RISK ANALYSIS OF RUNNING OPERATIONAL IN SHOPPING CENTRE BUILDING SURABAYA

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ABSTRACT

Surabaya previously well knows town as trading and operating town. Now Surabaya is getting famous become property town, especially shopping centre that considering with recreation place. The amount of shopping centre is not idle with retail total supply to develop shopping centre by increasing shopping Perfroms even tenant.

The increase shopping centre is give huge enough for business even marketing, financial of this research to get risk level to running shopping centre as running perception.

This research has done in 3 steps namely early identification, preliminary survey, priority survey. Identification step has done with literary study to get risk factor to run shopping centre. Preliminary survey has done with questioner and interview to each 15 respondent of 1 shopping centre Surabaya, its get risk factor in shopping centre. Priority survey has done with questioner and interview to each 16 respondent of 5 companies as shopping centre Surabaya, while calculating result will analysis with profanity-impact metric method. 80 questioners are spread while it's only 45 respondents to participate to returning this questioner 56, 25%.

Factor of risk level to running shopping centre is "management ability to run shopping center," with risk index 11, 63 or level category "middle". The attitude of this factor is different one another but other said that management of run must risk factor to be responsible between owner and tenants.

Key words: risk analysis, shopping centre