The attractiveness of malls for millennial consumer (Case study: Malls in BSD City)

N D Tadiarus, H Setiadi and N Rizqihandari

Department of Geography, Faculty of Mathematics and Natural Sciences, Universitas Indonesia (Depok, West Java, Indonesia)

E-mail: nadiladaesyia7@gmail.com

Abstract. Property development, especially malls, continues to make shopping malls in BSD City becoming more diverse. The diversity of these malls is tailored to the needs of various millennial consumers as well. However, the variety of needs based on the diversity of ages and socio-economic status are influenced by motivation and intensity of millennial consumer visits to all malls in BSD. This makes the malls must have attraction to bring millennial consumers to visit. This research aimed to analyze the attractiveness of malls in BSD and the pattern of visits of millennial consumers influenced by the attractiveness of the mall. The variables of this study include location characteristics, concept of the mall and community experience as well as millennial consumer characteristics, motivation to visit the mall and sources of information. The method used in this study is descriptive analysis. The results of the study show that different characteristics of Malls in BSD City make each of them has a different attraction. The difference in attractiveness can influence the pattern of millennial consumer visits related to motivational factors, socio-economic status and sources of information owned by each consumer.

1. Introduction
Bumi Serpong Damai City (BSD City) located in South Tangerang, Banten is a city that was built by major developers Sinarmas and Bumi Serpong Damai, Tbk. in 1989 [1]. The development of this city did not only cover residential areas but also other properties such as hotels, offices, industrial areas and malls. The malls that are built in BSD City have various types tailored to the needs of the community. There were 8 mall typologies with different characteristics in Indonesia which 7 types of malls such as Regional Shopping Centers, Super Regional, Lifestyle, Big Box, Hypermarkets and Shopping Centers Specialists (Niche / Destination Retail) [2] were built in BSD City. The diversity of types of malls in BSD City is presented as a form of adaptation to the changing needs and lifestyles of urban consumers. The lifestyles of urban consumers have changed where consumption today is not only done solely as an activity to meet basic needs but is also carried out to meet the needs of pleasure [3]. Changes in needs and lifestyle can be found especially in millennials who visit the mall not only for shopping but also for relaxation and entertainment [4].

Malls that are currently being built target millennial consumers in increasing their income because this generation has higher purchasing power compared to other generations [5]. However, a high level of technological intelligence makes millennial generation tend to gather information before buying a product or visiting the desired mall. In addition, millennial consumers come from diverse ages and economic backgrounds [6-7]. Millennial generation per 2018 was born in 1981 to 1996 where this age range makes millennial generation belong to different economic status ranging from students to married workers [8]. The diversity of backgrounds makes millennial consumers have different motivations to
visit the mall. This makes the malls at least need to have a uniqueness that can attract millennials from various backgrounds to visit and meet their consumption needs.

The attractiveness of a mall can be influenced by factors such as the diversity of the right tenants, environment and facilities [9-10]. Also, the right mix of tenants can create mall attraction with a strong image and the attractiveness of malls is influenced by location factors such as the type of road and the presence of property and other facilities around the mall [11]. In addition, there is a mall concept factor that can make the mall better known to the public and increase the attractiveness of the mall. Not only location characteristics that affect the attractiveness of the mall, but visitor experience also plays an important role in fostering the mall's image. Currently, public consumption is driven by technology so that visitor reviews through blogs or online comments can affect consumers because the information provided by public is more trustworthy compared to advertisements or promotions provided by marketers [12]. This is related to the characteristics of millennial consumers who choose online reviews as the main reference in making purchasing decisions [13].

2. Methods
The study was conducted on malls in BSD City (AEON Mall, Teras Kota, ITC BSD and BSD Plaza) along with visitors of these malls which are belong to millennial generation. This study is based on mall characteristics consisting of physical situation, mall location, mall concepts and Visitor’s experience. In addition, there are several indicators of mall visitor which consist of visitor characteristics, motivation and time of visit. Data of physical situation and mall locations were collected through field observations while concepts of mall, visitor’s experience and types of tenants were obtained through the official mall website and blog reviews.

Variables related to mall visitors were obtained through structured interview with 120 respondents. The unavailability of BSD population data makes the determination of respondents’ number were carried out using Quota Sampling method of 30 people for each mall. The criteria for determining respondents consist of type of generation in which they must belong to the millennial generation aged 22 - 37 years (as of 2018) and have visited one of the malls included in the research object with a frequency of more than 3 times in the past 1 month. The data obtained were processed into a matrix and maps.

