FORECASTING OF SATISFACTION AND REVISIT INTENTION OF INDONESIA SHOPPERS IN SHOPPING MALLS

Risca Fitri Ayuni
Department of Management, Faculty of Economics and Business, Brawijaya University
risca.fa@ub.ac.id / risca.fa@gmail.com

Abstract. Due to tight competition, changing value proposition of customer and shifting of mall functions become center for leisure purposes, shopping mall developer must focus on create shopper satisfaction to influence their post-transaction behaviors. This study investigates the relationship between mall personality, self-congruity, perceived quality, shopping value, shopper satisfaction and revisit intention. Two hundred respondents participated in this study. In order to achieve the aim of this study, SPSS 23 and PLS 3 were used. Out of the 15 hypotheses proposed, ten are supported. As predicted, mall personality, self-congruity, perceived quality significantly have a significant effect on shopping value and shopper satisfaction (except perceived quality has no effect on shopping value). The findings show that Mall Personality is predictive of Self-Congruity and Perceived Quality; while Shopping Value can be used to predict Shopper Satisfaction. The result indicated that Perceived Quality is not statistically significant affect on Shopping Value. Moreover, Self-Congruity has significant affect on Perceived Quality. In addition, Mall personality, Self-Congruity and Perceived Quality are not good predictors of Revisit Intention. Finally, the result confirms that Shopper Satisfaction and Shopping Value have a significant effect on Revisit Intention.

Keyword: Mall Personality, Self-Congruity, Perceived Quality, Shopping Value, Shopper Satisfaction, Revisit Intention


Kata kunci: Mall Personality, Self-Congruity, Perceived Quality, Shopping value, Shopper satisfaction, Revisit intention
INTRODUCTION

Today, in the dynamic environment, customer satisfaction plays important role for organization. It also influences the post purchase transaction behaviors obviously. Satisfied people will share their experiences with their friends, families and others in around them. Dissatisfied people will tell their experiences as well but with more people than satisfied people do. It makes creating satisfaction as key factors for business development. In this condition, customer satisfaction has been regarded as a key fundamental determinant in maintaining long-term customer relationship behaviors (Oliver, 1980; Zeithaml et al., 1996).

Higher satisfaction, higher loyalty is a thesis and accepted logic. In order to create satisfaction, many studies conducted research and confirmed that satisfaction was created by factors such as Brand Personality (Kim et al., 2015, Ahmadi et al., 2015), Self-Congruity (Ekinci et al., 2008; Jamal and Goode, 2001; Chon, 1992; Jamal and Al-Marri, 2007; Sirgy et al., 1997), Perceived Quality (Nasser et al., 2012), and Value (Moon, 2016; Kesari and Atul, 2016; İpek et al., 2016; Yu, 2011; Michon et al., 2007; Michon et al., 2008). The existing researches also indicated the greatly relationship between satisfaction and post purchase transaction behaviors such as repeat buying, revisit intention (Haemoon, 2000; Bolton and Drew, 1991; Saleh et al., 2015).

Undoubtedly, Indonesia is a lucrative market in Southeast Asia. As one of the world’s major emerging economies (BBC, 2016), Indonesia with over 260 million people, fourth largest population in the world (Internet world Stats, 2017), shows increasing domestic consumption. Regarding to The Economist Intelligence Unit, Indonesia real Gross Domestic Product growth will average 4.9% a year in 2017 to 2021, supported by buoyant private consumption (Economist Intelligence Unit, 2017).

Jakarta, capital city of Indonesia, is claimed as the capital of the world’s fourth most populous nation (Indonesia trails only China, India and the United States) and one of the world’s largest megalopolises. Jakarta is a city with the highest number of malls in the world (Anya, 2017). Shopping malls is the most frequented place after home and office.

Jakarta has been a long time became the entrance gate for foreign investors due to a large market. It can be seen in many shopping malls or modern retail channels (International and National) mushroom in Jakarta. People who live in Jakarta are affected by a modern lifestyle. Particularly in urban areas, consumptive lifestyles are increasingly evident. Most consumption are motivated by hedonic and symbolic pleasure that emphasis on image and glamour, as opposed to utility.

Due to tight competition, changing value proposition of customer and shifting of mall functions become center for leisure purposes, shopping mall developer must always focus on create shopper satisfaction to influence their post-transaction behaviors.

