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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, venority, 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).

2. Method

2.1. Samples and Participants

Buildings used as samples in this research are selected based on several criteria. The building must be listed as heritage buildings in Bandung city, located in commercial area that previously was used as residence area during the Dutch colonial era, changed its function from residence to retail use, have minimum changes on the façade and have the existing documentation such as photographs to indicate the changes made to the building. After thorough selections using surveys and documentation from the local government and heritage organizations in Bandung, this research used factory outlets reusing colonial buildings. They are Heritage Factory Outlet in Martadinata street, Bandung and Edward Forrer in Juanda Street, both located in Bandung. The participants in this research are factory outlets' visitors with minimum 18 years of age and willing to participate in the study, using convenient sampling method.

2.2. Measures

This article is using quantitative methodology to draw correlation between two variables: (1) visitor's evaluation and appreciation towards the historical building, and (2) their intention to visit stores located in a historical building. The data collection is using self-administered questionnaire that consists of 3 parts: (1) respondents' identity and knowledge of the building's background, (2) evaluation variable and (3) intention to visit variable. For scoring their knowledge about the building's background, we used yes or no questions and calculated in Guttman scale. The Likert scale (5-point scale) is used to grade the appreciation and responses to enable correlation analysis for those variables. The appreciation variable consists of 7 bipolar statements about evaluation toward a historical building's physical feature, which are adapted from Black (1990) and Yuksel (2005), such as "attractive/not attractive", "beautiful/ not beautiful", "not boring/ boring", "tranquil/ stressful", "characterful/ characterless", and "like/ dislike"; and 5 bipolar questions about emotional attachment to historical building, which are adapted from Black (1990), Goulding (2001) and Berman (2006) such as "impressed/ not impressed", "preserved/ not preserved", "reflecting past/ not reflecting past", "loss of building's character nowadays/ not loss of building's character nowadays" and "regret the changes/ understand the changes". For an intention to visit variable, 5-point scale statements about visitor responses to the evaluation are used. Those statements are: "I want to explore the store", "This is the type of building where I want to spend time", "I want to get the information about this building", "I want to return to this store next time" and "I want to recommend this store to my affiliates or family" (Bilings, 1990; Yuksel, 2005). Pilot test have been carried out to visitors of factory outlets in Juanda Street to test the time effectiveness and reliability of the questionnaire.

One hundred and fifty questionnaires (50 questionnaires in Edward Forrerand 100 questionnaires in Heritage Factory Outlet) have been distributed to visitors. The differences between the numbers of questionnaires being distributed are due to the differences of crowd in those outlets. The buildings' photographs (shown in figure 1 and figure 2) in original condition is inserted in the questionnaire so participants will be able to see how significant the changes to the building have been made, and their appreciation of the building's preservation can be measured. To calculatethe correlation between the evaluation variable and the response variable SPSS 16.0 was used with two analyses: Chi square and Rank-Spearman correlation. Chi-Square is used to see whether there is a relationship between the public's knowledge and the public's evaluation and intention to visit the building. Rank-Spearman correlation used to test the correlation between the public's evaluation of historical building and their intention to visit, shown by the Spearman coefficient (ρ).

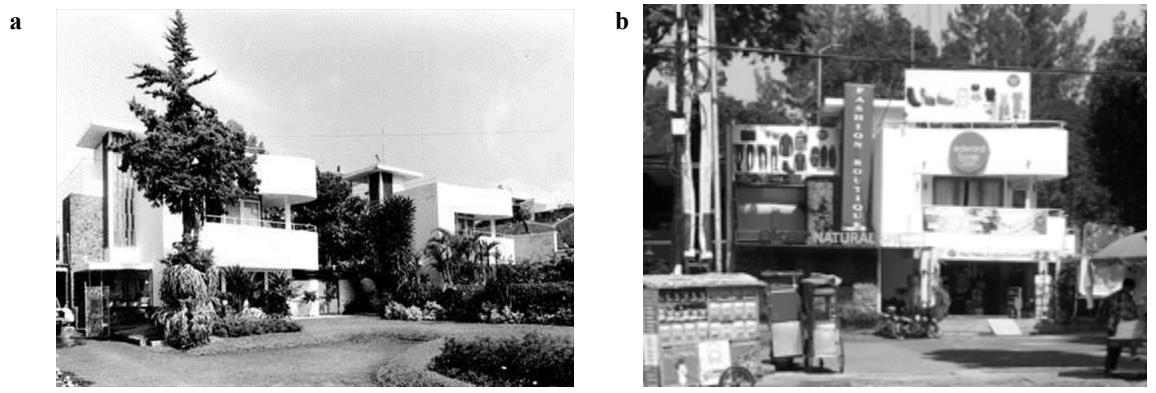

Fig. 1.(a) Edward Forrer in original condition; (b) Edward Forrer in current condition (2013).

