

Analysis Factors that Influence Mall Customer Loyalty in Semarang

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Abstract

To maintain its presence in society, malls need to maintain and increase the loyalty of their customers. Nowadays, customers prefer malls that have high value and give more satisfaction to them. Based on preliminary surveys, it shows that people who are satisfied with mall is not necessarily loyal to the mall. This study effort to find the relation of the mall's environment and value to the customer's value, satisfaction, and loyalty using Structural Equation Modeling-Partial Least Square (SEM-PLS). The results show that the most significant positive effect on customer's loyalty is mall's value. Recommendations are given to mall developers relating to the mall's value variable, namely "wow factor" for the mall brand and use of technological advancements to facilitate transactions between customers and outlets, and ease for customers to get promotional information.

Keywords

Mall, Customer Satisfaction, Customer Loyalty and SEM-PLS

1. Introduction

Indonesia gets 3rd ranks with the best economic growth among G-20 member countries (Medistiara 2016). High economic growth may indirectly increase people's purchasing power (Ahman 2007). But different things happen in the retail industry, the Indonesian Retailers Association (APRINDO) states that throughout the January to June 2017 the growth of the retail industry is under five percent, the rate has been in decline over the last few years (Fauzi 2017).

The value of transactions in the sector of e-commerce and online shopping grew between 2015 to 2021 averaged at 21% per year, it can be seen from the increase in e-commerce transactions of 2015 that were only 4.61 billion dollars to 5.65 billion dollars in 2016 (Wardhani et al. 2017). In this era of tight business competition, the pattern of public expenditure is changing towards e-commerce, which would become a challenge for an offline retail shop like mall or shopping center. One of them was also a challenge for malls located in the city of Semarang, Indonesia.

To maintain its presence in the middle of society, the mall needs to maintain and increase the loyalty of its customers. Nowadays customers prefer malls that have high value and give more satisfaction to them (El-Adly and Eid 2016). Preliminary surveys are conducted on 62 respondents who are customers of three malls (malls A, B, and C) in Semarang. The level of customer satisfaction depends on some of the attributes that exist in the mall, including the interior design of the mall, the existing facilities within the mall, timeliness of operational malls, parking attendant services, security facilities and the cleanliness of the mall.

Based on preliminary surveys that have been done, it is known that as many as 90% of respondents are satisfied with mall A but only 24% of respondents frequently visit this mall, but in mall B 74% of respondents are satisfied with the mall and 69% of respondents frequently visit this mall. This shows that people who are satisfied with a mall are not necessarily loyal to the mall. Furthermore, for mall C, only 53% of respondents were satisfied with the mall and only 6% of respondents frequently visited this mall. This shows that the low level of satisfaction results in a small number of people who will often visit a mall. From the explanation above, there is no correlation between customer satisfaction and loyalty, so we need to know the actual factors that cause people to frequently visit a mall or be loyal to a mall.

Based on the preliminary survey, there was no correlation between customer loyalty and satisfaction, so it is needed to know what factors cause people to often visit or be loyal to a mall. This study uses SEM-PLS to find the relationship between neighborhood malls, Mall Value (MALLVAL), customer satisfaction, and loyalty to the mall in the city of Semarang. Moreover, this method was used for this study using a variable that cannot be measured directly, such as customer satisfaction and loyalty (El-Adly and Eid 2016).

2. Literature Review

2.1. Mall

Mall is an area in which there is a business center intended for pedestrians, so shaped pedestrian with shops around it to form the interaction between visitors and the merchant (Rubenstein and Harvey 1978). According to the International Council of Shopping Center (1999) mall is divided into two, which are Open Mall, a shopping center open with rows of shops that were arranged and composed propagators of one to two floors, and the Closed Mall, a mall that commonly exists in society, namely malls that are closed or are in a large building.

2.2. Mall Environment

According to Haj-Salem et al. (2016), a mall environment includes the design, atmosphere, and personnel contained in the mall. Mall must have a good and unique environment to encourage positive emotional response to a certain level that ultimately affect consumer purchase behavior (Levy and Weitz 2012).