To answer the first research question, a descriptive analysis method was used to describe the linkage between characteristics of mall location and the mall concept variables and visitor’s experience. Meanwhile, to answer the second research question, a descriptive analysis was carried out on the results of processing the millennial consumer visit matrix based on socioeconomic status, age, motivation and information sources. The results obtained are a description of the attractiveness of each type of mall such as what can attract consumers to visit and how the attraction affects the pattern of millennial consumer visits in visiting Malls in BSD.

3. Results and Discussion
3.1. Characteristics of Malls’ Visitors in BSD City
The characteristics and patterns of millennial life discussed in this section are based on the characteristics of visitors who were becoming respondents of the study. Based on Figure 1, visitors of Malls in BSD not only come from within the BSD area but also from outside BSD such as Tangerang City, part of Tangerang Regency, part of South Tangerang City, DKI Jakarta and Depok City. Besides, visitors to malls in BSD City which are belong to millennial generation have a varied age range from 22 to 37 years. The age variation of millennial visitors is dominated by ages 22-25 years (as of 2018). Whereas the millennial visitors who visited Malls in BSD City were 31-37 years old. This fits the theory that with increasing age, the time spent at the mall decreases [14].
Respondents who are millennial consumers are divided into 2 socioeconomic status, namely consumers who have no income and who have income (Figure 2). Consumers who have no income consist of consumers who do not work, Fresh Graduates, students, and housewives while consumers who have income consist of consumers who have worked less than 1 year, 1 to 3 years and more than 3 years. Based on Figure 2, Millennial Mal visitors in BSD are dominated by non-income visitors with status as students.

Through visitor characteristics such as socioeconomic status and age, several factors can influence the number of millennial consumers in visiting malls in BSD. For millennial visitors without income, it is determined by the attractiveness that they find through online media, the location of the school or home, the ownership of spouses and children and with whom they visit. Another case with millennial income earners where a lot of at least the number of visitors is not only determined by the attractiveness of the mall found through online media, but also supported by the distance of office location and home, income and with whom they visited. Whereas the origin factor of residence can not determine the number of visitors at least due to the influence of crowd centers such as universities and offices and the attractiveness of the mall.
3.2. Motivation for a Visit to Malls in BSD City

From the results of survey data processing, it was found that millennial consumers have their own habits in visiting malls in BSD so that only malls with facilities that can fulfill these habits will be visited more often by millennial consumers. This millennial consumer habit is related to their attachment to technology and the use of social media. Completeness of facilities is an important factor in influencing or changing the motivation of consumer visits where these facilities can provide fun and comfort so that consumers will spend more time in the mall and do shopping, hangout and relaxation at the same time [15-16]. Facilities that can support millennial habits in motivating visits consist of the presence of public seating, adequate parking, maternal and child facilities, musical performances, the existence of hangout places and photo hunting with attractive designs [15-17].

3.3. Mall as A Place

Each mall has different characteristics. The uniqueness of the facility attributes in each mall can make the mall as an attractive place and different from other malls [15]. In addition, these facilities make the mall able to meet the needs of its visitors such as seats inside the mall that is not only intended as a place for visitors to sit but also as a public space available in the mall to perform various relaxation activities. Also, the fountain and park view facilities that are not only intended as interior and exterior decoration of the mall but also as a public space for mall visitors for recreation and socializing. Public spaces within the mall that reflect uniqueness can increase the attractiveness of the mall and support the activities of mall visitors, especially millennials with diverse habits.

The attraction must be able to create comfort and a pleasant shopping experience for visitors so that they wish to spend more time in the mall [18]. Malls can create comfort with adequate parking facilities, long operating hours, clean restrooms, and entertainment for children, teenagers and adults [19]. The existence of entertainment in the Mall is very important for the convenience of visitors [20]. The availability of mall entertainment facilities can make the mall a place of recreation and socializing. The mall as a place for recreation and socializing has public elements such as benches that can make the mall space a meeting place for conversations and fountains or other scenic facilities that can make the mall a place of relaxation. So that the characteristics of the mall as a place to shop, hangout and relaxation is a mall that has a complete variety of tenant types, public places wide enough to sit and relax, entertainment for children such as play spaces, places for photo hunting, music performances and adequate parking facilities.

