

ABSTRACT

This study aims to identify and analyze the factors that influence Generation Z's decision to visit Paris Van Java Mall in Bandung in 2025. As a generation known as digital-native, Generation Z has a consumption pattern that is highly influenced by social media, a preference for a friendly environment, and a unique and personalized shopping experience. In this study, a descriptive quantitative approach was used, where data was obtained through a survey conducted to respondents from the Generation Z group. The variables analyzed include location, store atmosphere, price, service quality, events held, interior design, security, parking area facilities, as well as entertainment elements and social experiences offered by the mall. The results indicate that Generation Z tends to choose malls that are able to provide interactive shopping experiences, Instagramable areas, and events that support their digital and social lifestyles. In addition, the factors of convenience, sustainability, and practicality also play a significant role in influencing their visit decisions. This research provides valuable insights for Mall Paris Van Java managers in designing relevant and adaptive marketing strategies to meet Generation Z's needs and preferences. The findings are expected to serve as a reference in the development of a future mall concept that not only functions as a place for shopping, but also as a center for recreation and lifestyle.

Keywords: Generation Z, Visiting decision, Paris Van Java Mall, Shopping experience