2.3. Mall Value

Mall Value is the value received by the consumer to a shopping center. Mall Value consists of various dimensions of the transaction value, hedonic value, social interaction value, epistemic value, self-gratification, utilitarian value, and time convenience value (El-Adly and Eid 2015). Hedonic Value associated with customers who are going to the mall with the purpose of recreation thus expect the mall to provide higher values on things like excitement, fantasy, and pleasure for the customer (Babin et al. 1994; Diep and Sweeney 2007; Benhamza 2012). Self-Gratification Value relating to shopping activities carried out by many people not only to buy the product but also useful for relieving stress and reduce negative feelings (Arnold and Reynolds 2003). Utilitarian Value is associated with the achievement of objectives in an efficient shopping trip and comfort (Babin et al., 1994). Epistemic Value applies when using or consuming new services or new products (Bødker et al. 2009). However, according to Sheth et al. (1991) epistemic value is much important in the holiday season and shopping trips. Social Interaction Value gives meaningful gains in the shopping experience through interaction with other people, such as friends, family, customers, salespersons, and others (Davis and Hodges 2012). Transaction value is the value when the mall can provide a variety of deals carried out by the various stores throughout the year (El-Adly and Eid 2015).

2.4. Customer Satisfaction and Customer Loyalty

According to Barnes (2003), customer satisfaction is the response from customers for the fulfillment of the customer's needs, in which a good or service can provide a level of comfort that can meet customer needs, fulfilling the needs can occur below the expectations of customers, and exceed customer expectations. According to Griffin et al (2007), customer loyalty is a purchase made non-random manner and at any time by decision-makers. Meanwhile, according to Tjiptono (2006), loyalty is a situation when consumers are more favorable to the product or service providers, followed by the repurchase of the product or service.

2.5. Structural Equation Modeling-Partial Least Square

Structural Equation Modeling is an analytical technique in which there is a combination of two disciplines, namely econometric perspective that focuses on the prediction and psychometric that depicting the concept model of latent variables (variables that cannot be measured directly), but can be measured through the manifest variables (indicators) (Ghozali 2014). Partial Least Square is used to test theories and weak data, such as the small sample size and the problem of data normality (Ghozali 2014).

3. Research Methodology

This research was conducted by using the enclosed questionnaire on the customer of the mall in the city of Semarang. Answers in the questionnaire form is the assessment given by respondents who answered the questionnaire items using a Likert scale of 1 to 5 in a row, namely: strongly disagree, disagree, neutral, agree, and strongly agree.

3.1. Model and Research Hypothesis

In this study, there are four variables, namely research Mall Environment, Mall Value, Customer Satisfaction, and Customer Loyalty. This research model is based on the research of El-Adly and Eid (2016) which has been developed and applied to malls in Semarang. Of the four variables can form six hypotheses as in Figure 1.

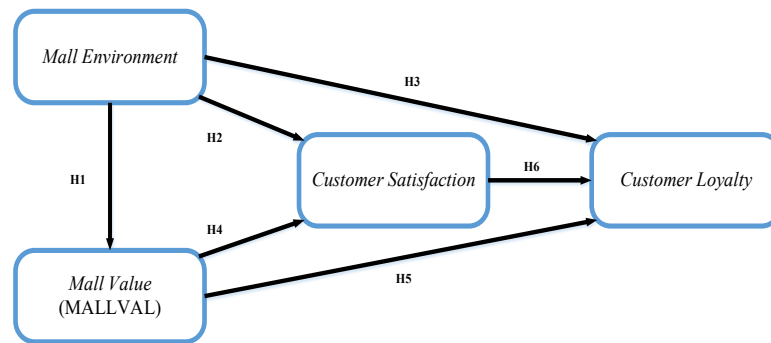


Figure 1. Conceptual research model.