This research study deals mall personality, self-congruity, perceived quality and its impact on shopper’s satisfaction and revisit intention, since there is no previous studies assessed the relationship between mall personality, self-congruity, perceived quality and its impact on shopper’s satisfaction and revisit intention to shopping mall.

THEORETICAL REVIEW

This study investigates the relationship between mall personality, self-congruity, perceived quality, shopping value, shopper satisfaction and revisit intention.
**Mall personality.** Aaker (1997) describes brand personality as the set of human characteristics associated with a brand. Aaker identifies five distinct brand personality dimensions: 1) sincerity, 2) excitement, 3) competence, 4) sophistication, and 5) ruggedness. Despite a number of brand personality studies, there is no consensus on dimensions and content of its dimension of brand personality.

Moreover, replications of Aaker's scale in different cultures or product categories failed, motivating researchers to develop context-specific scales: Retail Brand Personality (Das, 2013), University Brand Personality Scale (Rauschnabel et al., 2016), Advergame Personality (Lee and Cho, 2017), Golf-Destination Brand Personality (Pereira et al., 2015), The City Brand Personality (Glińska and Kilon, 2014), Tourism Real Estate Firms Brand Personality (Liu et al., 2016) and Mall Personality (Rahman et al., 2016).

Since selecting a specific brand with specific personality enables self-expression, the more the brand personality is related to the consumer’s personality, the higher the customers’ satisfaction and loyalty will be (Aaker, 1999). Studies show a consistent relationship between Brand Personality or Mall personality affect Self-Congruity (Murphy, 2007; Kumar, 2016; Usakli and Baloglu, 2011), Shopping Value (Rahman et al., 2016), Perceived Quality (Das, 2013), Satisfaction (Kim et al., 2015, Ahmadi et al., 2015). Redarding to prior studies and literatures, this study develop the following hypotheses:

H1: Mall Personality influences Shopping Values
H2: Mall Personality influences Satisfaction
H3: Mall Personality influences Revisit Intention
H4: Mall Personality influences Self-Congruity
H5: Mall Personality influences Perceived Quality

**Self-Congruity.** Self-congruity is defined as “how much a consumer's self-concept matches the personality of a typical user of a brand” (Helgeson and Supphellen, 2004). It plays an important role on influencing consumer behavior (Lee and Back, 2009; Sirgy and Samli, 1985; Sirgy et al., 1991).

Sirgy (1982) proposed four variants of self-congruity namely actual self-congruity, ideal self-congruity, social self-congruity, and ideal social self-congruity. Self-Congruity explain how shopper actually see and like to see themselves, and how shopper believe they are seen and would like to be seen by others in relation to product image (Sirgy et al., 2000)

Several studies show a consistent relationship between self-congruency affects shopping value (Rahman et al., 2016; Michon et al., 2007), consumer choice (Quester et al., 2000), tendencies (Ibrahim and Najjar, 2008), perceived quality (Kwak and Kang, 2009; Haj-Salem et al., 2016), repeat intention (Kastenholz, 2004; Govers and Schoormans, 2005), and brand loyalty (Litvin and Kar, 2003; He and Mukherjee, 2007; Kressmann et al., 2006; Yusof and Ariffin, 2016). The existing researches also indicate a strong relationship between self-congruency and customer satisfaction (Ekinici et al., 2008; Jamal and Goode, 2001; Chon, 1992; Jamal and Al-Marri, 2007; Sirgy et al., 1997).

To confirm the findings reported in prior studies, the following hypothesis was proposed to explore the relationship between self-congruity, shopping value, perceived quality, satisfaction, and revisit intention.

H6: Self-Congruity influences Shopping Values
H7: Self-Congruity influences Perceived Quality
H8: Self-Congruity influences Satisfaction
H9: Self-Congruity influences Revisit Intention

**Perceived Quality.** Parasuraman *et al.*, (1988) stated that perceived quality is a form of attitude, related but not equivalent to satisfaction, and results from a comparison of expectations with perceptions of performance. As the greatest predictor of customers’ satisfaction, marketers have to concern to create good perceived quality.

