Research on the Impact of Implementing Parking Lot Reservation System through Mobile Browser in Shopping Complex

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Abstract

The objective of this thesis is to find out whether there will be any competitive advantage to a shopping complex if that particular shopping complex implements a parking system that enabled the parking user to book a spot.

The method used to achieve the objective is by conducting an online survey. This online survey was up and run for a week and the author spread the link in several forums and mailing lists.

The result of the research is that the author found out that most of the respondents are parking users in their favorite shopping complexes. Of those parking users, most of them have mobile device with mobile browser-enabled but still rarely – or never – use them.

If there is such a system to book a parking spot using mobile browser, most of parking
user would be willing to use it. Most of them said that the system will increase the mall’s brand image in their mind but will not increase their frequency of visit.

As conclusion, by implementing such a system may have a positive correlation with increasing shopping complex brand image. Additionally, this system also has many potential values that could be employed to help increasing value chain of the shopping complex in other sectors.
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