categorized as part of Generation Y are born in the period 1980-1998 [11]. The term Generation Y was originally used in 1993 in an advertisement article, while Millennials was coined by sociologists Neil Howe and William Strauss. This generation feels very comfortable to share their entire lives online, this generation is known to be very selfish. Their life motto is "Let me take a Selfie" [12].

d) *Generation Z:* Generation Z is a group of people born just before the Millennium began. They grew up when the world was turbulent in political and financial problems. So that they are known to be very vigilant in financial terms, and have a strong desire to contribute to the world. This generation is Digital Natives, who are very familiar with the use of technology in their daily lives. Unlike generation Y, they are smarter, safer in acting, more mature, and have a strong desire to change the world. Their role model is Malala Yousafzai, a Pakistani educational figure, who managed to live despite being shot by the Taliban, and became the youngest Nobel laureate in the world. This generation is enthusiastic in all voluntary activities, and understands very well that education must be pursued [12]. For Generation Z itself, according to Randstad in Goh and Lee [13], those born in the period 1995-2009.

2) *Consumer expectations:* Every individual has their own desires, as well as consumers as individuals. Consumer expectations according to Business Dictionary are the values sought by customers in each purchase of goods or services [14]. According to Customer Experience Insight, in today's digital era, customers want the following 5 things [15]:

- Expectation 1: More personalization
- Expectation 2: More choices
- Expectation 3: Continuous contact
- Expectation 4: Listen carefully, and respond quickly
- Expectation 5: Give Front-liners more control

Recent study of consumer's expectations had been conducted on food industry [16,17]. In these studies, shown that expectation leads to perception which will lead to influencing the food choice and behavior.

In the Consumer Behavior book, the process of consumer motivation is described in figure 1 [18].

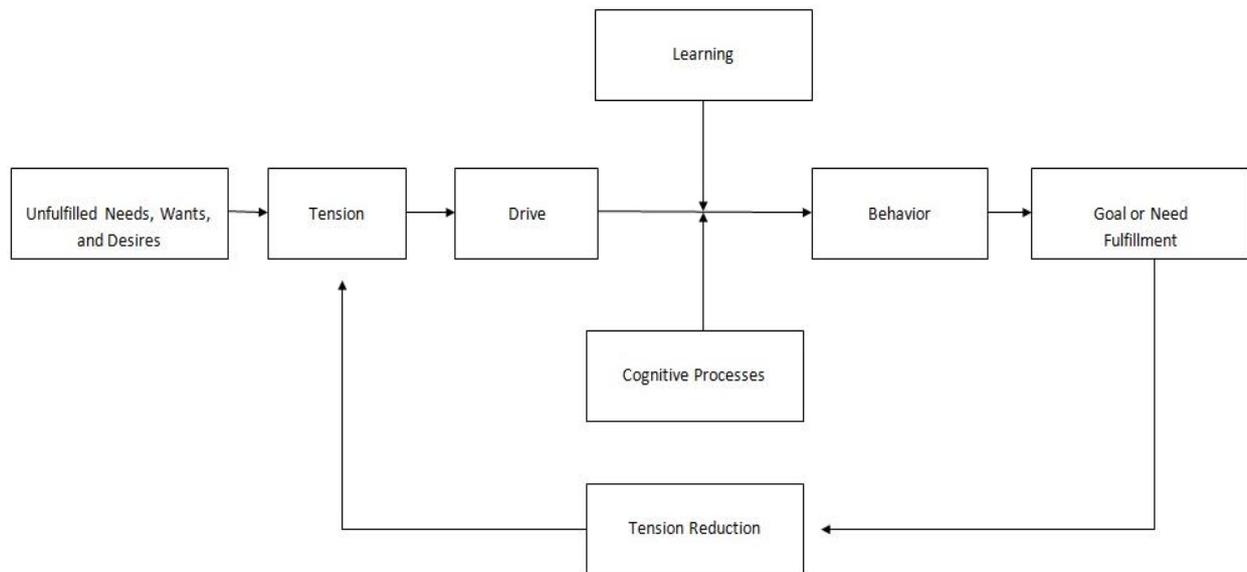


Fig. 1. Model of consumer motivation process.

