

THE INFLUENCE OF DESTINATION LOCATION FACTOR AND TRANSPORTATION SYSTEM FACTOR TO CHOICE THE SHOPPING LOCATION

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Abstract: Work trip is not flexible trip as like shopping trip where are the travel destination has choice characteristic. In the urban area, the shopping trip is one of the biggest trip generation, and a push factor of urban sprawl, thus if we control this trip type will gives us positive effect to decrease the environmental impact of the transportation. The variation of the facilities, type of goods, quality of the products, and the action attraction which offered by a shopping centre will become as attraction factors, it difference with the work trip. The knowledge of this shopper attitude to percept the attributes of a shopping centre or retail centre will become importance to understand why they choose that shopping centre, so it will attract the shopper to trip from their origin to that shopping centre not to the other.

Through household trip role research in Bandung by home interview and Multi-Criteria Analysis (AHP) methods can reach to understand the sensitivity of the transport system attributes and shopping centre location attributes to the individual shopper attributes, thus it can make easier to understand the relationship between land use and transportation in order to control the shopping trip to reach efficiency and effectivity the shopping centre services.

As result of this study, it appears for daily and non daily shopping, the travel cost (x_{11}) and travel time (x_{12}) attributes of transport system factor, and the satisfaction level (x_{28}) dan level of services attributes (x_{22}) of the shopping centre location factor, become to the most dominant attributes in shopping centre choice for all age and wage group.

This research implication is the shopping centre plan in Bandung and the others cities as well, not only base on the accessibility and services scale, but also must be planned base on the socio-economic characteristic of the citizen as the consumers.

Keywords: Shopping Centre, Transport system factors, Shopping location factors, Individual Factors.

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