Of the conceptual model of the customer's perception in Figure 1 the hypothesis that can be set are as follows:

- Hypothesis 1: The perception of the Mall Environment affects the perceived value of the mall (MALLVAL).
- Hypothesis 2: The perception of the Mall Environment effects on satisfaction.
- Hypothesis 3: The perception of the Mall Environment effects on loyalty.
- Hypothesis 4: The perceived value of the mall (MALLVAL) affect on satisfaction.
- Hypothesis 5: The perceived value of the mall (MALLVAL) affect on loyalty.
- Hypothesis 6: Customer satisfaction will affect on loyalty

3.2. Research Variable

The variables and indicators used in this study can be seen in Appendix A. The respondents of this study are mall customers in Semarang, who have visited all malls in Semarang at least 2 times.

3.3. Testing Instrument Research

Research instrument needs to be checked whether an instrument (questionnaire) in the data collection for research activities is valid and reliable or trustworthy.

Ghozali (2014) states that test is used to measure the validity of a questionnaire whether it is valid or not. A questionnaire is considered valid if the questions in the questionnaire were able to reveal something that will be measured by the questionnaire. As for the validity test formula is as follows:

$$r = \frac{n(\sum x_i Y_i) - (\sum x_i)(\sum Y_i)}{\sqrt{[N \sum x_i^2 - (\sum x_i)^2][N \sum Y_i^2 - (\sum Y_i)^2]}} \quad (1)$$

The questionnaire can be said to be reliable if someone's answers on the statement are consistent or stable over time. The reliability of a test refers to the degree of stability and accuracy. Measurements that have high reliability is a measure that can produce reliable data (Ghozali 2014), In general, the reliability to be considered satisfactory is if the value is ≥ 0.6 .

$$r_i = \frac{k}{k-1} \left[1 - \frac{\sum \sigma b^2}{t \sigma^2} \right] \quad (2)$$

3.4. Evaluation Model with SEM-PLS

3.4.1. Outer Evaluation Model

The outer model is a model that connects a variable to the indicators. Each of the indicators used are reflective indicators, which are indicators that are a manifestation of the latent variables.

- Convergent Validity
 Convergent Validity relates to the principle that the indicators of a construct should have a high correlation. Value of Convergent Validity on SmartPLS 3.0 can be seen in the loading factor value of each indicator that forms the construct, the value of the loading factor that is still considered enough of between 0.5-0.6 (Ghozali 2014).
- Discriminant Validity

Discriminant Validity relates to the principle that indicators of a different construct should not have a high correlation. Validity Discriminant value can be seen from the cross-loading, where the correlation of each variable value must be more than the correlation with other latent variables (Ghozali 2014).

- Reliability Test

Reliability tests were conducted to prove the consistency and accuracy of the indicators used to measure a construct. To measure the reliability is in two ways: by Cronbach's Alpha and Composite Reliability. To assess the reliability, the value of Cronbach's Alpha should be above 0.7 as well as the value of Composite Reliability values should be above 0.7 (Ghozali 2014).

3.4.2. Inner Evaluation Model

The structural model is a model that describes the relationship between the variables or constructs, between endogenous and exogenous variables.

- Coefficient Determinant

The R^2 is used to describe the influence of certain exogenous construct to construct endogenous, does have a substantive effect. The R^2 value of 0.75 is in the category of a powerful model, the R^2 value of 0.50 is in the category of moderate models, an R^2 value of 0.25 is in the category of weak models (Ghozali 2014).

- Predictive Relevance

Predictive Relevance (Q^2) is used to measure how well the observations and the estimated value of the construct. Q^2 value > 0 indicates that the model has predictive relevance whereas if $Q^2 < 0$ indicates that the model lacks predictive relevance. The value of Q^2 of the model in this study is as follows:

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \dots (1 - R_p^2) \quad (3)$$

- Effect Size

Effect Size (F^2) is used to indicate whether the endogenous variables have a major influence on exogenous variables. F^2 value indicates the effect of 0.02 (small), 0.15 (medium) and 0.35 (large) (Ghozali 2014).