3) *One-stop shopping center*: One-Stop Shop according to Investopedia [19], is a company that offers various products or services to its customers. In addition, One-stop Shop can also mean one particular location, which means that all the needs desired by consumers are located at that location.

Shopping Center in the definition of Merriam-Webster, is a collection of shops and retail buildings and services usually with extensive parking facilities and are usually designed to serve the community or specific circles [20]. Shopping Plaza terms are also often used to explain about shopping centers.

According to Maruyama et al., the factors in the modern market are [21]:

- Freshness
- Safety
- Price
- Accessibility
- Service
- Bargain
- Assortment

The Comparison between retailers in one stop shopping [22], has made a good understanding on how this study will be conducted. Regarding the resemblance of the retail area, and also the data between generations in this study, will show a comprehensive understanding of consumer expectations on Bulak Fish Center.

The Theoretical framework of this research is shown in the figure 2.

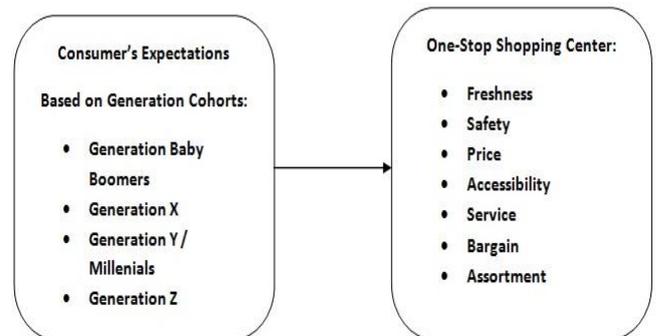


Fig. 2. Theoretical framework of the cross-generational analysis for consumers' expectations on one-stop shopping center: A case study of Bulak Fish Center .

III. METHODOLOGY

The methodology used in this research is by qualitative method. This research was conducted with interview techniques. According to Setyadin in Gunawan, interviews are a conversation directed at a particular problem and an oral question and answer process in which two people or more face to face [23].

In-Depth interviews were carried out in this study. In-depth interviews are expected to lead to a focused discussion between researchers and informants regarding consumer expectations of

One-Stop Shopping Center, in this case is the Bulak Fish Center.

The types of questions that was used in this study are open questions. In this open question, it will allow the acquisition of answers in accordance with the thoughts of the informant; the informant will be able to give the answer in more detail and the informant is given the opportunity to express the way to answer the question [23].

The technique used in determining respondents in this study is Non-Probability Sample with the Convenience Sample method.

IV. RESULTS AND DISCUSSION

This study uses data from interviews with 12 respondents; 2 respondents were chosen to represent the Baby Boomers generation (born 1955-1965), 2 respondents were chosen to represent generation X (born 1966-1976), 4 respondents were chosen to represent Y / millennial generation (born 1977-1994), and 4 respondents were chosen to represent generation Z (born in 1995-2009).

TABLE II. RESPONDENTS' CHARACTERISTICS

No.	Name	Origin	Age	Occupation
Baby Boomers (Born in 1955-1965)				
1	Mr. Budi (M)	Jombang	65 y.o.	Retiree PNS
2	Mrs. Hj. Mamik (F)	Lamongan	54 y.o.	Entrepreneur
Generation X (Born in 1966-1976)				
3	Mrs. Wiwid (F)	Batu, Malang	46 y.o.	Housewife
4	Mr. Handoko (M)	Mulyosari, Surabaya	46 y.o.	Marketing
Generation Y/ Millennial (Born in 1977 - 1994)				
5	Mr. Kusmiono (M)	Tanah Merah, Tanah Kali Kedinding, Surabaya	39 y.o.	Entrepreneur
6	Mrs. Ida (F)	Lebak, Surabaya	41 y.o.	Housewife
7	Merlyn (F)	Setro, Surabaya	24 y.o.	Hotel Employee
8	Edo (M)	Ploso, Surabaya	25 y.o.	Cook
Generation Z (Born in 1995 - 2009)				
9	Nura Muhaimin (F)	Surabaya	17 y.o.	Student
10	Danar (M)	Kalinom, Surabaya	18 y.o.	Student (grade 12)
11	Zainurohma (M)	Madura	19 y.o.	Photografer
12	Angga (M)	Madura	20 y.o.	Photografer

