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## Correlations Between Public Appreciation of Historical Building and Intention to Visit Heritage Building Reused as Retail Store

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### Abstract

The growth of creative industry leads to changes in heritage buildings in Bandung, one of them is adaptive reuse to factory outlets. The reuse affects physical changes on buildings' features to fit popular building design in order to attract visitors. This article intends to understand the role of public appreciation for heritage buildings reused for commercial purposes, particularly in the retail industry. It is using quantitative research i.e. correlational analysis between two variables namely appreciation of historical building and visitor behaviour. Rank - Spearman correlation is used to analyse the correlation between appreciation of heritage building and visitor behaviour and the result is indicated positive correlations. The analysis suggests that public appreciation of the heritage building reused as factory outlets and the preservation of the architectural features can affect the intention to visit the stores.

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*Keywords:* Heritage buildings in Bandung; adaptive reuse; factory outlet; intention to visit

### 1. Introduction

One of the problems in historical building preservation is public's apathy in building conservation activity. Treating historical buildings as tourism objects is the most common way in order to build public's appreciation and to maintain the existence of the buildings. Using the richness of heritage architecture as tourism attraction has already been a common practice in many cities in Indonesia (Nuryanti, 1996, Astuti, 2007) as well as abroad (Henderson, 2001; Potholf, 2006; Huh, 2002). Even so, since a number of heritage buildings in Bandung are

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privately owned, the buildings are often reused for commercial purposes to economically maintain the building's existence, one of which is as factory outlets.

Plevoetset. al (2012) interviews with boutique manager using historical buildings in Antwerp, Belgium conclude that preserving the exterior of the building attracts visitors to enter their stores. Classic buildings are more preferred than modern and contemporary buildings (Herzog et. al, 2000; Marina and Renato, 2006), and maintained old buildings are preferred than those that are not maintained (Nasar, 1983; Herzog dkk. 2000; Askari and Dola, 2009). In previous researches about the changes made in heritage buildings, Black (1990) found that additions to the building such as store signs create a negative perception in the heritage building's façade. From those statements, we can see that old style buildings having only minimum changes could be considered as a value in adaptive reuse of historic buildings.

Usage of historical building as factory outlets can lead to the demolitions of Bandung's colonial architecture (Poerbo, 2008). However, there are several buildings that are being used as factory outlets and are still preserved the physical features. The statements above indicate that there are possibilities that the public still care about the existence of historical buildings, and this eventually correlates with the intention to visit the building. This research is written to understand whether there is a role in public's appreciation for historical buildings' conservation and their reuse as factory outlet have an influence on people's intention to visit the factory outlet.

### *1.1. Public Appreciation*

Appreciation is seen as recognition and enjoyment of the good qualities of someone or something [Def. 1]. Appreciation is also seen as an act of evaluation, recognition of aesthetic values and an expression of admiration [Def. 2]. In other words, appreciation is evaluation based on admiration and recognition of good qualities of aesthetic values. In association with buildings, the façade is a criterion that is most evaluated by the public, since it is the exterior of a building facing the public street. A building's façade is not only a face, but also serves to show the image and structure of the building (Huxtable, 2004 in Askari and Dola, 2009). For historical buildings, the façade's detail can display the historical ambience, which functioned as attraction to a site or buildings (Berman, 2006).

Public's evaluation of a historical buildings' existence is based on parameters such as the building's background, function and familiarity (Coeterier, 2002). Knowledge of the historical buildings needs to be provided in order to create public's recognition of the importance of the historical building's preservation. Most of the public do not have any access to the buildings' background and information so that their emotional attachment to the building can be considered as weak (Galihkusumah, 2010). To evaluate a building aesthetically, there are elements of the façade that need to be considered such as colour, the building's material and proportion (Coeterier, 2002). Added by Askari and Dola (2009), there are visual elements of façade that affect the image of historical buildings such as architectural style, shape, texture, material, colour, dimension and scale and ornaments of the building.

### *1.2. Emotional Variables*

Emotion has an important role in historical building evaluation, one of them is emotional state such as pleasure and arousal which influence behaviors such as approach and avoidance (Mehrabian and Russel, 1974 in Askari and Dola, 2009). Feilden (1994) in his book asserts that emotional value needs to be considered in heritage value of the building. Those emotional values are wonder, continuity, identity, respect, veneration, and symbolic (Feilden, 1994). In association with consumer behavior, Goulding (2001) elucidates nostalgia plays a role in visiting heritage buildings. There are two types of visitor based on their nostalgia: existential nostalgia and aesthetical nostalgia. To explain consumer behavior in store visiting, Stimulus-Organism-Response method used by Donovan and Rossiter (1982 in Turley and Milliman, 2000) state that perception of the store's environment by a consumer affects their pleasure and arousal mood then their behavioral approach as response to the store's environment such as their willingness to stay and to explore the store environment (Yuksel, 2005).

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