

Antecedent and Consequences of Mall Value

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ARTICLE INFO

ABSTRACT

Article history

Received 12 June 2022

Revised 14 July 2022

Accepted 21 July 2022

Keywords

Value

Satisfaction

Shopping Environment

This research contributes by using the concept and measurement of mall values to increase generalization, and to connect it with antecedent variables and their consequences. Variables measured in relation to the mall value concept in this study are shopping environments and consumer satisfaction. The respondents in this study were 210 mall shoppers at Hartono Lifestyle Mall Surakarta. The empirical results indicate mall value construct is an important issue on marketing strategy crafting in Hartono Lifestyle Mall Surakarta.

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Introduction

Previous research indicates a downward trend and low profitability from malls in various countries, especially in the United States and Europe. Mall experienced a significant decrease in number of buyer and transactions [1]. According to product life cycle theory, the mall has entered a stage of maturity characterized by the emergence of threats to growth and decrease in profitability [2]. Many malls have been closed or has a low level of consumer occupancy and traffic so that it is detrimental their main retailer [3]. Ref. [4] revealed many malls in the United States experienced phase of decline in the last decade. A similar problem is found in France, Portugal, and Sweden.

Different conditions are found in Indonesia. Mall actually has significant growth. The number of malls in Indonesia reached 708 malls in 2018 which increased from 250 malls in 2014. In Jakarta (as the country's capital and economic center in Indonesia), mall growth reaches 3,4 % per year. Mall development to areas outside Jakarta is also relatively rapid. Many malls are open in the area and play in the middle and lower middle market segments. Level of community visits to the mall per day reached 30,000 people and had a national average increase of 20%.

The difference in mall conditions in Indonesia and other countries in the United States and Europe has become an interesting phenomenon to study, especially from the perspective of marketing management. Significant mall growth has implications for increasingly fierce market competition among mall managers in Indonesia. With the growth of the mall, shoppers in malls are increasingly selective and loyal to malls that are considered high value and able to satisfy them [5]. It is important for mall managers to determine the extent of the value of their mall in the shopper's eyes.

Ref. [6] explicitly recognizes the existence of the subjective nature of the value and shows that the value derived from "a complete shopping experience," and not limited to the acquisition of the product [7]. Ref. [8] states that until now there has been no agreement on the standard dimensions of the concept of perceived value. This is due to the subjective and contextual nature of perceived value that forms consumption experiences that vary from one person to another when interacting with certain objects in certain situations.

Previous researchers have found different dimensions in perceived value at the product or brand level [9]. Different research directions about Perceived value has been focused at the store level [10]. Compared with research at the product, brand, and store level, research on perceived value at the mall level is relatively small [11]. This creates a gap considering that customers can get more value from malls that are not found at the store level or at the product level [12,13]. In its development, Research on perceived value in the mall context only focused on the dimensions of utilitarian values (i.e. achieving the intended goals of shopping trips to get what is needed or desired) and hedonic values (i.e. the pleasures and pleasures experienced by buyers during their shopping trips) at the mall) [12,14].

Previous research has ignored other dimensions that can be obtained from a complete shopping experience at the mall [11]. This condition creates a gap, considering that knowledge of shopping value comprehensively can help mall managers to identify attributes that shape customer loyalty [12]. Value plays an important role in predicting future repurchase intentions and achieving sustainable competitive advantage [15].

Ref. [11] proposed a new scale to measure the perceived value of a complete shopping experience at the mall (hereinafter: mall value), which includes value dimensions that are more diverse than hedonic values and utilitarian values. Their study confirms that mall value is a multidimensional scale consisting of eight dimensions of value, namely: hedonist, self-gratification, utilitarian, epistematic, social interaction, spatial comfort, time comfort, and transaction value. Measurement of mall dimension values must be reviewed further before gaining general acceptance [11]. In this regard, this research contributes by applying mall value concepts and measurements in different time and place settings to increase generalization, and connect the construct with its antecedent and consequences variables.

