

## SUMMARY

**Puput Cindy Novianty**, Departement of Urban and Regional Planning, Faculty of Engineering, University of Brawijaya, November 2016, *Community Orientation and Preferences Toward Commercial Facilities Choices (Case Study: Convenience Store Malang)*, Academic Supervisor: Nindya Sari, ST., MT. dan Deni Agus Setyono, ST., M.Eng.

Currently, in large cities emerge a variety of modern shopping centers that can be accessed by consumers from various segments. The number of outlets in Indonesia over the last 10 years, minimarket grew on average by 17,4%, 17,9% for hypermarket, while supermarket was an average of 3% per year. The growth of convenience stores was mainly in mini format with unit growth of 25% in 2002 to 44% in 2012.

East Java is the third province that has the highest number of convenience stores in Indonesia, after Jakarta and West Java. The number of convenience stores in 2007 was 10,365 units of convenience stores, but in 2014 were 25,000 units of convenience stores. The rapid retail business faces significant problems. This phenomenon occurs in Malang, having the highest number of growth in household consumption components in East Java, which is 5.80% from 8.36%. The growth of trade and services unit in convenience stores formats in Malang can be said to be overloaded. The number of convenience stores in Malang in 2012 were 91 units, but in May 2015 were 223 units throughout the whole parts of Malang. The number of convenience stores in Malang in 2016 was as many as 271 units.

Therefore, the research was conducted in order to know the distribution of the service capacity and the service quality scale of convenience stores as well as knowing the society's orientation and preferences in selecting a convenience store in Malang. The analysis used was the analysis of service capacity, factor analysis, and cluster analysis. The results showed that all villages in Malang were underserved with convenience stores. The results showed that all villages in Malang underserved by convenience stores. Factors effecting community's orientations and preferences in choosing a convenience store in Malang as many as 23 factors, which each district consists of two clusters.

**Keywords:** Convenience Store, Orientation, Service Capacity, Community Preferences