A. Consumer's Expectations on One-Stop ShoppingCenter

Based on the interviews, the response for each factors of One-Stop Shopping Center is:

1) *Freshness*: The respondent from Generation Baby Boomers (Mr. Budi, 65 y.o), stated that, "Yes, that's the problem, in here the person who sells it is the fishermen

themselves. Hence we felt it is better to buy here than elsewhere." While the other respondent (Mrs. Hj. Mamik, 54 y.o), stated that,"It is fresh, decent, and the taste suits my tongue."

The respondent from Generation X (Mrs. Wiwid, 46 y.o), stated that, "In my opinion, the fish are fresh and relatively new here. If it is freshly grilled, it will look good. It's different with fish that has stale, the odor would not be nice. For me, it's because the first time I came here the products were all nice, especially the processed seafood like shrimp, seafood, also the crackers. "While the other respondent (Mr. Handoko, 46 y.o), stated that,"The products are still fresh but I see that from marketing point of view, the display here is still lack of tidy. I have a friend here, so I often shop the fish, they are fresh and decent to consume. It's just to boost the promotion it will take a bit of improvement."

The respondent from Generation Y / Millenials (Mr. Kusmiono, 39 y.o), stated that, "Yeah, all this time the things that I ordered were suit me. Here they have many options, while other places don't." While the other respondent (Mrs. Ida, 41 y.o), stated that, ""Yeah, about the freshness...how should I put it. Some are less fresh, some are still fresh. If the products that are fresh because they came fresh from the sea, once it got to the shore, they sell it right in front of this building. Meanwhile the less fresh ones they turn it into salted fish." Other respondent (Merlyn, 24 y.o) stated that "I think the products are fresh, yeah as usual as common food, it is fresh and nothing weird, it's delicious. The first reason is because here is closer to Kenjeran, close to the sea, maybe if here it is fresher because they processed it straight from the sea. If others they took it from the middleman first, so they put it at home after they bought it, then they process it". While other respondent (Edo, 25 y.o) stated that, "If from here it is fresh, straight from the sea."

The respondent from Generation Z (Nura Muhaimin, 17 y.o), stated that, "The products are crackers, it is tasteful, crunchy, delicious. It's good to be snacks or to eat with rice. Yes, I want to buy other fresh products here. Such as milkfish, catfish, things that are fresh. They say it's available here but it's only on Sunday." While the other respondent (Danar, 18 y.o), stated that, "It's fresh from the ocean. Although I don't know how long it is from the sea." Other respondent (Zainurohma, 19 y.o) stated that, "Yes, it's decent to eat." While other respondent (Angga, 20 y.o) stated that, "According to my experience, the products are fresh, the people is friendly as usual, the food also decent to consume. What I mean with fresh is the presentation and the packaging are also nice."

2) *Safety*: The respondent from Generation Baby Boomers (Mr. Budi, 65 y.o), stated that, "It is safe." When being asked whether Sentra Ikan Bulak safety or not. While the other respondent (Mrs. Hj. Mamik, 54 y.o), stated that, "For the safety of the vehicles we already have security guards here so InsyAllah it is safe, if we have guards it will automatically be safe."

The respondent from Generation X (Mrs. Wiwid, 46 y.o), stated that, "I think it's safe, nothing comes as obstacles. It's just sometimes the traffic is jammed, but the jam is not that too much. The packaging of products here is less interesting. Perhaps with press packaging which is more thick, it will make it more beautiful and they can add the writing Souvenirs of SIB," While the other respondent (Mr. Handoko, 46 y.o), stated that, "It is able to be safe, It is very guaranteed here."