Variables that act as antecedents of mall value in this study is a shopping environment. Ref. [16] showed that consumer trust about the mall shopping environment has a positive effect on the value of hedonic and utilitarian shopping generated from mall visits. Ref. [17] examined the impact of the store environment on the hedonic and utilitarian shopping experience of the trendsetter and found a link between the two. Next, Ref. [18] examined the effect of the renovated mall atmosphere on shopping value (hedonic and utilitarian) and found a significant positive impact on hedonic and utilitarian values.

Variables used as a consequence of mall value in this research is customer satisfaction. Many researchers support conclusions showing that perceived value is a positive and significant antecedent of customer satisfaction [18,19]. Mall value well managed can lead to increased positive emotions and customer satisfaction. Customers who perceive the mall as a good place to visit, will tend to get satisfaction with the mall [5].

This study also examines the effect of shopping environment on customer satisfaction. A well-managed shopping environment can affect the level of customer satisfaction [5]. Shopping environment can be designed in such a way as to lead to positive emotions and increase customer satisfaction. The layout of products in shopping centers that are well designed and effective affect the customer's intention to make repeat purchases and positive recommendations. Ref. [14] added that the customer's positive perception of the mall environment had an impact on the excitement and desire to linger in the mall which strengthened the customer's intention to recommend to others.

The location of this study is located in the Surakarta area and its surroundings. Surakarta is one of the developing and modern cities in Indonesia. Surakarta is not only a tourist destination, but also effective as a shopping center. The Surakarta and surrounding areas have several large malls, namely: Solo Grand Mall (SGM), Solo Square (SS), Solo Paragon Mall, and several other similar shopping centers in new solo areas such as Hartono lifestyle mall and The Park [20]. The object of study chosen in this study was shopper at Hartono Lifestyle Mall. Hartono lifestyle mall is one of the shopping centers in the Surakarta area with

a building area of 100,000 m² and was established in 2012. The mall has eight floors and is equipped with a parking space with a capacity of 1300 cars and 350 motorcycles.

Based on the description above, this study contribute through the implementation of the concept and measurement of mall value proposed by Ref. [11] in the setting of a different time and place (in this case, Hartono lifestyle mall Surakarta) to increase generalizations, linking these constructs with antecedent variables (shopping environment) and consequences (customer satisfaction).

Development of Hypotheses

A. Effect of shopping environment on mall value

The relationship between the shopping environment and customer perceived value (perceived value) has been observed in previous studies [16,18]. Consumer trust about mall attributes has a positive effect on the value of hedonic and utilitarian shopping resulting from mall visits [19]. The mall environment on hedonic and utilitarian shopping, where shopping environments directly affected the hedonic spending of fashion leaders.

Positive perceptions of the mall atmosphere give rise to hedonic experiences but only little or no effect on the utilitarian value of low-oriented buyers on fashion products. Next, Ref. [20] examined the effects of the renovated mall atmosphere on shopping value (hedonic and utilitarian) and found a significant positive impact on hedonic and utilitarian values. From the discussion we see that previous researchers focused only on two dimensions of value: hedonic and utilitarian values; but has ignored other value dimensions which are attributes of mall value. The hypothesis derived based on the description is:

H 1 = shopping environment has a significant effect on mall value.

B. Effect of mall value on consumer satisfaction

Customer satisfaction is a comparison between customer perceptions of product performance (or results) and expectations of that performance [21]. Creating and providing superior value in order to increase customer satisfaction is an important practice for retailers who want to achieve sustainable competitive advantage. The value perceived by customers can be lowered at various stages of the purchasing process including the pre-purchase stage, while customer satisfaction only occurs after buying or using a product or service [22]. This shows that the perceived value of customers can be an antecedent of customer satisfaction. Many researchers support this final conclusion and show that customer perceived value is a positive and significant antecedent of customer satisfaction [18,19]. The hypothesis derived based on the description is:

H 2 = mall value has a significant effect on customer satisfaction.

