

Pengaruh Daya Tarik Ruang Terbuka terhadap Pengunjung pada Lifestyle Center = The Influence of Open Space Attractiveness on Visitors at Lifestyle Centers

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Abstrak

Penelitian ini mengkaji dampak integrasi antara retail dan ruang terbuka terhadap daya tarik pengunjung dalam lifestyle center, dengan fokus khusus pada One Satrio dan The Breeze BSD City di bidang properti. Dalam dekade terakhir, industri properti retail telah mengalami transformasi signifikan akibat perubahan drastis dalam perilaku konsumen dan munculnya era digital, mendorong pengembang untuk menciptakan pengalaman belanja yang unik melalui konsep 'retailtainment.' Pandemi COVID-19 semakin menekankan pentingnya ruang terbuka yang aman dan nyaman sebagai bagian integral dari kompleks retail. Penelitian ini menggunakan pendekatan survei cross-sectional dengan desain survei deskriptif dan kausal, mengumpulkan data melalui kuesioner dari pengunjung One Satrio dan The Breeze, serta menganalisisnya menggunakan statistik deskriptif, uji validitas dan reliabilitas, serta analisis regresi. Hasil penelitian menunjukkan bahwa aspek sirkulasi, zoning aktivitas, dan daya tarik visual ruang terbuka publik secara signifikan mempengaruhi daya tarik pengunjung, memberikan wawasan berharga bagi pengembang properti untuk mengoptimalkan desain dan fungsi ruang terbuka publik, sehingga meningkatkan daya tarik dan relevansi properti retail yang terus berkembang.

.....This study examines the impact of integrating retail and open spaces on visitor attraction within lifestyle centers, specifically focusing on One Satrio and The Breeze BSD City in the property sector. Over the past decade, the retail property industry has undergone significant transformations due to drastic changes in consumer behavior and the rise of the digital era, prompting developers to create unique shopping experiences through the concept of 'retailtainment.' The COVID-19 pandemic has further emphasized the importance of safe and comfortable open spaces as integral parts of retail complexes. This research employs a cross sectional survey approach with descriptive and causal survey designs, collecting data through questionnaires from visitors to One Satrio and The Breeze, and analyzing it using descriptive statistics, validity and reliability tests, and regression analysis. The results indicate that aspects such as circulation, activity zoning, and visual appeal of public open spaces significantly influence visitor attraction, providing valuable insights for property developers to optimize the design and functionality of public open spaces, thereby enhancing the appeal and relevance of retail properties in a continuously evolving.