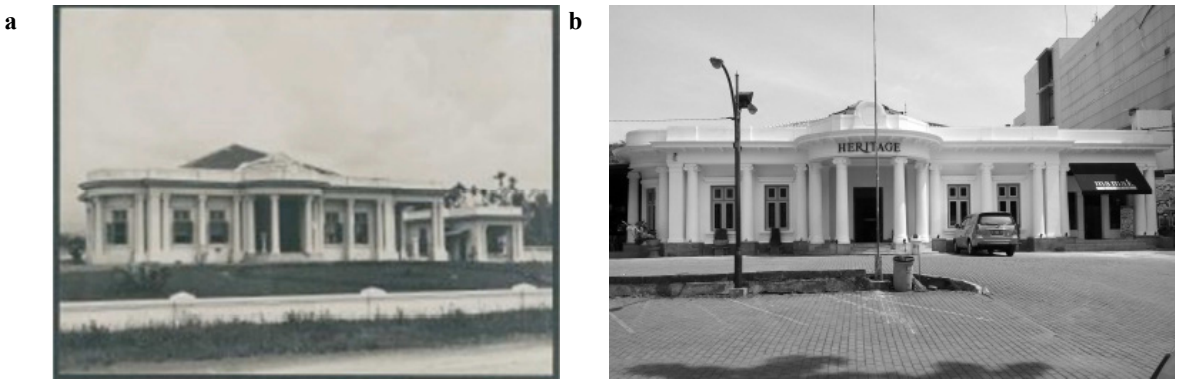

Fig. 2.(a) Heritage Factory Outlet in original condition; (b) Heritage Factory Outlet in current condition (2013).

3. Result

Because of the missing of data in 2 questionnaires (1 from respondents in Edward Forrer and 1 in Heritage Factory Outlet), 148 questionnaires consisting of 49 questionnaires for Edward Forrerand 99 questionnaires in Heritage Factory Outlet were analyzed. The demography of respondents' identity displayed in Table 1. In Edward Forrer, most respondents are man (45%) since the store sells homemade leather shoes as their specialty, while most of the respondents in Heritage Factory Outlet are woman (52%) since the outlet sells clothes as their specialty. While there are differences in respondents' gender, it didn't create a wide range so we can continue the study. From Table 1 we can see most of the respondents in both outlets are tourists from outside Bandung. Mostly came from nearby cities, but there are also tourists from other countries such as Malaysia and Australia. It is widely known that Bandung is the most famous destination for shopping in factory outlet, so the number of tourists in these stores is understandable. The domicile of the respondents may have something to do with their knowledge about buildings' background. In Edward Forrer, more than a half of respondents didn't know the background of the building (51%) despite the fact that it designed by Dutch well-known architect during 1920, A.F. Aalbers (Sudarsono, 2005). It is the same with Heritage Factory Outlet, where most of the respondents have no knowledge about building's background (55%).

Table 1. Respondents Demography

Demography		Edward Forrer (N=49)		Heritage FO (N=99)	
		n	%	n	%
Gender	Woman	22	45%	51	52%
	Man	27	55%	48	48%
Age	18 - 24	9	18%	29	29%
	25 - 32	21	43%	23	23%
	33 - 40	10	20%	17	17%
	41 - 48	9	18%	16	16%
	49 - 56	-	-	9	9%
	57 - 64	-	-	5	5%
Domicile	Bandung citizen	17	35%	23	23%
	Out of Bandung	32	65%	76	77%
Occupation	Stay at Home Mother	4	8%	13	13%
	Employees	19	39%	37	37%
	Enterpreneur	7	14%	11	11%
	Students/ College Students	8	16%	25	25%
	Civil servants	8	16%	8	8%
	Others	3	6%	5	5%
Education	Highschool	9	18%	22	22%
	Diploma degree	6	12%	13	13%
	Bachelor degree	29	59%	55	56%
	Post Graduate	5	10%	9	9%
Knowledge about building's background	Know	24	49%	45	45%
	Doesn't Know	25	51%	54	55%

We summed the total answers from the questionnaire for every sub-variable in order to able to calculate the correlation coefficient. First we cross-tabulate the scores of every sub-variable in Appreciation and Intention to visit with the scores for respondents' knowledge of the building's background. To see the significant relationship between knowledge of the building's background and level of appreciation and intention to visit, Chi Square approach was used.The Chi Square value and p-value and the result are shown in Table 2.