C. Effect of shopping environment on consumer satisfaction

The atmosphere of shopping or shopping environment can affect customer perceptions and have a positive impact on satisfaction [23]. Perceptions of the mall environment greatly influence shopper's passion. This is confirmed by Ref. [24] who said that being in a pleasant mall atmosphere is enough to create an aesthetic experience for shoppers. Buyers' perceptions of the mall's atmosphere as a pleasant shopping experience make them spend more time and money on shopping. Thus, the mall atmosphere can be designed in such a way that it leads to positive emotions and increased customer satisfaction [25,26]. The hypothesis derived based on the description is:

H 3 = shopping environment has a significant effect on customer satisfaction.

Based on the formulated hypothesis, the influence between variables can be described in the form of a research model as Figure 1.

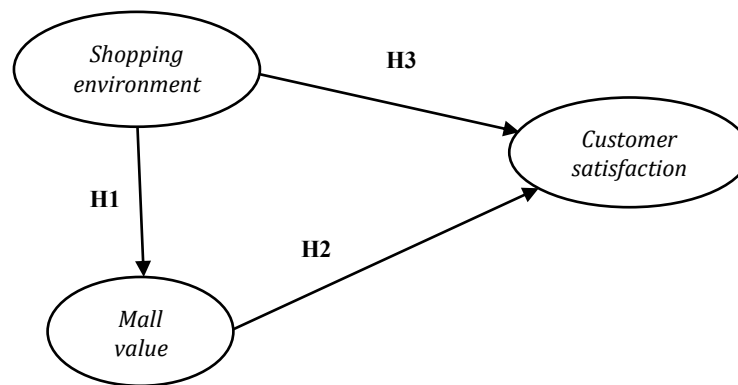


Fig. 1. Research model

Method

A. Sample design and data collection

The unit of analysis in this study is individuals, namely visitors who often shop at Hartono Lifestyle Mall at least twice in one month. Data collection using the mall intercept technique along with the self-administered questionnaire method. Sampling in this study uses a non probability sampling design, by applying a purposive sampling method. The researcher spread out 250 questionnaires and found 40 questionnaires that were declared damaged because the respondent's answers were incomplete, so that the overall data that could be further processed was 210 questionnaires. The characteristics of the respondents obtained in this study are presented as Table 1.

B. Measurement

This study measures the constants examined by multiple-item scales adapted from previous studies. Each statement item used in the study was assessed using a Likert scale with

5 alternative choices. Measurement of variable shopping environment by using the dimensions of the mall interior which consists of 3 question items and mall recreational dimension consisting of 3 items of questions adapted from Ref. [27].

Table 1. Characteristics of respondents

Characteristics of respondents	Percentage
Gender	
• Man	16.7
• Woman	83.3
Age	
• <20	11.4
• 20-24	87,1
• > 24	1.4
Educational level	
• S1	99.5
• S2	0.5
Number of visits per month	
• 2 times	30.5
• 3 times or more	69.5

Measurement of mall value variables by using the hedonic value dimension consisting of 5 items of questions, dimensions of self-gratification value consisting of 4 items of questions, the utilitarian value dimension consisting of 4 items of questions, epistemic value dimensions which consists of 4 items of questions, dimensions of social interaction value which consists of 3 items of questions, transaction value dimensions which consists of 3 question items, as well as time convenience value dimensions which consists of 3 question items used by Ref. [11]. Measurement of customer satisfaction variable consists of 2 items of questions adapted from research conducted by Ref. [28].

Result

A. Validity test

Validity testing is carried out on four main variables in this study. The results of the Confirmatory Factor Analysis (CFA) for items in the shopping environment variable statement amounting to six items indicate that the remaining four items of statements have good validity. For mall items the value of 26 items indicates that all items have good validity. Next, for consumer satisfaction items totaling two items have good validity. The final results of testing validity are shown in the following Table 2.

