

A Study of Affective Response: The Creative Case of Shopping Mall Interior as Place in Bandung

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ABSTRACT

*The study of people's affective response in three Bandung shopping malls used 35 still images which were tested among 34 architectural students in the classroom. The category of basic spatial qualities variables, previously used by Gerald Franz (2005) is utilized as follows: **spaciousness, openness, complexity, and order**. The affective response variables of Mehrabian (1996), were also used as follows: **pleasure, arousal and dominance**. These variables were tested in the semantic differential format expressing the quality of space and affective responses. The results showed that respondents could perceive the basic spatial quality even though with different degrees of difficulty. The feeling of pleasure was strongly related to spaciousness and order. Based on the spatial category, the affective response of pleasure was influenced nodes or wide corridor; the dominance response was influenced by nodes or zigzag corridor and the arousal response was influenced mainly by the curved corridor. The affective response factor analysis showed that affective latent variables were consistent with Mehrabian (1996) while basic spatial quality latent variables were consistent with the category used by Gerald Franz(2005).*

Keywords: *affective response, basic spatial qualities, shopping mall, Bandung*