The respondent from Generation Y / Millenials (Mr. Kusmiono, 39 y.o), stated that, "I think it is safe enough because you have to pay parking ticket to park vehicle here. Yeah Insyallah it is safe, they even have that stickers from Puskesmas as the Health Inspector, so they already tested." While the other respondent (Mrs. Ida, 41 y.o), stated that, "If the security I can observe it from the salted fish, I seldom buy it, I'm scared. If they put formalin in it hehe" Other respondent (Merlyn, 24 y.o) stated that "Yes, it is relatively safe." While other respondent (Edo, 25 y.o) stated that, "In here it's not that good for the security, there is no security guard, they only have parking guard. For me personally, the security is ok. Unfortunately, they don't have security guard."

The respondent from Generation Z (Nura Muhaimin, 17 y.o), stated that, "Because here is quiet. So, not so many people. I think it's safe. But that's just my opinion. The sellers are also live here, so they must work hard to earn money, so when we buy their products, they will immediately greet us and show us their products. So, I think it is safe." While the other respondent (Danar, 18 y.o), stated that, "It is safe." Other respondent (Zainurohma, 19 y.o) stated that, "It is ok, Yes guaranteed." While other respondent (Angga, 20 y.o) stated that, "The security is pretty good I think, because in the entrance they give you ticket and then when you're out you have to show your vehicle paper. Pickpocketed is not yet happened. If I ever heard it's one time the loss of helmet. I think it's quite safe it's just the negligence of the owner."

3) *Price*: The respondent from Generation Baby Boomers (Bapak Budi, 65 y.o), stated that, "Yes, it is affordable, relatively cheap, but you have to ask the price first." While the other respondent (Mrs. Hj. Mamik, 54 y.o), stated that, "Yes, it is affordable already."

The respondent from Generation X (Mrs. Wiwid, 46 y.o), stated that, "When I think of it, I guess it's standard. Yes, it is better if you ask the price first, and later you can bargain it, perhaps." While the other respondent (Mr. Handoko, 46 y.o), stated that, "The price is affordable, everyone who comes here from all segments of customer. For the price you could ask first, and then bargain it."

The respondent from Generation Y / Millenials (Mr. Kusmiono, 39 y.o), stated that, "Yeah they have the affordable, and the one who is too much expensive hehe. In the menu list, it is more comfortable." While the other respondent (Mrs. Ida, 41 y.o), stated that, "The price is already suitable." Other respondent (Merlyn, 24 y.o) stated that, "The price is quite affordable. I prefer the one that has a tag on it." While other

respondent (Edo, 25 y.o) stated that, "It's already affordable. It's cheaper here."

The respondent from Generation Z (Nura Muhaimin, 17 y.o), stated that, "Yeah actually it is better to see the price on the spot, if you have to ask first, I think it will constrained you from buying." While the other respondent (Danar, 18 y.o), stated that, "Yes, it is affordable. Cheaper." Other respondent (Zainurohma, 19 y.o) stated that, "Yes, it is affordable." While other respondent (Angga, 20 y.o) stated that, if in my personal opinion the price is already suitable. The have put the price in the menu list."

4) *Accessibility*: The respondent from Generation Baby Boomers (Mr. Budi, 65 y.o), stated that, "It's very easy. I never hop on it, but I often see people using the bemo and passing by." While the other respondent (Mrs. Hj. Mamik, 54 y.o), stated that, "It's already good. They have the track for the disabled. The facilities here are already good."

The respondent from Generation X (Mrs. Wiwid, 46 y.o), stated that, "If it's group that comes here, it's relatively easy I think. The parking space here is quite spacious, the road to get here also quite wide. The only difference is only that. Yes, sometimes they still have difficulty to get here, but for the accessibility is quite accessible." While the other respondent (Mr. Handoko, 46 y.o), stated that, "You can get here by public transportation, but I haven't memorized it yet. It's quite easy, they have the lane here."