This study uses a structural equation modeling (SEM) method to test the hypothesis proposed in this study assisted by AMOS 6.0 software. This study conducted a two-step process testing the hypothesis, namely the first step to test the goodness-of-fit of the model used as a

basis in SEM. The second step is testing the hypothesis for the relationship between variables using Critical Ratio (CR) criteria.

Table 2. Confirmatory Factor Analysis (CFA)

Variable	Item	Factor Loading	Information
Shopping environment	MI3	0,711	Valid
	MI1	0,630	Valid
	MR3	0,652	Valid
	MR2	0,665	Valid
Mall value	HV5	0,887	Valid
	HV4	0,773	Valid
	HV3	0,796	Valid
	HV2	0,820	Valid
	HV1	0,796	Valid
	SG4	0,736	Valid
	SG3	0,845	Valid
	SG2	0,884	Valid
	SG1	0,852	Valid
	UV4	0,786	Valid
	UV3	0,846	Valid
	UV2	0,787	Valid
	UV1	0,791	Valid
	EV4	0,777	Valid
	EV3	0,845	Valid
	EV2	0,893	Valid
	EV1	0,853	Valid
	SI3	0,731	Valid
	SI2	0,884	Valid
	SI1	0,796	Valid
TV3	0,838	Valid	
TV2	0,834	Valid	
TV1	0,764	Valid	
TC3	0,817	Valid	
TC2	0,863	Valid	
TC1	0,700	Valid	
Consumer satisfaction	CS1	0,840	Valid
	CS2	0,628	Valid

Table 3. Goodness of Fit Structural Model

Goodness-of-fit Indices	Cut-off Value	Results	Evaluation
Chi-Square (χ^2)	Expected to be small	482.255	-
Degrees of freedom	Positive	422	Fit
Probability level (p)	≥ 0.05	0.022	Fit
CMIN / DF	≤ 2.0	1,143	Fit
GFI	≥ 0.90	0.879	Not fulfilling
AGFI	≥ 0.90	0.849	Not fulfilling
TLI	≥ 0.90	0.975	Fit
CFI	≥ 0.90	0.979	Fit
RMSEA	≤ 0.08	0.026	Fit

Based on Table 3, the modification of the model is obtained by increasing the goodness of fit model. Value Chi-Square with $p > 0.05$ so as to indicate the model has been fit. While the GFI and AGFI index has increased but has not fulfilled. Based on these results, it can be concluded that the overall model can be accepted. The SEM-based research model uses three to four indices that are appropriate to provide sufficient evidence for a model. Besides showing the chi-square value (χ^2) and degrees of freedom it must also show the values of CFI, TLI, and RMSEA because some of these indices are considered sufficient to evaluate a model.

B. Path Coefficient Analysis

This analysis is seen from the significance of the regression weight model that can be seen in Table 4.

Table 4. Regression Weight

			Estimate	SE	CR	P
Mall Value	<---	Shopping Environment	.884	.220	4,025	0,000
Customer Satisfaction	<---	Mall Value	1,022	.218	4,694	0,000
Customer Satisfaction	<---	Shopping Environment	-.102	.252	-.407	0.684

Table 4 shows that the results indicate of the three paths are analyzed, there are two pathways that have a significant effect, is evident from the level of significance (p) test the hypothesis that less than 5%. The P value for the shopping environment variable in the mall value has a sig value. $0,000 < 0,05$ shows that the shopping environment affects mall value , so it can be concluded that H 1 is supported. The P value for the mall value variable in consumer satisfaction has a sig value. $0.000 < 0.05$ indicates that the value mall effect on consumer satisfaction, so that it can be concluded that H 2 is supported. The P value for the variable shopping environment in consumer satisfaction has a sig value. $0.684 > 0.05$ indicates that shopping environments do not affect consumer satisfaction, so it can be concluded that H 3 is not supported.