Cronin *et al.*, (2000) consider service contact, service environment and product quality will influence the overall customer perceived service quality. In addition, Cronin argued that the level of perceived quality would influence customer satisfaction and customer value; perceived quality, customer satisfaction, customer value will have impact on customer post-purchase behaviors (revisit/repurchase intention, word of mouth etc).

Prior studies have revealed that perceived quality has effect on satisfaction (Nasser *et al.*, 2012), loyalty behaviors (Das, 2014), Repurchase Intention (Choi and Kim, 2013; Wu and Chen, 2014) and shopping value (Babin *et al.*, 2004). The study of Olsen (2002) verified that satisfaction is a good mediator to explain relationship between perceived qualities and repurchase intention.

H10: Perceived Quality influences Shopping Values
H11: Perceived Quality influences Revisit Intention
H12: Perceived Quality influences Satisfaction

**Shopping Values.** Shopping values are represented as the overall worth of a shopping experience (Babin *et al.*, 1994; Griffin *et al.*, 2000). It is captured by two motivations: Utilitarian and Hedonic shopping value. Babin *et al.*, 1994; Griffin *et al.*, 2000 defined Utilitarian values are a proxy for task-orientation, while hedonic values emulate personal gratification and self-expression associated with the shopping experience.

Prior studies found the important roles of shopping value on creating satisfaction and loyalty (Moon, 2016; Kesari and Atulkar, 2016; İpek *et al.*, 2016; Yu, 2011; Michon *et al.*, 2007; Michon *et al.*, 2008). Moreover, Sirakaya *et al.*, 2015 found that shopping values are strongly linked to overall shopping satisfaction of shopper. They also found that overall shopping satisfaction fully mediates utilitarian shopping value’s effect on destination repatronage intention (DRI), destination word-of-mouth (DWoM), while hedonic shopping value’s (HSV) was mediated partially by shopping satisfaction. According to previous studies, this study proposed the following hypotheses:

H13: Shopping Value influences Satisfaction
H14: Shopping Value influences Revisit Intention

**Satisfaction.** Oliver (1997) stated that high level of loyalty create when consumers feel positively about the relationship of the product or service and appreciates the product or brand. Satisfaction determines profits of providers (Serkan *et al.*, 2005), customer retention and loyalty (Saleh *et al.*, 2015) as a post-purchase evaluation of a service offering such as word of mouth, revisit intention, recommendation to others (Haemoon, 2000; Bolton and Drew, 1991).

Dissatisfied customers will look for other alternatives, (switching to other brands). As a fundamental determinant in maintaining long-term customer relationship behaviors, customer satisfaction must be the first priority (Oliver, 1980; Zeithaml *et al.*, 1996). Finally, this study proposed the following hypothesis:

H15: Satisfaction influences Revisit Intention
**Revisit intention.** The previous experiences of customers will determine the following behaviors such as remain use the same products or switch to other brands. Repurchase intention involves an individual’s judgment about repeating purchase at the same firm that satisfies its needs and an assessment of current service situation repeating purchase again in the same firm (McDougall and Levesque, 2002; William and Auchil, 2002).

Many studies conducted research to confirm the determinants of revisit intention (Durvasula et al., 2004; Filieri and Lin, 2017; Ariffin et al., 2016; Su et al., 2016). Those found that customer satisfaction has a significant effect on revisit intention/repurchase intention. Additionally, satisfaction is important factor for development because it will direct customer decision to repeat purchase and any other loyalty behaviors (Loudon and Bitta, 1993).

The conceptual research model (Figure 1) is based on the hierarchical models introduced prior studies. This study developed more comprehensive hierarchical models to conceptualize shopper satisfaction.

![Figure 1 Conceptual Research Model](image)

**METHOD**

The aim of this study is to investigate the relationship among mall personality, self-congruity, perceived quality, shopping values, satisfaction and revisit intention.

Population of this study is Shopper Mall in Jakarta-Indonesia. Regarding to Economist Intelligent Unit, Jakarta would be the biggest city with young and consumptive population in the world by 2030 (Sidjabat, 2015). The Jakarta Post (Anya, 2017) stated that and Jakarta is city with the highest number of malls in the world. Two hundred respondents participated in this study. Purposive sampling technique as a non-probability sampling was employed in the study.