The respondent from Generation Y / Millenials (Mr. Kusmiono, 39 y.o), stated that, "OK, I guess. If bus they have it here, bus from the city government is often come here." While the other respondent (Mrs. Ida, 41 y.o), stated that, "The traffic is not jammed. It's able to be accessed by the disabled. Other respondent (Merlyn, 24 y.o) stated that, "It's quite good. Bemo (public transportation) is passing around this neighborhood." While other respondent (Edo, 25 y.o) stated that, "Public transportation are always pass in front of this building,"

The respondent from Generation Z (Nura Muhaimin, 17 y.o), stated that, "It's pretty simple. The transportation is available, even though I seldom come here. You can easily come here but for the disabled, they don't have enough facility, I think it's lacking that." While the other respondent (Danar, 18 y.o), stated that, "It's easy. There is no public transportation that pass by." Other respondent (Zainurohma, 19 y.o) stated that, "Yeah, it is quite good. The road is not bumpy, bus could pass this road." While other respondent (Angga, 20 y.o) stated that, "For the road access I think the street is already smooth, not bumpy, It's already good. Public transportation exists here, tourism buses also able to come here. This is Bulak Fish Center so the tourism groups often come here to buy Surabaya specialty souvenirs. Insyallah the sellers are friendly according to my observation, and also they have special stairs for the disabled on wheelchair to get to 2nd floor."

5) *Service*: The respondent from Generation Baby Boomers (Mr. Budi, 65 y.o), stated that, "I think the service is already good, I know this building's management is under the

Mayor of Surabaya Mrs. Risma.” While the other respondent (Mrs. Hj. Mamik, 54 y.o), stated that, “If it’s about service, everyone’s opinion will be different, according to their shopping experience. From my experience the sellers already friendly and nice.”

The respondent from Generation X (Mrs. Wiwid, 46 y.o), stated that, “Yes, I think it has nice. The people here are friendly. What’s important is that they’re friendly and willing to show whichever products that are delicious, which are not. That’s what I call a good service. Of course, it will be nice if they also have delivery service, they can send their fresh products, or grilled products. It will be very useful. I know a lot of people want to buy souvenirs grilled fish or others. I believe it will be convenient to know that the products come from this place. I know that this place is clean. While other places I don’t want to mention their names but they’re not as clean as this place.” While the other respondent (Mr. Handoko, 46 y.o), stated that, “The service is good, when the promotions are good, now The member of DPRD Mr. Armuji, Mrs. Risma are still managing the small vendors so they don’t sell wrecklessly at the side of the road. So, they provide them with space to sell their products. The place that is convenient both for sellers and buyers.”

The respondent from Generation Y / Millenials (Mr. Kusmiono, 39 y.o), stated that, “Yeah standard. It is quite OK.” While the other respondent (Mrs. Ida, 41 y.o), stated that, “The people here are nice.” Other respondent (Merlyn, 24 y.o) stated that, “It is so nice, so once we sit, the waiter will come to us, asking us what do we want to order, what do we want to eat. They’re quite fast.” While other respondent (Edo, 25 y.o) stated that, “Yeah not bad. It’s quite good.”

The respondent from Generation Z (Nura Muhaimin, 17 y.o), stated that, “The service of transaction is already suitable.” While the other respondent (Danar, 18 y.o), stated that, “I am already contented with the friendliness of sellers here. The service time is already suitable.” Other respondent (Zainurohma, 19 y.o) stated that, “Yeah it’s quite good. The service time is quite fast, not bad.” While other respondent (Angga, 20 y.o) stated that, “In my opinion, the service here is quite friendly, so for 1 month I have been coming to this place, I think they’re quite friendly, eventhough I am not a new customer, they still respect me well. The service time here on Sunday until Friday is until 5 pm. For Saturday and Sunday it’s 24hr. I think it’s suitable. They have mosque, they nursery room also in downstairs.”

6) *Bargain*: The respondent from Generation Baby Boomers (Mr. Budi, 65 y.o), stated that, “Ask first, and then you can bargain.” While the other respondent (Mrs. Hj. Mamik, 54 y.o), stated that, “You have to ask first.”

The respondent from Generation X (Mrs. Wiwid, 46 y.o), stated that, “if the grilled fish could be bargained, but maybe for the dry food couldn’t, It seems that they’re fixed price.” While the other respondent (Mr. Handoko, 46 y.o), stated that, “For the price you can ask, and you can bargain. I like to

ask first, because from that we can see if we want to bargain cheaper or not.”