3.4. Characteristics of Mall’s Location for Milennial Consumer

Malls in BSD City are divided into different characteristics (Table 1). Family-oriented mall consists of BSD Plaza and AEON because both malls offer everything under one roof. However, the smaller size of BSD Plaza mall causes the type of tenants in this mall to be less varied compared to AEON Mall which has approximately 300 tenants. This large tenant capacity causes Mal AEON to belong to the Super Regional Center type where this type has a leased area of more than 100,000 m². The next mall is Teras Kota which is lifestyle oriented because this mall only measures less than 20,000 m² and only provides entertainment, food / beverage, books and services tenants. Then, there is an ITC mall that is specialist-oriented because it only offers special products such as clothing, self-service and electronics that are supported by other tenants such as food / beverage outlets.

| No. | Name         | Orientation | Type             |
|-----|--------------|-------------|------------------|
| 1.  | Teras Kota   | Lifestyle   | Lifestyle Centre |
| 2.  | ITC BSD      | Specialist  | Specialist Centre|
| 3.  | BSD Plaza    | Family      | Regional Centre  |
| 4.  | AEON Mall    | Family      | Super Regional Centre |

Source: Data Processing from Official Mall Sites, 2018

Based on the physical condition and the environmental situation of the mall, there are differences between the 4 malls. In terms of the availability of interior facilities, only AEON Mall and Teras Kota can meet the needs of millennial consumers. However, these two malls do not have interior facilities in...
the form of photo hunting that can also attract millennial consumers. Even so, photo hunting facilities can be found as exterior facilities of the AEON Mall with the availability of Sakura Illumination Park or a garden of lights that resembles a typical Japanese cherry park. Then, the exterior facilities in the form of parking lots which are highly needed by these millennial consumers can be found in the four malls studied. However, of the four malls, only AEON Mall has a large parking capacity so that this Mall is better able to meet the needs of millennial consumers compared to other malls in BSD City.

In terms of tenant types, millennial consumers prefer Malls with a wide variety of tenant types such as AEON Malls. This is because millennial consumers have diverse needs so that the complete variety of tenant types in one mall roof is more preferred by these consumers. In addition, the characteristics of millennial consumers who are efficient in doing things make them tend to do many things in one place so that these consumers will visit the Mall which can be used as a place to shop, hangout and relaxation simultaneously.

Based on the environment around the mall, Teras Kota Mall, ITC BSD and BSD Plaza which are located on the arterial road tend to be crowded by vehicles so that congestion will always occur in the afternoon before the night in front of these three malls. Congestion can reduce the interest of millennial consumers who are time efficient to visit the mall. This is different from AEON Mall which tends to be less crowded because it is located in the middle of BSD City which is still under construction so that the congestion that occurs is only caused by a surge in Mall visitors during weekends and national holidays.

In terms of mall crowds, millennial consumers prefer malls that are close to their activities. Consumers aged 22-37 years can be found in universities, offices, residential areas and hotels and other facilities so that the mall which is close to the existence of the property and facilities can attract millennial consumers to visit. Such environmental situations can only be found in Mall AEON and Mall Teras Kota. Meanwhile, ITC Mall BSD and BSD Plaza are only close to shop areas and hospitals that are not dominated by millennial consumers.

3.5. The Attractiveness of Malls in BSD City

Malls in BSD have different characteristics. AEON Mall which is located hidden and far from other Malls, has a strong and different concept that can attract many millennials to visit this Mall. In addition, the availability of various types of tenants under one roof and the completeness of interior and exterior facilities that suit the needs of millennial consumers makes this mall visited by millennial consumers of various ages and socioeconomic status. Likewise, Teras Kota Mall, which was chosen by millennials for hangouts and relaxation due to a mix of special types of hangout tenants not found in other Malls. Likewise, the ITC BSD Mall which specializes in selling electronic products at more affordable prices, so that this Mall is visited by millennials with the main motivation to buy electronic products. Then, BSD Plaza Mall which has a similar type to Mall AEON but is smaller in size, has street food stalls inside the Mall parking lot which makes this Mall has a different appeal from other Malls and is still visited by millennial consumers. Coupled with the strategic location of BSD Plaza and being close to office buildings, this Mall is crowded with workers belonging to the millennial generation.