In order to achieve the aim of this study, SPSS 23 and Partial Least Square (PLS) 3 were used. SPSS 23 was employed to find information about characteristics of respondents, while PLS 3 was run to test validity and reliability of each instruments, and to test hypotheses of this study.
Measurement development. To evaluate the relationship among mall personality, self-congruity, perceived quality, shopping values, satisfaction and revisit intention, multi item questionnaires are developed in this study. Measurement scales in this were adopted from many literatures and previous studies to fit the purpose of this study.

Questionnaires in this study consist of several sections. First section is to collect information to figure out the profiles of respondents that consist of five questions: gender, age, occupation, monthly shopping expenses, and monthly shopping frequency. Second section is the measurement scale of each construct: Mall personality (Rahman et al., 2016) self-congruity (Saki et al., 2014), perceived quality (Chen et al., 2011, Grönroos, 1984), shopping values (Rahman et al., 2016), satisfaction (Abdallat, 2012; Milfelner et al., 2011), and revisit intention (Chen et al., 2011).

RESULT

Profiles of Respondents. Information about respondents gained in survey includes gender, age, occupation, monthly shopping expenses, and monthly shopping frequency. A total of 225 questionnaires were distributed, 200 completed questionnaires were collected and 25 questionnaires were incomplete. Hence, a total of 225 questionnaires were finally used for this study. The profile of respondents is revealed in Table 1.

From surveyed respondents, 64.5 % (129 respondents) were female and 35.5 % (71 respondents) were male. It is consistent with JCDcauz that stated that females constitute 66% of the customer traffic in shopping malls (JCDcaux, 2011). In addition, The Jakarta Post stated that the average woman in Jakarta spends about three hours on every visit to a mall (Kasdiono, 2014). In contrast, men get bored after just 26 minutes of shopping (Lacey, 2013). The result support a study in psychological science that female love to shop more than male. It is consistent with the result of this study.

The age of shopping malls visitors in this study were 17-25 (64 %), 26-34 (31 %), and > 35 (5 %). Percentage of shopping mall visitors by occupation in Jakarta were students (52 %), private sector workers (14), private sector (21 %) and self-employed (13%).

As The Jakarta Post reported, domestic consumptions are increasingly evident, driven by growth of young and urbanized population with higher income and consumer confidence in Jakarta (Sidjabat, 2015). The result that depicted by Table 1.1 represents the statement that young people has a great contribution in percentage of shopping mall visitors in Jakarta. Similarly, Suzuki and Ito, (2015) also stated that growth occur in the suburbs of Jakarta, driven mostly by young families.

Table 1.1 also reveals that 70 % of total respondents spend around at least 1 million IDR each month for shopping and 85 % of total respondents visit shopping malls for more than once each month. It is reasonable result because shopping at malls is part of modern lifestyle where Jakarta is one of the world’s largest megalopolises, which affected by modern lifestyle.
Measurement Model. Convergent validity, discriminant validity and reliability test was conducted to measure the model of the study before assessed the structural model. Several criteria can be used to test convergent validity. Two indicators (SP7 and SV7) were released from this study due to their outer loading smaller than 0.4 Hair et al., (2013).

After removing items, PLS 3 was run for second time and resulted outer loading scores were greater than 0.4 for each indicator (Figure 2). As well, Composite Reliability and Average Variance Extracted (AVE) scores were greater than 0.6 (Hair et al., 2011) and greater than 0.5 (Hair et al., 2013; Fornell and Larcker, 1981) respectively for each indicator (Table 2).