3.4.3. Qualify Indexes

Every part of the PLS model developed requires validation of the measurement model, structural model, and the overall models. The goodness of fit is used to fit indexes measure to evaluate the measurement model, structural model, and simple measurement for the entirety of the model predictions. GoF value of 0.10 included in the category of small, value 0.25 included in the category of medium and value 0,36 included in the category large (Ghozali 2014).

$$GoF = \sqrt{AVE \times R^2} \quad (4)$$

3.4.4. Hypothesis testing

On testing, the hypothesis used a bootstrapping resampling method that uses the entire original sample to do resampling. The number of bootstrapping is recommended for 5000 with a record number must be greater than the original sample (Ghozali 2014). Hypothesis testing is done by comparing the value t-stat with t-table value at a significance level of 5%. T-table value at a 5% significance level was 1,96 so the t-stat value should be more than 1.96 to obtain significant results.

4. Results and Discussion

4.1. Characteristics of Respondents

In this study, data collection was done by distributing questionnaires, in the form of a list of statements regarding Mall Environment, Mall Value, Customer Satisfaction and Customer Loyalty in the customer Mall in Semarang such as Mall A, Mall B, Mall C, and Mall D. The number of respondents who have filled out the questionnaire in full is 437 respondents. Based on gender, there were 176 males and 261 females. Based on their work, there were 8 people work as employees, as many as 81 people working as self-employed, 275 people work as students and the rest were others. Based on age, there were 83 people aged less than 20 years, 232 people aged between 20 and 30 years and others.

4.2. Research Testing Instrument

From the questionnaire research that has been completed by 437 respondents is subsequently processed to test the validity and reliability of the questionnaire using SPSS 22.0 software. The validity of the test is done by comparing the values obtained r-count with r-tables. The critical values for testing the validity of the significance level $\alpha = 0.05$ and the number of samples $N = 437$, so it is found the critical value of 0.093. In this study, all items have an r-count > 0.093 thus all items are valid. For test reliability views of Cronbach's alpha value, if the value of

Cronbach's alpha > 0.6 , then the research instruments are reliable. In this research, all the variables have a value of Cronbach's alpha coefficient > 0.6 .

4.3. Results of Treatment with SmartPLS 3.0

Outer model is a model that connects a variable to the indicators, the value of the outer model is seen through convergent validity, discriminant validity, and reliability test. On the test of convergent discriminant originally contained 34 indicators later, after loading factor has seen the value turns out there are three indicator values less than 0.5 so these indicators should be removed from the variable (ME1, ME2, and MV18). After these three indicators released, then re-estimate the model again to see the value of its loading factor turned out to be the value of all the indicators of more than 0.5. Value Discriminant Validity results showed by the cross-loading indicator as an output of SmartPLS 3.0, in the study showed that all indicators already have a greater value for each of the latent variables compared with other latent variables. Results of Cronbach's Alpha and Composite Reliability have shown that the value of the indicators is more than 0.7. It shows that the construct has good reliability.

The structural model is a model that describes the relationship between the variables or constructs, between endogenous and exogenous variables, structural models were measured by the coefficient of determination, predictive relevance, as well as effect size. The coefficient of determination (R^2) Customer loyalty variable has a value of 0.276 (weak). The value mall variable has a value of 0.259 (weak) and the Customer satisfaction variable has a value of 0.501 (moderate). Relevance predictive value (Q^2) is 0.73 so the model has good predictive relevance. Value f^2 effect size for variable Mall Value has a value of 0.35 (strong), the customer satisfaction variable has a value of 0.009 (weak) and variable Customer loyalty has a value of 0.095 (weak). The goodness of fit is to fit indexes that measure to evaluate the measurement model, structural model, and simple measurement for the entirety of the prediction models. The goodness of fit value in this model of 0.251 indicates that the model has a medium value.