Discussion

The results in this study show that shopping environments significant effect on mall value. This result is possible because of the dimensions of the variable shopping environment such as interior malls and mall recreational according to customers have been categorized as good. The interior design of Hartono Lifestyle Mall Solo as a whole is considered attractive by customers. besides that, at the Hartono Lifestyle Mall Solo there are often interesting and entertaining events . This is the main attraction for visitors to the mall. With the existence of a well-managed shopping environment, it will positively affect the value perceived by customers. These results support the research conducted by Ref. [18] which states that shopping

environments have a significant effect on utilitarian and hedonic values which are dimensions of the perceived value of customers about the mall (mall value).

The results in this study indicate that mall value has a significant effect on consumer satisfaction. This is possible because most customers give relatively good responses to the dimensions in the mall value variable such as hedonic value, self-gratification value, utilitarian value, epistemic value, social interaction value, transaction value and time convenience value. Customers feel happy shopping at the Hartono Lifestyle Mall Solo because of its comfortable environment, it illustrates that the hedonic value dimension has been realized. Likewise, when customers walk in the Hartono Lifestyle Mall Solo is used as a way to relieve stress and relax, it shows that the dimensions of self-gratification value are realized and also other dimensions in the value variable perceived by customers about the mall as well already realized. If the customer is able to give a good response or assessment of the Hartono Lifestyle Mall Solo, it shows that the customer is satisfied with the value obtained by the customers of Hartono Lifestyle Mall Solo. The results of this study support the research conducted by Ref. [18], which states that the value perceived by customers about mall (mall value) provides an affective benefit in the form of satisfaction with the retail shopping experience.

The results in this study indicate that shopping environments do not affect consumer satisfaction. This shows that although aspects of the mall interior and mall recreational of Hartono Lifestyle Mall Solo according to the customer has been categorized as good, and it is one important aspect in shaping perceptions of customer value to the mall, it is insufficient to satisfy the desires of the customer. Shopping environment is a construct that has a broad scope. Previous research shows that there are other dimensions outside interior malls and mall recreational, which can affect customer ratings of shopping environments in the retail sector. These dimensions include: mall exterior [29] and comfort mall [5]. Subsequent research can be developed by adding these two dimensions as part of the shopping environment construct and its effects on consumer satisfaction are measured.

Conclusion

The calculation results show a CR value of 4.025 with an SE value of 0.220. The CR value of 2.56 indicates that hypothesis 1 is accepted at a significant level $\alpha = 0.01$. Thus hypothesis 1, namely shopping environment significant effect on mall value empirically supported. The calculation results show a CR value of 4.694 with a SE value of 0.218 . The CR value of 2.56 indicates that hypothesis 2 is accepted at a significant level $\alpha = 0.01$. Thus hypothesis 2, namely mall valuesignificant effect on consumer satisfaction supported empirically. The calculation results show a CR value of 0.407 with an SE value of 0.252 . CR value < 1.96 . This shows that hypothesis 3 is not accepted. Thus hypothesis 3, namely shopping environment significant effect on mall value not empirically supported.

Previous research shows that there are other dimensions outside interior malls and mall recreational, which can affect customer ratings of shopping environments in the retail sector. These dimensions include: mall exterior and comfort mall. Subsequent research can be developed by adding these two dimensions as part of the shopping environment construct and its effects on consumer satisfaction are measured.

The results of this study indicate a significant influence of shopping environments towards mall value and significant influence from mall value towards consumer satisfaction. This shows that the mall value construct is an important aspect for Hartono lifestyle mall in order to realize customer satisfaction. The manager of Hartono Lifestyle Mall is expected to pay attention to the mall value dimensions which are divided into: hedonist, self-gratification, utilitarian, epistematic, social interaction, time comfort, and transaction value when crafting a marketing strategy.

Conflict of Interest

Authors declare that there is no conflict of interest.

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