The respondent from Generation Y / Millenials (Mr. Kusmiono, 39 y.o), stated that, “Yes, they have that facility (bargaining).” While the other respondent (Mrs. Ida, 41 y.o), stated that, “They have the bargaining facility. The price that you got is according to customer’s will.” Other respondent (Merlyn, 24 y.o) stated that “Maybe they can bargain, but in first floor only.” While other respondent (Edo, 25 y.o) stated that, “I prefer to ask first.”

The respondent from Generation Z (Nura Muhaimin, 17 y.o), stated that, “I think the price is fixed. Because I haven’t bargain yet, I just pay straight away.” While the other respondent (Danar, 18 y.o), stated that, “I prefer to ask first and then bargain.” Other respondent (Zainurohma, 19 y.o) stated that, “I prefer the one that has the tag.” While other respondent (Angga, 20 y.o) stated that, “If bargaining I believe it still exist. I like to have the price fixed. So that I can calculate with the money in my wallet.”

7) *Assortment*: The respondent from Generation Baby Boomers (Mr. Budi, 65 y.o), stated that, “I think the assortments are complete, and they have many varieties.” While the other respondent (Mrs. Hj. Mamik, 54 y.o), stated that, “It seems that everything is available here. I think everything is already good.”

The respondent from Generation X (Mrs. Wiwid, 46 y.o), stated that, “What they don’t have here, compare to the one in Sendang Biru, sometimes you cannot fine Tuna Fish, or Milkfish.” While the other respondent (Mr. Handoko, 46 y.o), stated that, “It’s complete. The varieties are there, it’s just lack of marketing and the promotion is less evenly distributed.”

The respondent from Generation Y / Millenials (Mr. Kusmiono, 39 y.o), stated that, “Yeah probably more to local food I guess? The one that has been extinct. They used to have *gempol*, Food such as *gempol*, I wish they could bring back those old time snacks like that.” While the other respondent (Mrs. Ida, 41 y.o), stated that, “They have assortment, there’s always varieties.” Other respondent (Merlyn, 24 y.o) stated that, “Emmh.. maybe if the stalls in second floor could have more grilled fish, I believe it will lure the consumers to come. Also, it will be nice to have seafood other than kupang, fried rice, etc. Because all those foods already sold in front of our houses.” While other respondent (Edo, 25 y.o) stated that, “If in here, they don’t have live music. All the products I think is good enough.”

The respondent from Generation Z (Nura Muhaimin, 17 y.o), stated that, “What should I say? I think the fresh fish are not only available on Sundays, but also when weekdays, so the SIB doesn’t look so quiet. While the other respondent (Danar, 18 y.o), stated that, “Some are available. Some are not. But I think it’s enough. Sometimes they run out of fish.” Other respondent (Zainurohma, 19 y.o) stated that, “yes, everything is complete here.” While other respondent (Angga, 20 y.o) stated that, “Maybe food like burger, they don’t have it here. The

food is mainly processed shrimp, seafood, and chilli and fried food.”

Cross-Generational Consumer Expectations of Fish Centers in Bulak District, Surabaya city shows that in terms of Freshness, consumers say processed products from Sentra Ikan Bulak are fresh. However, the sale of fresh fish, which was only found on Sundays, caused little disappointment from consumers. From this point, it is seen that consumers expect the sale of fresh fish on other days, not just Sunday.

In terms of Safety, security in SIB is considered good enough, because it is given a ticket when parked, and there are guards who ensure vehicle safety. Regarding the safety of food products in SIB, consumers feel confident because the availability of a tester for taste food. However, for the safety of products such as salted fish, there are still doubts regarding the issue of formalin fish that had been widely circulated before. Here we see consumer expectations so that the management of SIB provides certainty about the safety of processing salted fish sold in SIB.

At Price section, prices applied on the 1st floor, still use the negotiation/bargaining system. So that there is no price listed on fish products on the 1st floor. While on the 2nd floor where there are food and beverage products in stalls sold in the restaurant area, the price is listed in the menu list provided. Expectations from SIB Consumers here, especially from the Z generation, are provided with price tags for products sold in SIB. So that consumers can adjust to their budget without having to ask the seller first.