Table 2.Chi-Square analysis for a relationship between knowledge and other variables

Variables	Chi Square (α=95%)		p value (α=95%)	
	Edward Forrer	Heritage FO	Edward Forrer	Heritage FO
Knowledge →Appreciation	4,975	3,435	0,297	0.189
Knowledge → Intention to visit	5,745	0,195	0,477	0.749

Next, to measure the correlation between appreciation and intention to visit variables, we calculate the sum of sub-variables scores to find the Spearman correlation coefficient (ρ). Using 2-tailed correlation and significant level

0.05, calculation of correlation between the variables of appreciation and intention to visit is depicted in Table 3.

Table 3.Rank-Spearman Correlation Result between Appreciation and Intention to Visit

Variables	Rank-Spearman rho (ρ)	Sig. (2-tailed)
Edward Forrer		
Appreciation → Intention	0,601"	0,000
Heritage FO		
Appreciation → Intention	0,418"	0,000

**. Correlation is significant at the 0.01 level (2-tailed)

4. Discussion

On the relationship between knowledge and public's appreciation, from theTable 2 we can see theChi-Square value for both factory outlets are weak (below the Chi Square table value for significance level 95%), therefore it is indicated that there are no relationship between knowledge of the buildings knowledge and visitors' appreciation of the building. The weak values also revealed the relationship between knowledge of the buildings' background and level of intention to visit, for the Chi Square value is below the Chi Square table value, which also indicates that there is no relationship between knowledge and level of intention to visit. Then we use the p-value to see whether the relationship is significant. According to Table 2, p-value in each factory outlet is higher than 0,05 which demonstrates that there is no significant relationship between knowledge about the building's background and public's appreciation towards the physical features of heritage building, in Edward Forrer (p-value=0,297) and Heritage FO (p-value =0,189). It is the same as the relationship between knowledge and intention to visit, with their p-values higher than 0,05, also shows that there are no relationship between knowledge and their intention to visit, in Edward Forrer (p-value= 0,477) and in Heritage FO (p=0,749).

This result is not in parallel with the findings of Coeterier (2002) that knowledge of the building's background has a role in appreciation towards the building. The non-existent relationship between knowledge of the buildings' background and intention to visit the building shows that the history and identity are a weak factor to affect visitors' behaviour towards commercial buildings, particularly in the retail industry.

Different result applied toa calculation of correlation between appreciation toward historical building and level of intention to visit. From the result in Table 3, positive correlations are indicated by the rank-Spearman rho for Edward Forrer (ρ=0,601) and Heritage FO (ρ=0,418). By using the categorization of coefficient by Sugiyono (2009), the coefficient for Edward Forrer is near to 1 indicatingthat the correlation between the variables is strong, while for Heritage FO, the correlation is moderately strong. The significance value using 95% probability and calculated in SPSS is the basis to determine the level of significance. The significance value states that the correlation between the appreciation and intention to visit is significant for each factory outlets given the sig. value for Edward Forrer (α= 0.000) and Heritage FO (α= 0.000) is below 0.05 or reaching 0. This result states that an appreciation towards historical buildings has a role towards visitors' intention to visit. As such, the results support the findings of Plevoets et.al. (2012) that preserving a historical building's façade can stimulate public admiration and can attract them into the building. The differences of the correlation values indicate that the role of appreciation and intention to visit is not the same as every heritage buildings used as retail. Each factory outlet has different architectural style. Edward Forrer uses a modern style architecture, and Heritage Factory Outlet uses neo-classical style architecture, so it may affect the differences in the values of appreciation and intention to visit.

5. Conclusion

Heritage buildings in Bandung may change and cannot be identified any longer because they have to compete with new buildings using popular and sophisticated designs, especially in commercial ones. The contrast of heritage buildings and new buildings in one site is often happened in Bandung, especially in a commercial area. Many owners of heritage buildings gave in and decided to change or demolish their buildings to fit new features. Heritage

buildings are decreasing, but apparently this makes the remaining buildings seem unique and hence can be sold as one of the advantages of using the building for commercial purpose.

The analysis above provides evidence that there is a correlation between public's evaluation based on admiration for heritage building's existence and their intention to visit the building reused as a retail store. The knowledge of the building's background is proven as insignificant, either for their evaluation for the building's physical features and their intention to visit the store. From this result, we can conclude that the building's background contributes little to people's evaluation and behavior towards the historical buildings reused as a retail store. However, the weak result still indicates that there is a relationship between knowledge of building's background and the heritage building evaluation. This relationship needs to be explored deeper in future researches.

To conclude, heritage buildings that preserve their façade creates a positive perception and have a role in visitors' intention to visit the building, in particular with the heritage building reused as stores. The attraction of the exterior of the heritage building can be considered as selling points in heritage building reuse, especially for commercial purposes in Bandung.

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