4.4. Hypothesis Testing Results

The hypothesis is accepted when the value of its t-stat > 1.96

- Hypothesis 1
T-stat of H1 is 15.009 and p-value 0.000, so the mall environment significantly affects Mall Value. The result supports the research by Chebat et al (2014) which suggests that the Mall Environment provides a positive impact on the hedonic and utilitarian value of the mall. Creating and developing a good atmosphere in the context of the mall leading to the design of the mall and the atmosphere presented in the mall is a strategy of retailers to get a positive response from customers and decide to re-purchase (Levy and Weitz 2012)
- Hypothesis 2
The T-stat of H2 is 6.166 and p-value 0.000, it shows that the mall environment has been found to significantly affect Customer Satisfaction. The result support with research by Kwon et. al. (2016) states that a pleasant atmosphere in the mall raises customers' positive emotions like the feeling of comfort, joy, and satisfaction.
- Hypothesis 3
T-stat of H3 is 1.901 and p-value 0.029, shows that the mall environment not significantly affect Mall Customer Loyalty. The result support with research by Lehew et. al. (2007) that there is no difference between a loyal to disloyal customers related to their perception of the Mall Environment.
- Hypothesis 4
T-stat of H4 is 14.740 and p-value 0.000, shows that the mall value significantly affects Customer Satisfaction. The result support research by Rahman et. al (2016) in which the hedonic value and utilitarian value positive effect on Customer Satisfaction.
- Hypothesis 5
T-stat of H5 is 8.360 and p-value 0.000, shows that the mall value significantly affects Customer Loyalty. The result support with research by Anderson and Srinivasan (2003) that if the value received by the customer is a decline it will cause customers to switch to competitors and can lower the level of customer loyalty.
- Hypothesis 6
T-stat of H6 is 0.003 and p-value 0.480, shows that the customer satisfaction not significantly affect Customer Loyalty. El Adly and Eid (2016) in his research stating that the Customer Loyalty variables were significantly affected by the variable Customer Satisfaction. Nonlinear relationship between Customer Satisfaction and Customer Loyalty can occur because of a high satisfaction not only based on the fulfillment of basic needs such as when people feel hungry then they need food, but also includes a higher level, such as security, self-actualization and where consumers pursuing a specific goal (Tu and Olsen 2010)

In this study, not only the effects between latent variables directly (direct effect) but also have an indirect relationship (indirect effect) between latent variables. Indirect relationships occur because of the effect of

mediation is the relationship between exogenous with endogenous variables through the variable. This means that the influence of exogenous variables on endogenous variables can directly, but also through mediating variables. In this study mediating variables are Customer Satisfaction and Mall Value. In this case, Customer Satisfaction is mediating the relation of Mall Environment and Customer Loyalty, as well as Mall Value also be mediating the relationship between Mall Environment and Customer Loyalty. Mediating variables aim to explain the effect of the relationship between exogenous variables on endogenous variables through the mediator variable (Solimun 2010). Value as a mediating variable Mall, its presence is very important to make the Mall Environment able to reach Customer Loyalty. For example, if the arrangement of the outlets in the mall easier for customers to get the items they are looking for, then the customer will feel the utilitarian value of the mall, thus makes the customer loyal. The result support with research by El Adly and Eid (2016) in which the relationship between Mall Environment to Customer Loyalty would be better if the Value Mall mediating variable. Based on research Keng et. al. (2007), customer interaction with mall environments positively affects the value of the experience gained customers, causing a desire to return to the mall to shop and recommend it to others. Thus, if Mall Environment is considered by customers will have a positive impact on the Value Mall will cause customers loyal to the mall. Also, Mall Value positively mediates the relationship between the Mall Environment and Customer Satisfaction.

5. Conclusion

Mall customer loyalty is defined as the tendency of customers to continue shopping at the mall and recommend it to others (Rabbanee et al 2012). Customers visiting a shopping mall not only separate but also for other activities such as entertainment (Rabbanee et al 2012). In this case, the developer's mall utilizes customer loyalty to increase sales at outlets in the mall, which in turn can provide a profit for the owners of the mall (Rabbanee et al 2012).

