

Abstract

Any malls are designed and managed in many different ways. However these malls have found many obstacles in aspect of area management to accommodate more public activities than nearby site, resulting in less economic efficiency. This research aims to reveal the impact factors and variables, for the external revitalization of shopping mall and its contexts. Also, it aims to study components in revitalization principles for shopping mall, to evaluate the potential of area usage after revitalizing as well as the relationship between revitalization and potential of area usage. This research comprises several kinds of methods surveying external spaces and areas of shopping mall, handing out questionnaire to 140 people who use external spaces and areas of each shopping mall, interviewing employees of each mall. The collected data was analyzed by statistical methods and content analysis method to prove that the external revitalization of shopping mall has maximized the potential of mall's area usage.

The results of the study reveal that every mall in this study attempts to revitalize their external areas in various aspects, namely access and linkages, comfort and image, users and activities, as well as sociability. However, the attempt of revitalization has been both successful and unsuccessful. In unsuccessful cases, many activities got negative opinion from users that may decrease the potential of that mall. So, the conclusion of this study is that the revitalization of external areas of shopping mall has maximized the potential of mall's area usage not only in a positive way but also in a negative way. But if those malls want to increase potential in a positive way, there are many ways that can be done such as increasing accessibility of building, building more complete components and facilities, considering factors of external organization of revitalization with appropriate design and space management, which can have positive environment image as well. The design guidelines must allow management team to fully participate in design process, so that their perspective can be taken into consideration. These approaches would increase area usage that leads to better economic and tourism development.