3.6. Visit Pattern

3.6.1. Visit Pattern Based on Motivation. The malls discussed in this study are AEON Mall, Teras Kota Mall, ITC BSD Mall and BSD Plaza Mall. AEON Mall has a type of family-oriented super regional mall where this mall can meet all the needs of the people under one roof with the availability of a very complete and varied type of tenant. Then, Teras Kota Mall with lifestyle mall type (Lifestyle Mall) and ITC BSD Mall with specialist Mall type (Specialist Mall). Besides that, there is BSD Plaza Mall which is also family oriented but has a smaller visitor capacity and fewer variations in tenant types than AEON Mall, so BSD Plaza Mall is included in the Regional Mall type.
Figure 3. Millennial Consumers’ Motivation to Visit Malls in BSD City

Based on Figure 3, the graph on Mall AEON has a value that is not much different where it reflects that visitors of Mall AEON do almost all the motivations of the visit, such as shopping, hangout and relaxation simultaneously. This is in accordance with the type of AEON Mall as a super regional scale family mall that provides various tenants in one roof. Similarly, BSD Plaza Mall as a regional family mall, so that the Mall is visited by consumers to do all the motivation simultaneously. However, the fewer variations in tenant types and the size of the Mall which is not too large make this Mall has a much smaller number of visitors compared to AEON Mall. While the motivation of visitors at Teras Kota Mall is dominated by hangout and relaxation motivation where this is in accordance with the typology of Kota Teras City as Lifestyle Mall which provides various types of hangout tenants and entertainment. Unlike the case with ITC BSD Mall visitors who mostly visit this Mall with shopping motivation. This is because the ITC BSD Mall as a Specialist Mall prefers electronic products at prices that are much more affordable than other Malls.

Motivation of consumer visits can also be influenced by different millennial age factors. Millennial consumers aged 22-25 years, dominantly choose to shop at super regional scale family malls. However, there are consumers who also choose specialist malls for shopping. This is due to the product the consumer wants are not available at the mall visited. In addition, the types of tenants most needed by millennial customers aged 22-25 years when visiting the mall are cinemas and restaurants. This causes millennial consumers who are accustomed to going to specialist malls will also visit the super regional family mall that provides both tenants.

Whereas at the hangout, consumers aged 22-25 years, dominantly chose the super regional scale family mall followed by lifestyle mall in second place. That is because the hangout places that are available in full and varied are only in these two types of malls. Similar to relaxation where the dominance of millennial consumers in this age choose super regional scale family malls, followed by lifestyle malls in second place because the relaxation facilities needed by millennial consumers such as public seating, photo hunting, music shows, and others are only available in both types the mall.

Furthermore, consumers aged 26-30 years have the same visiting motivation pattern as the previous age. Most millennial customers of this age choose to shop at super regional scale family malls and a small number of these consumers also shop at other malls, namely lifestyle malls and specialist malls. This is due to the variety of needs owned by these millennial consumers so that they will visit the mall that suits their needs. While consumers who want to hangout, choose a super regional scale family mall and lifestyle mall to visit. This relates to the work location of millennial consumers who are close to both types of malls so they will visit the mall to hangout such as meeting business partners or lunch. Then,
in terms of relaxation, millennial consumers of this age also choose super regional scale family malls. This is because they do more relaxation to the mall in the afternoon and evening after returning from work so they will visit a super regional scale family mall that has a large parking capacity and is able to accommodate many visitors so there is no difficulty in finding a parking space or a place to eat inside the mall.

Unlike the case with millennial consumers aged 31-37, where most of these consumers choose specialist malls for shopping. This is due to millennial consumers aged 31-37 buying more products related to household needs, home and children's needs and electronics where these products can be easily found in specialist malls at affordable prices. Whereas during hangouts and relaxation, consumers of this age choose super regional scale family malls and lifestyle malls because they do both visiting activities with a partner or family.