Based on the results of the research hypothesis and the calculation of effects between latent variables in the model of this research is that the variables provide the most significant positive effect on customer loyalty is Mall Value. To maintain and increase customer loyalty to mall in the city, recommendations are given to the developer of the mall will include matters relating to the variable Mall Value. The first recommendation is bringing up the "Wow Factor" at Brand Mall because the customer of shopping center goes to the mall not just to shop alone, but also for entertainment, in this case, shopping center must excel in four fields, mall design, high comfort level, diverse brands as well as the diversity of drinks and food sold therein (Caulfield 2015). The second is the development of technology should be an opportunity for the owner of the mall where the mall owner can use that not only link between the consumer and the retailer physically but also digitally. Allowing consumers to search for products or services online and purchase offline, or purchase online and then pick up the goods at the outlets (Robaton 2016). The third, the use of smartphones is common in today's society, thus smartphone applications on the utilization can be optimized. One of them is by using the Beacon, a device that is capable of communicating with the smartphone by using signal BLE (Bluetooth Low Energy) within a certain range. These beacons are installed in the mall. Beacon works by the activation of applications that exist within smartphone so Beacon works with the user's permission. Through this technology, a consumer does not need to open the application because an automatic message will be sent to the consumer smartphone. It is not only sending promotional messages but also a reminder system on the application where the application will remind users "wishlist" that have been made previously (Robaton 2016).

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Appendix A

Table A1. Variables research

Variable	Indicators		Symbol
Mall Environment	Mall Recreational	While shopping I enjoy the soft music and entertaining environment in the mall	ME1
		There is an existence fun space for kids and youth in that mall	ME2
		I visit the mall as a recreational center to enjoy my weekend along with my family	ME3
	Mall Interior	The overall design of that mall is interesting	ME4
		The pedestrian path within the Mall makes it easy for visitors to get around.	ME5
		The layout of that mall is easy so we can go every to corner without getting lost	ME6
	Mall Staff	The mall staffs are friendly	ME7
		The mall staffs are helpful	ME8
Mall Value	Hedonic	I feel enthusiastic about walking in that mall	MV1
		The merchandise is very amusing	MV2
		I enjoy the time I spent in that mall more than everywhere	MV3
	Self Gratification	I always visit the mall to remove the strain and negative emotions	MV4
		I always feel calm down from the stress when doing a shopping trip to that mall	MV5
		Shopping in that mall makes me an escape from daily routine	MV6
	Utilitarian Value	Everyone can easily find what he/she wants in that mall	MV7
		The mall has a variety of stores and products to satisfy all needs	MV8
		The mall is the place to shop effortlessly	MV9
	Epistemic	I was inspired by new trends, fashion, and style when shopping in the mall	MV10
		The products in the mall are interesting and innovative	MV11
	Social Interaction	I enjoy the mall with friends and family, have fun together	MV12
		I often go to that mall with friends not necessarily buying anything but have good interacting with each other	MV13
		I used to go to that mall to socialize with friends and family	MV14
	Transaction	I visit the mall to get competitive pricing of products	MV15
		The mall offers me quality products at discounted rates	MV16
		I am excited about finding the sale of the expensive pieces	MV17
	Time Convenience	The mall always open although it is holidays	MV18
Customer Satisfaction	Overall, I was satisfied with the sufficient number of sales, promotions, discount, and bargains offered at this mall		S1
	Overall, I was satisfied with the wide variety of stores in the shopping mall		S2
	Overall, I was satisfied with the sufficient information on fashion trends and product features offered at this mall		S3
	I am satisfied shopping in that mall		S4
Customer Loyalty	I do not like shopping in other malls		L1
	I would pay more for products or services to buy them from this shopping mall compared with prices at other stores		L2
	In the future, I will continue doing shopping in that mall		L3
	I recommend that mall to my friends		L4