<table>
<thead>
<tr>
<th>Profile</th>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Female</td>
<td>64.5 %</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>35.5 %</td>
</tr>
<tr>
<td></td>
<td>17-25</td>
<td>64 %</td>
</tr>
<tr>
<td></td>
<td>26-34</td>
<td>31 %</td>
</tr>
<tr>
<td>Age (yo)</td>
<td>&gt; 35</td>
<td>5 %</td>
</tr>
<tr>
<td></td>
<td>Students</td>
<td>52 %</td>
</tr>
<tr>
<td></td>
<td>Public Sector</td>
<td>14 %</td>
</tr>
<tr>
<td></td>
<td>Private Sector</td>
<td>21 %</td>
</tr>
<tr>
<td>Occupation</td>
<td>Self Employed</td>
<td>13 %</td>
</tr>
<tr>
<td></td>
<td>&lt; 1,000,000</td>
<td>30 %</td>
</tr>
<tr>
<td></td>
<td>1,000,001 – 2,000,000</td>
<td>38 %</td>
</tr>
<tr>
<td>Monthly Shopping Expenses</td>
<td>2,000,001 – 3,000,000</td>
<td>19.5 %</td>
</tr>
<tr>
<td></td>
<td>&gt; 3,000,000</td>
<td>12.5 %</td>
</tr>
<tr>
<td></td>
<td>&lt; 1</td>
<td>15 %</td>
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<tr>
<td></td>
<td>1 – 5</td>
<td>65 %</td>
</tr>
<tr>
<td>Monthly Shopping Expenses</td>
<td>6 – 10</td>
<td>16 %</td>
</tr>
<tr>
<td>Frequency</td>
<td>&gt; 10</td>
<td>4 %</td>
</tr>
</tbody>
</table>

Table 1 Profile of Respondents
To test Internal Consistency Reliability, all constructs must have Cronbach’s alpha score higher than 0.6 (Hair et al., 2010) and Composite Reliability that were greater than 0.6 (Hair et al., 2011), as depicted in Table 2. The next section, discriminant validity was employed. Loading score of each indicator are higher than all its cross loadings compare to other constructs. It means that the correlation between indicator and latent variable have fulfilled discriminant validity.

Table 1.3 presented substantial R2 endogenous latent variables with Q2 is 0.97. Goodness of Fit (GoF) of study is 0.53. It means this study has a very good model, (Tenenhaus et al., 2005). The result also refers to Hoffmann and Birnbrich (2012) cut-off values for assessing the results of the GoF analysis, that can be classified into three categories: GoF = 0.1 (small); GoF = 0.25 (medium); and GoF = 0.36 (large).

**Table 2. Reliability and Validity**

<table>
<thead>
<tr>
<th>Construct</th>
<th>Cronbach's Alpha</th>
<th>Composite Reliability</th>
<th>Average Variance Extracted</th>
</tr>
</thead>
<tbody>
<tr>
<td>MP</td>
<td>0.852</td>
<td>0.888</td>
<td>0.532</td>
</tr>
<tr>
<td>PQ</td>
<td>0.921</td>
<td>0.934</td>
<td>0.563</td>
</tr>
<tr>
<td>RI</td>
<td>0.761</td>
<td>0.847</td>
<td>0.582</td>
</tr>
<tr>
<td>SC</td>
<td>0.959</td>
<td>0.963</td>
<td>0.689</td>
</tr>
<tr>
<td>SS</td>
<td>0.928</td>
<td>0.942</td>
<td>0.699</td>
</tr>
<tr>
<td>SV</td>
<td>0.885</td>
<td>0.912</td>
<td>0.635</td>
</tr>
</tbody>
</table>

**Table 3. R Square**

<table>
<thead>
<tr>
<th>Construct</th>
<th>R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>PQ</td>
<td>0.552</td>
</tr>
<tr>
<td>RI</td>
<td>0.662</td>
</tr>
<tr>
<td>SC</td>
<td>0.205</td>
</tr>
<tr>
<td>SS</td>
<td>0.695</td>
</tr>
<tr>
<td>SV</td>
<td>0.165</td>
</tr>
</tbody>
</table>
Path coefficient and Hypotheses result. As summarized in Table 4, out of the 15 hypotheses proposed, ten are supported as P values <0.05 and T statistic values > 1.96 (Hair, 2014 and Kock 2012). As predicted, mall personality, self-congruity, perceived quality significantly have a significant effect on shopping value and shopper satisfaction (except perceived quality has no effect on shopping value/H10 rejected); in support of H1, H2, H6, H8, and H12. The findings of the model testing also support H4, H5, and H13, thus showing that Mall Personality is predictive of Self-Congruity and Perceived Quality; while Shopping Value can be used to predict Shopper Satisfaction.