In terms of Accessibility, access to Sentra Ikan Bulak is good, and easily accessible by public transport. This supports the surrounding community to visit SIB.

In the Service section, Consumers of the Bulak Fish Center feel that the service from the seller has not been well standardized. So that the services provided by one seller, with other sellers can be different. Here it can be seen that SIB's consumer expectations are the standardization of services from sellers in SIB.

In the case of Bargain, consumers can bid for products that are traded on the 1st floor. While on the 2nd floor, consumers cannot bid. Consumers from generation Z, prefer the fixed price, rather than having to ask the seller beforehand. Products sold on the 1st floor actually have a difference. Fresh fish products can use the bargaining system. While processed fish products such as dried chips, generally have a fixed price. Consumer Expectations Baby Boomers and Generation X generation do not seem to have a problem with the bargaining system at Sentra Ikan Bulak. However, consumers of Generation Y and Generation Z, expect a price tag that shows the fixed price for the products traded in SIB.

In the Assortment section, consumers of SIB expect that products packaging in SIB can be improved. This needs to be done to attract consumers' interest in the products sold in SIB. Consumers also want Tuna fish products, and milkfish. Both types of fish are not found in the range of products traded at

Sentra Ikan Bulak. SIB consumers also expect products such as grilled fish, or seafood that are ready to eat, so that they can be sold on the 2nd floor. In addition, consumers also expect live music entertainment at SIB, as well as the presence of modern fast food such as Burger, etc.

V. CONCLUSION AND FUTURE SCOPE

The results of this study for consumer expectations on Sentra Ikan Bulak will then lead to the perception of Sentra Ikan Bulak by their customers. This will eventually lead to customers' choice whether they will come back to SIB or not and becoming their behavior. Thus, it is important to acknowledge the expectations of consumers, and to overcome whichever factors that has not meet the expectations yet.

Future research should focus on the customers' perception on Bulak Fish Center, according to generation cohorts. This will give a better evaluation for further marketing strategy done by Bulak Fish Center.

ACKNOWLEDGMENT

The research is funded by Universitas Hang Tuah, Surabaya. In addition, the researchers thank the participating consumers of Sentra Ikan Bulak for participating in the interviews.

REFERENCES

- [1] Detik News, “Surabaya Kebut Pencocokan Jumlah Penduduk Hingga Akhir Tahun”, 2017. [Online] Retrieved from: <https://news.detik.com/berita-jawa-timur/d-3647897/surabaya-kebut-pencocokan-jumlah-penduduk-hingga-akhir-tahun> [accessed 18 December 2017 at 14:44]
- [2] Wikipedia, “Jembatan Nasional Suramadu,” 2017. [Online] Retrieved from: https://id.wikipedia.org/wiki/Jembatan_Nasional_Suramadu [accessed 8 Januari 2018 at 15:14]
- [3] Wikipedia, “Pangkalan Utama TNI Angkatan Laut V,” 2017. [Online] Retrieved from: https://id.wikipedia.org/wiki/Pangkalan_Utama_TNI_Angkatan_Laut_V [accessed 3 Januari 2018 at 11:16]
- [4] Jawa Pos, “Sentra Ikan Bulak Empat Tahun Sepi Pembeli Jarang Pedagang Pun Hengkang,” 2017. [Online] Retrieved from: <https://www.jawapos.com/read/2017/01/09/101011/sentra-ikan-bulak-empat-tahun-sepi-pembeli-jarang-pedagang-pun-hengkang> [accessed 11 Desember 2017 at 8:59]
- [5] Kabar Surabaya, “Sentra Ikan Bulak Surabaya Lokasi Dinner Romantis di Tepi Pantai”, 2017. [Online] Retrieved from: <http://kabarsurabaya.org/sentra-ikan-bulak-surabaya-lokasi-dinner-romantis-di-tepi-pantai/> [accessed 11 Desember 2017 at 9:12]
- [6] Tempo, “Risma Lega Akhirnya Pedagang Ikan Penuhi Pasar Bulak”, 2016. [Online] Retrieved from: <https://nasional.tempo.co/read/768514/risma-lega-akhirnya-pedagang-ikan-penuhi-pasar-bulak> [accessed 11 Desember 2017 at 9:46]
- [7] Jawa Pos, “Sulitnya Pindahkan Pedagang ke Sentra Ikan Bulak”, 2017. [Online] Retrieved from: <https://www.jawapos.com/read/2017/01/12/101797/sulitnya-pindahkan-pedagang-ke-sentra-ikan-bulak> [accessed 11 Desember 2017 at 9:42]
- [8] L. Perner, “Consumer Behavior: The Psychology of Marketing”, 2018. [Online] Retrieved from: <https://www.consumerpsychologist.com/> [accessed 8 February 2018 at 11:24]