3.6.2 Visit Pattern based on Socioeconomic Status. The socioeconomic status of Milennial Visitor of Malls in BSD City, divided into 2 groups, namely income earners and non-income earners. Financial capabilities possessed by millennial income earners make them shop at various types of malls that suit their needs. As shown in Figure 4, all malls are visited by consumers who have income with the aim of shopping. However, the type of mall that is visited the most by consumers with income from all age segmentations is only lifestyle malls and regional super family malls. This is because the needs of all consumers of all ages for hangout facilities can only be met in both malls. Also, the small amount of free time this consumer has makes them only hang out for lunch with coworkers, business meetings or hangouts after work at the two malls, which are located close to the office and provide tenants for hangouts. Whereas the type of mall visited for relaxation by all consumers of various ages is the super regional family mall. This is influenced by the availability of various types of products, tenants and facilities in one roof at the super regional family mall so consumers with this little free time prefer to visit the mall that provides their various needs in the same place and time.

Figure 4. Visit Pattern Based on Socioeconomic Status

A. Income Earners
Millennial consumers who work less than 1 year, shop at regional super-scale family malls, lifestyle malls and specialist malls. The variation of the visit is because these consumers are more selective in shopping so they will visit the mall that sells products cheaper than other malls. This is related to the ability of consumers to spend less in shopping than other types of consumers where, although economically more independent than consumers who have no income, these types of consumers are just
starting a career or are on a career trial period, so they do not have financial stability. As for hangout or relaxation activities, the dominance of these consumers is visiting the Super Regional Family Mall and a small number visiting the lifestyle mall. This is because both malls have tenant types and facilities that best support hangout or relaxation activities, especially in the afternoon and evening, which are the leisure times of these consumers.

Consumers who work for 1-3 years, choose super regional family malls, lifestyle malls and specialist malls for shopping. The large number of consumers of this type in shopping, hangouts and relaxation when compared to other income consumers reflects that consumers of this type are most often visited the mall to do the three motivations. This is because consumers who work for 1-3 years are entering the stage of career stability so that they are financially better than those who have just started working. This financial stability makes this type of consumer not only have a high desire to shop, but also able to do more hangout and relaxation activities in the mall which is considered a mirror of freedom when outside the office. This can be seen from the preferences of these consumers for lunch or hangouts with coworkers at the mall compared to places to eat cheaper and closer to the office. The view of the mall as a mirror of freedom also makes the least of their free time does not reduce the intensity of their visit. it's just as seen in the graph that consumers of this type only do all activities in 3 malls, namely super regional family malls, lifestyle malls and specialist malls. This is due to the lack of free time which makes them tend to do all three activities in the same place and time. Like shopping at lifestyle malls after hangouts with coworkers or hangouts and relaxation at specialist malls after buying products that can only be obtained at this specialist mall. From all of three malls, super regional family malls are the most visited by consumers of this type because it provides all the needs of consumers to shop, hangout and relaxation at the same time.

Unlike the case with millennial consumers who work for more than 3 years where these consumers usually have better career strength and financial levels than other types of consumers so that they spend more on goods and services that are more expensive, namely houses, vehicles and investment banking. So that their purchasing power for products in the mall is reduced and makes them only visit the malls in accordance with the needs to be obtained. In addition, the career stability of this type of consumer makes them spend more time at work and have less free time. This causes consumers of this type tend to only travel to the mall to do work like one of them meeting business partners even though there are a small number of these types of consumers who travel to the mall to do entertainment activities with family or friends on weekends. However, this makes consumers of this type only do three motivations to visit simultaneously in 1 mall, a super regional family mall that offers convenience to save time and energy in getting the needed needs. While other malls are only visited by consumers of this type because of the closeness to the office or when they want to buy a special product at a specialized mall or when they want to hang out at a lifestyle mall.

B. Non-income Consumer

A visit to shopping for these three types of millennial consumers, tends to visit more regional super-scale family malls and specialist malls. This is because of the completeness of certain products and low prices. Whereas during hangouts and relaxation they tend to prefer more super regional scale family malls that offer cheaper and complete hangout and relaxation facilities than other malls in BSD. Whereas the types of consumers with the status of housewives prefer to shop at super regional scale family malls because these consumers not only shop for themselves but also for their families so that they need malls that can provide a variety of products. In addition, these consumers often bring their children in shopping so that excellent children's facilities in super regional scale family malls increase the motivation of visitors to visit the status of housewives. In addition, millennial consumers with the status of housewives always visit the mall together with only spouses or children, so this type of consumer must do a hangout and relaxation together with the shopping activities they do at the super regional scale family mall.