Table 4. Path Coefficients

| Hypothesis  | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values | Summary |
|-------------|---------------------|-----------------|---------------------------|--------------------------|----------|---------|
| MP -> SV (H1) | 0.243              | 0.233           | 0.103                     | 2.354                    | 0.019    | Accepted |
| MP -> SS (H2) | 0.204              | 0.197           | 0.092                     | 2.227                    | 0.026    | Accepted |
| MP -> RI (H3) | 0.1                | 0.092           | 0.066                     | 1.505                    | 0.133    | Rejected |
| MP -> SC (H4) | 0.453              | 0.46            | 0.078                     | 5.778                    | 0.000    | Accepted |
| MP -> PQ (H5) | 0.681              | 0.676           | 0.069                     | 9.801                    | 0.000    | Accepted |
| SC -> SV (H6) | 0.232              | 0.253           | 0.093                     | 2.482                    | 0.013    | Accepted |
| SC -> PQ (H7) | 0.12               | 0.127           | 0.1                       | 1.209                    | 0.227    | Rejected |
| SC -> SS (H8) | 0.174              | 0.177           | 0.052                     | 3.362                    | 0.001    | Accepted |
| SC -> RI (H9) | 0.152              | 0.146           | 0.08                      | 1.888                    | 0.06     | Rejected |
| PQ -> SV (H10)| 0.002              | -0.002          | 0.127                     | 0.016                    | 0.987    | Rejected |
| PQ -> RI (H11)| 0.028              | 0.044           | 0.109                     | 0.257                    | 0.798    | Rejected |
| PQ -> SS (H12)| 0.521              | 0.525           | 0.085                     | 6.133                    | 0.000    | Accepted |
| SV -> SS (H13)| 0.126              | 0.125           | 0.04                      | 3.166                    | 0.002    | Accepted |
| SV -> RI (H14)| 0.181              | 0.19            | 0.067                     | 2.693                    | 0.007    | Accepted |
| SS -> RI (H15)| 0.529              | 0.521           | 0.083                     | 6.403                    | 0.000    | Accepted |

The result indicated that H7 and H10 are rejected. It meant Perceived Quality is not statistically significant affect on Shopping Value. Moreover, Self-Congruity has significant affect on Perceived Quality. In addition, Mall personality, Self-Congruity and Perceived Quality are not good predictors of Revisit Intention (H3, H9, and H11 are rejected), since P values > 0.05 and T statistics values < 1.96.

Finally, the result confirms H14 and H15 that Shopper Satisfaction and Shopping Value have a significant effect on Revisit Intention.

DISCUSSION

According to hypotheses testing run by PLS 3, ten hypotheses were accepted and five hypotheses rejected. First, this study proved the effect of mall personality toward shopper satisfaction. The symbolic value of products (brand personality) is getting more and more important for customers. Instantly, companies respond to this phenomenon by paying attention to provide unique personalities to their products/organizations. Companies must define a set of characteristics that represent their companies and ease customer to differentiate with other companies. More shoppers find good personalities within malls, more shoppers will feel satisfied. Similar findings found by previous researches (Kim et al., 2015 and Ahmadi et al., 2015) that stated brand personality affects customers’ satisfaction obviously.

Second, this study found that shopper satisfaction creates intention to revisit the
malls at different times. The finding also supports previous researches (Saleh et al., 2015; Haemoon, 2000; Bolton and Drew, 1991) that revealed the effect of satisfaction to revisit intention. As a key determinant for shopping mall in maintaining a long-term relationship with shoppers, malls must focus on enhancing shoppers’ satisfaction by knowing what factors can create satisfaction such as self-congruity, shopping value, and perceived quality (Nasser et al., 2012; Moon, 2016; Kesari and Atulkar, 2016; İpek et al., 2016; Yu, 2011; Michon et al., 2007; Michon et al., 2008; (Ekinci et al., 2008; Jamal and Goode, 2001; Chon, 1992; Jamal and Al-Marri, 2007; Sirgy et al., 1997).

Third, another factor that affect revisit intention was shopping values (Moon, 2016; Kesari and Atulkar, 2016; İpek et al., 2016; Yu, 2011; Michon et al., 2007; Michon et al., 2008). Today, malls shoppers decide to visit shopping mall not only for utilitarian value (buying product) but also for hedonic value (refreshing, socializing with others, and finding out some leisure purposes). Babin et al., (1994) and Griffin et al., (2000) defined utilitarian values are a proxy for task-orientation, while hedonic values emulate personal gratification and self-expression associated with the shopping experience. In order to gain values of shoppers, some shopping malls complete their malls with superlative facilities such as karaoke, movie theaters play grounds, cafes, pet stations, restaurants, and music performances. Superlative facilities can be seen at Dubai Malls that offers thousands retail outlets and boasts the Dubai Aquarium and Underwater Zoo, an Indoor Theme Park, Museum, and the Dubai Ice Rink. (Petch, 2017).