- [9] T. Suryani, *Perilaku Konsumen di Era Internet: Implikasinya pada Strategi Pemasaran*. Yogyakarta: Graha Ilmu, 2013.
- [10] C.V. Priporas, N. Stylos, and A.K. Fotiadis, "Generation Z consumers' expectations of interactions in smart retailing: A future agenda", *Computers in Human Behavior*, 2017.
- [11] Social Marketing, "Generations X Y Z and The others", 2018. [Online] Retrieved from: <http://socialmarketing.org/archives/generations-xy-z-and-the-others/> [accessed Oct 9, 2018]
- [12] H. Wallop, "Gen Z, Gen Y, Baby Boomers A Guide to The Generations", 2014. [Online] Retrieved from: <http://www.telegraph.co.uk/news/features/11002767/Gen-Z-Gen-Y-baby-boomers-a-guide-to-the-generations.html> [accessed 17 Januari 2018 at 10:39]
- [13] E. Goh, and C. Lee, "A workforce to be reckoned with: The emerging pivotal Generation Z hospitality workforce," *International Journal of Hospitality Management*, vol. 73, pp. 20-28, 2018.
- [14] Business Dictionary, "Customer Expectations Definition", 2017. [Online] Retrieved from: <http://www.businessdictionary.com/definition/customer-expectations.html> [accessed 15 January 2018 at 14:12]
- [15] J.R.M. Kennedy, M. Zaki, K.N. Lemon, F. Urmetzer, and A. Neely, "Gaining Customer Experience Insights That Matter", *Journal of Service Research* 2019, vol. 22, pp.8-26, 2019.
- [16] M. Nacef, M. Lelièvre-Desmas, R. Symoneaux, L. Jombart, C. Flahaut, and S. Chollet, "Consumers' expectation and liking for cheese: Can familiarity effects resulting from regional differences be highlighted within a country?", *Journal Food Quality and Preference*, vol. 72, pp.188-197, 2019.
- [17] C. Symmank, S. Zahn, and H. Rohm, "Visually suboptimal bananas: How ripeness affects consumer expectation and perception", *Appetite*, vol. 120, pp.472-481, 2018.
- [18] L.G. Schiffman, and L.L. Kanuk, *Consumer Behavior (International Edition 8th Edt.)*. New Jersey: Pearson Prentice Hall, 2004.
- [19] Investopedia, "Definition of One-Stop Shop", 2017. [Online] Retrieved from: <https://www.investopedia.com/terms/o/onestopshop.asp>, [accessed 4 Januari 2018 at 10:03]
- [20] Shopping center, "Merriam-Webster.com Dictionary, Merriam-Webster," 2020. [Online] Retrieved from: <https://www.merriam-webster.com/dictionary/shopping%20center> [accessed 14 Aug. 2020, 2020]
- [21] M. Maruyama, L. Wu, and L. Huang, L, "The modernization of fresh food retailing in China: The role of consumers", *Journal of Retailing and Consumer Services*, vol. 30, pp. 33-39, 2016.
- [22] M. Han, O. Mihaescu, Y. Li, and N. Rudholm, "Comparison and one-stop shopping after big-box retail entry: A spatial difference-in-difference analysis", *Journal of Retailing and Consumer Services*, vol. 40, pp.175-187, 2018.
- [23] I. Gunawan, *Metode Penelitian Kualitatif: Teori dan Praktik*. Jakarta: Bumi Aksara, 2013.