3.6.3. Visit Pattern Based on Sources of Information. The dominance of millennial consumers who use social media to get product information, visits super regional scale family malls such as Mal AEON (Figure 5). This is because social media users get more information about the latest trends without limits, so they are more aware of many variants of new product types. Of course, this will cause millennial
consumers who use social media as their main source of information to visit super regional scale family malls that have a wide variety of tenants.

**Figure 5. Visitor Segmentation Based on Sources of Product’s Information**

Millennial consumers who are looking for new product information through friends / relatives, visit regional super-scale family malls and lifestyle malls such as Teras Kota. Searching for information through friends / relatives makes them more aware of the availability of the product they want to buy, thus increasing the likelihood of these consumers coming to malls that do not offer varied types of tenants. In addition, the dominance of millennial consumers who search for product information through online shopping sites, visit the regional super-scale family mall due to the completeness of the products offered by the mall. Whereas millennial consumers who know about new product information via TV / billboards, visit the regional super-scale family mall because of the large size of the mall and are considered to have a complete product compared to other types of malls.

Basically, every mall visitor with a different type is dominated by social media users. This is related to the characteristics of millennial consumers who have a high attachment to technology as evidenced by the high level of need for smartphones. In addition to social media users, many of these mall visitors are looking for product information through online shopping sites and through friends / relatives. This is related to the characteristics of millennial consumers who are always looking for in-depth information by looking at the reviews of other buyers, visiting online sites and asking friends / relatives before buying a product.

### 3.7 Mall Attractiveness and Millennial Consumer’s Visit Pattern

Visitor segmentation based on age, socioeconomic status and motivation as well as millennial level obtained from the use of information sources form the pattern of millennial consumer visits to Malls in BSD. The pattern of millennial visits can be influenced by the attractiveness of each mall which is formed from factors of location characteristics, concepts and experience. Like the pattern of visits to the type of super regional scale family orientation that is Mal AEON which is formed by all factors, namely economic status, motivation and sources of information.

The attractiveness of the mall is influenced by the uniqueness of the concept of a mall that has a distinctive Japanese nuance coupled with the complete mix of tenant types and facilities to enable consumers to shop, hangout and relax under one roof. In addition, the completeness enables millennial consumers of various ages and economic status to meet their needs at this mall. Then, the complete mix of types of tenants that make the products at the Mall increasingly varied makes consumers by searching for information from various sources visit this mall. That is because consumers who are looking for a
limited source of product information only from TV or unlimited coverage from online media, can find the product they want at this mall.

Then, the pattern of millennial consumer visits to malls with lifestyle types such as Teras Kota Mall is dominated by motivational factors. This is because millennial consumers tend to visit lifestyle malls with motivation to hangout and relaxation which is the main motivation to do at this mall. The motivation is related to the appeal of lifestyle malls, the mix of tenants and the concept of malls that support hangout and relaxation in the mall.

Furthermore, the pattern of millennial consumer visits to malls with specialist types such as ITC BSD is dominated by socioeconomic status factors. This is because consumers can motivate any visit but the difference in socioeconomic status makes this mall more visited, especially by millennial consumers who are older, have long worked and have a family. This is related to the need for more specialized goods at this mall so consumers with certain socioeconomic status prefer to visit this mall.

Malls with regional scale family types such as BSD Plaza are Malls that are not dominated by any visiting pattern. This is because consumers who visit this mall aim more to enjoy street food outside the mall building compared to doing activities inside the mall. Although consumers can do any motivation on one roof, the mix of types of tenants contained in malls is limited and there is no unique position statement so that the mall is visited by consumers with uncertain social and economic status and motivation.

4. Conclusions

Based on the fact of location characteristics and mall concept as well as community experience, it was found that the malls in BSD have different characteristics so as to form different attractions. Formation of attraction obtained through the presence of interior and exterior facilities and a mix of unique and different types of tenants in each Mall in BSD, adjusted for the different characteristics raised by each Mall. In addition, the situation around the mall, the concept of the mall that was conceived by the developer and the impression of the community that supports the different characteristics of each mall further strengthens the formation of the attraction of each mall.

The difference in attractiveness of each mall is created with the aim of attracting consumers from various circles, especially millennials who have the highest level of purchasing power and diverse needs. The existence of interior and exterior facilities and a mix of tenants that can support the habits of millennial generation in shopping, hangouts and relaxation are able to attract this generation to visit malls in BSD.

