

ABSTRACT

The growth of shopping centers in Indonesia is expanding continually. Shopping centers are expanding as along with society purchasing power. This situation give impact to the number of shopping centers which are growing and make the competition between it tighter than before. Unfortunately, Indonesia does not have any clear roadmap for shopping centers development, especially in Bandung. Therefore, shopping centers positioning based on Bandung's consumer perception is need to be consummated. The purpose of this study is to describe a perceptual map of the positioning on shopping centers in Bandung such as Bandung Indah Plaza, Cihampelas Walk, Paris Van Java, Trans Studio Mall and Festival City Link. Those positioning is based on the consumer perception in Bandung and also their suggestion about the shopping centers which will became a good image as consumer choice.

To examine this study, descriptive method is used to five shopping centers in Bandung. Purposive sampling is used as sampling techniques of with 100 respondents. As the data gathered, multidimensional scaling is used to analyze and map the shopping centers position in a perceptual map.

The results of the data analysis indicate that Cihampelas Walk is positioned by the consumers as a place to hangout and relax with friends. Festival City Link is positioned by the consumers as a fashion shopping place. Paris Van Java is positioned by the consumers as a prestige shopping center which sell branded products and also as window shopping place. Trans Studio Mall is positioned by the consumers as entertainment place and place to eat such as restaurant, café, or dining. Last, Bandung Indah Plaza which is positioned by the consumers as shopping center which sell product with affordable prices and has accessible place. In addition, perceptual map shown that there are two shopping centers which have contiguous position i.e Paris Van Java and Trans Studio Mall. This position a location that is within walking distance of Paris Van Java and Trans Studio Mall. This position indicates that Paris Van Java is a direct competitor of Trans Studio Mall.

Key words: *Multidimensional Scaling, Positioning, Shopping Center*