Fourth, this study found the same result as Das (2013) that personality affect customer over all perception of mall that called as Perceived Quality. Parasuraman, et al., (1988) defined that perceived quality is a form of attitude, related but not equivalent to satisfaction, and results from a comparison of expectations with perceptions of performance. After define and set mall personalities, shopping malls have to make sure that their services and facilities are appropriate for their personalities. This study explained that perceived quality affect shoppers satisfaction. In other words, by offering good services and facilities, good perception will be gathered, thus technical quality and functional quality should become priority in can be provided such as nursing room, prayer rooms, tour busses, and lockers. Even though, perception of shopping malls quality does not work to create shopping value and revisit intention, it creates shopper satisfaction.

Shoppers will assess personality of each mall then decide which mall the shoppers are going to visit that represents shoppers’ personality. According to Sirgy et al., (2000) how shopper actually see and like to see themselves, and how shopper believe they are seen and would like to be seen by others in relation to product image defined as Self-Congruity.

CONCLUSION

The Conceptual Research Model as illustrated by Figure 1.1 above shows the overall interrelationships among the variables. The result of this study empirically demonstrate that there are significant effect between Mall Personality, Self-Congruity, Shopping Value, Perceived Quality and Shopper Satisfaction, indicating that shoppers feel satisfied by assessing those 4 aspects (Perceived Quality is the most determinant of Shopper Satisfaction). The result recommends that Shopping Mall should always focus attention on providing good quality such as technical quality and functional Quality.
(sophisticated and comfort facilities; clean environment, trusted and good looking of staffs, good products and services) (Cronin et al., 2000; Grönroos, 1984).

The findings outlined in this study also found out that some aspects have led to the one of loyalty behaviors, revisit intention, in Shopping Malls, which are shopping value and shopper satisfaction (Sirakaya et al., 2015; Moon, 2016; Kesari, and Atulkar, 2016; İpek et al., 2016; Yu, 2011; Michon et al., 2007; Michon et al., 2008).

Moreover according to this study there is a significant effect between Mall Personality and Self-Congruity toward Shopping Value (Rahman et al., 2016; Michon et al., 2007) indicating that shopping value (hedonic and utilitarian value) is influenced by Mall personality (sophisticated and solidity) and how shopper actually see and like to see themselves, and how shopper believe they are seen and would like to be seen by others in relation to product image (Self-Congruity).

The result also provides empirical evidence that Mall Personality, Self-Congruity and Perceived Quality are not statistically significant effect on Revisit Intention. Even, those aspects are not predictors of Revisit Intention, but those are good predictor of shopper satisfaction, which plays important role to lead shopper revisit Shopping Malls. Therefore, shopping mall developer should maintain their personality in order to increase Self-Congruity, Shopping Value, and Perceived Quality.

More importantly, this research sends out the message that Shopping malls should take actions to strengthen their quality and Self-Congruity of their shoppers in order to create shopping value, to help shopping malls enhance loyalty of shopper.

LIMITATIONS AND FUTURE RESEARCH

Although this study enriches our understanding of mall personality, self-congruity, perceived quality, shopping values, satisfaction and revisit intention, current study has also a few shortcomings. First, the study did not take into account differences among cities or countries. The study recommends future research to apply the measurements scales in developed, developing and under developing countries, in order to test whether the result gained are general and across different type of countries.

Second, present study only used limited variables and indicators. An expanded model with more variables and indicators could be developed in the future research. Additionally, qualitative research might need to be undertaken to get exhaustive result and more comprehensive information to support quantitative result.

Third, the result of this study excluded shopping motives. Further research might use shopping motives to identify the real motive of respondents when visit mall. Knowing shopping motives is important for mall developers to improve Mall quality. Fourth, since shopping malls mushroom in Jakarta, futures study need to be conducted on the effects of new shopping malls on existing shopping malls.

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