The attractiveness of malls can affect the pattern of millennial consumer visits to malls in BSD mainly based on age and socioeconomic status, motivation and information sources. The pattern of visits to super regional scale family malls that have complete facilities, tenants and concepts are strongly influenced by all factors. While the dominance of the visiting pattern of lifestyle malls with the attractiveness of the tenant mix for hangouts is influenced by motivational factors and the pattern of visits to specialist malls with the attractiveness of specialized products is influenced by factors of socioeconomic status. Whereas there is a change in concept and the limited mix of tenants in the regional family mall, making the pattern of visits to this mall not formed by any factor.

5. References

[1] PT BSDE 1985 Pre-Study Report Executive Summary Kota Mandiri BSD
[2] Omar, U S and Baker, M 2009 First Steps Toward a Shopping Center Typology for Southeast Asia, Asia-Pacific and Beyond International Council of Shopping Centre (ICSC) https://www.icsc.org/
[3] Miles S 2010 Spaces for Consumption (London: SAGE Publications)
[4] Bucuta A 2015 A review of the specific characteristics of the generation Y consumer International Conference Marketing-from Information to Decision pp 37-47
[5] Pate S S and Adams M 2013 The Influence of Social Networking Sites on Buying Behaviors of Millennials Atlantic Marketing Journal 2 (1) pp 92-109
[6] Moore M 2012 Interactive media usage among millennial consumers The Journal of Consumer Marketing 29 (6) pp 436-444
[7] Donnelly C and Scaff R 2013 Who are the Millennial Shoppers? And What Do They Really Want?
Outlook: Accenture

[8] Dimock M 2018 *Defining generations: Where Millennials end and post-Millennials begin* Pew Research Center

[9] El-Adly M I 2007 Shopping Malls Attractiveness: A segmentation approach *International Journal of Retail & Distribution Management* 35 (11) pp 936-50

[10] Mittal A and Jhamb D 2015 Determinants of Shopping Mall Attractiveness: The Indian Context *Procedia Economics and Finance* 37 (16) doi: 10.1016/S2212-5671

[11] Wee T 2005 *The 4RS of Asian Shopping Centre Management* (Jakarta: PT Buana Ilmu Populer)

[12] Schiffman L G and Wisenblit J 2015 *Consumer Behavior* (New Jersey: Pearson Education)

[13] Santoso E 2017 *Millennial Finance* (Jakarta: PT. Grasindo)

[14] Spilková J 2012 The Birth of the Czech Mall Enthusiast: The Transition of Shopping Habits from Utilitarian to Leisure Shopping *Geografie* 117 (1) pp 21–32

[15] Tandon A, Gupta A and Tripathi V 2016 Managing shopping experience through mall attractiveness dimensions: An experience of Indian metro cities *Asia Pacific Journal of Marketing and Logistics* 28 pp 634-649

[16] Kushwaha T, Ubeja S and Chatterjee A S 2017 Factors Influencing Selection of Shopping Malls: An Exploratory Study of Consumer Perception *Vision* 21 (3) pp 274–283 doi: https://doi.org/10.1177/0972262917716761

[17] Ahmad A M 2012 Attractiveness Factors Influencing Shoppers’ Satisfaction, Loyalty, and Word of Mouth: An Empirical Investigation of Saudi Arabia Shopping Malls *International Journal of Business Administration* 3 (6) doi: http://dx.doi.org/10.5430/ijba.v3n6p101

[18] Gavilan D, Avello M, Abril C and Manzano R 2011 Experiential shopping at the Mal: Influence on Consumer Behavior *China-USA Business Review* 10

[19] Hedhli K, Chebat, J C and Sirgy M 2013 Shopping well-being at the mall: Construct, antecedents, and consequences *J. Bus. Res* 66

[20] Cvetković M, Dinkić N, Djukić A and Joković 2017 Post-socialistic shopping malls as new gathering places: Case study Belgrade, *Periodica Polytechnica Architecture* 48 (2) pp 101-105 doi: http://dx.doi.org/10.3311/PPar.11754

Acknowledgments

Thanks are due to Directorate of Research and Community Service (DPRM) UI which has supported and funded this research HIBAH PITTA UI No. NKB-0633/UN2.R3.1/HKP.05.00/2019.