

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

Abstrak. Persaingan yang ketat, perubahan proposisi nilai pelanggan dan pergeseran fungsi mall yang semula sebagai tempat untuk memenuhi kebutuhan beralih menjadi pusat rekreasi atau kesenangan, berakibat pada perlunya perhatian khusus menciptakan kepuasan pembeli yang pada akhirnya akan memengaruhi perilaku setelah transaksi. Penelitian ini meneliti hubungan antara *mall personality*, *self-congruity*, *perceived quality*, *shopping value*, *shopper satisfaction* dan *revisit intention*. Jumlah sampel yang digunakan yaitu 200 pengunjung *shopping mall*. Alat analisis yang digunakan yaitu SPSS 23 dan PLS 3. Terdapat 15 hipotesis yang diajukan, namun hanya 10 yang dinyatakan signifikan. Hasil penelitian ini menunjukkan bahwa *Mall Personality*, *self-congruity*, *perceived quality* memiliki pengaruh yang signifikan terhadap *shopping value* dan *Shopper Satisfaction*. *Mall Personality* sebagai prediktor bagi *Self-Congruity* dan *Perceived Quality*, serta *Shopping value* sebagai prediktor bagi *shopper satisfaction* terbukti secara statistik. Selain itu, *Self-Congruity* secara signifikan berpengaruh terhadap *Perceived Quality*. Hasil lain menunjukkan *mall personality*, *Self-Congruity* dan *Perceived Quality* bukanlah prediktor *Revisit intention* yang baik. Hasil yang sama diperoleh bahwa *Perceived Quality* secara statistik tidak berpengaruh signifikan terhadap *shopping value*. *Revisit Intention* sebagai perilaku yang muncul pasca transaksi secara nyata dipengaruhi oleh *Shopper satisfaction* and *Shopping value*.

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 Atulkar, 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 (Haemoun, 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 (Anyia, 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.

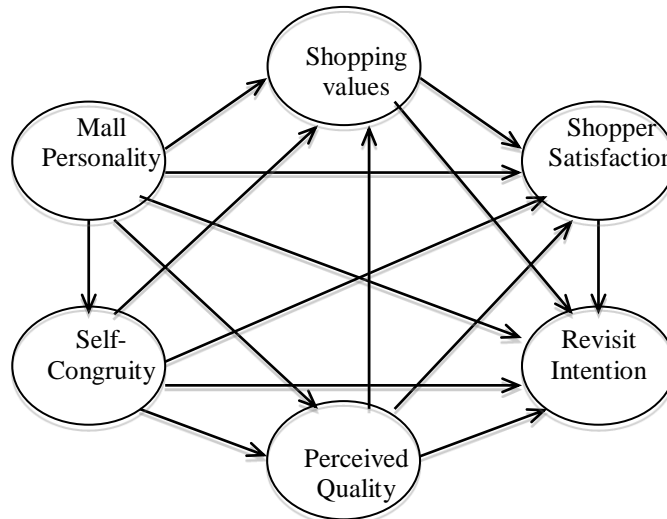


Figure 1 Conceptual Research Model

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.

Table 1 Profile of Respondents

Profile	Description	Percentage
Gender	Female	64.5 %
	Male	35.5 %
Age (yo)	17-25	64 %
	26-34	31 %
	> 35	5 %
Occupation	Students	52 %
	Public Sector	14 %
	Private Sector	21 %
	Self Employed	13 %
	< 1.000.000	30 %
Monthly Shopping Expenses (IDR)	1.000.001 –	–
	2.000.000	38 %
	2.000.001 –	–
	3.000.000	19.5 %
Monthly Shopping Frequency	> 3.000.000	12.5 %
	< 1	15 %
	1 – 5	65 %
Monthly Shopping Frequency	6 – 10	16 %
	> 10	4 %

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).

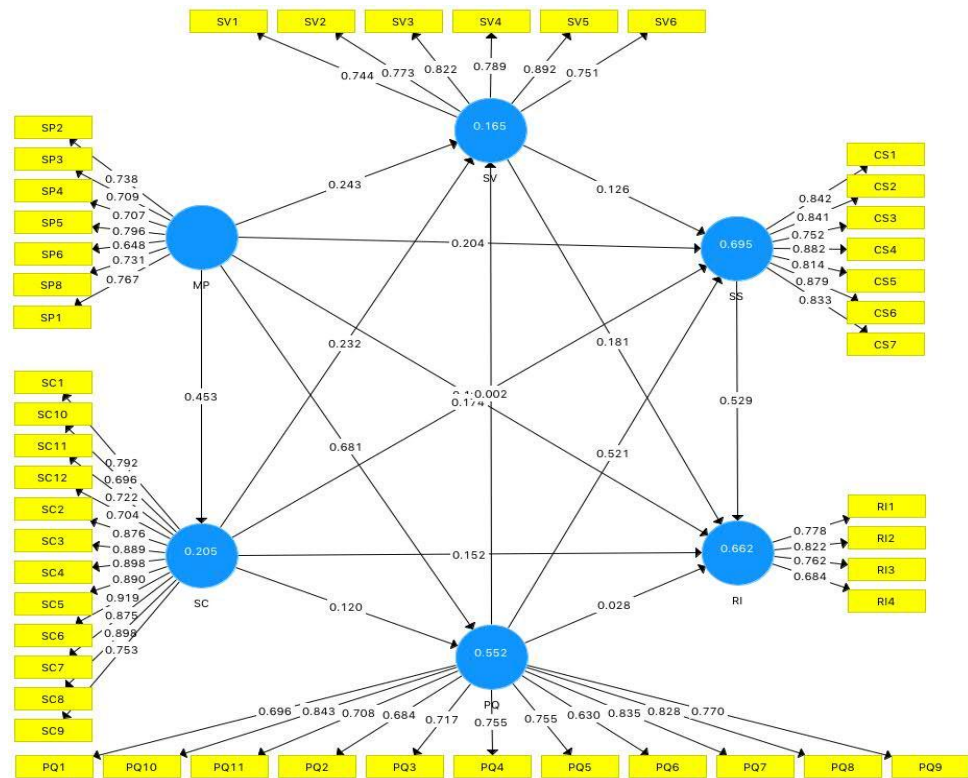


Figure 2. Outer Loading Score

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

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
MP	0.852	0.888	0.532
PQ	0.921	0.934	0.563
RI	0.761	0.847	0.582
SC	0.959	0.963	0.689
SS	0.928	0.942	0.699
SV	0.885	0.912	0.635

Table 3. R Square

Construct	R square
PQ	0.552
RI	0.662
SC	0.205
SS	0.695
SV	0.165

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

	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; (Ekinici *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 buses, 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.

REFERENCES

- Aaker, J. L. (1997). Dimensions Of Brand Personality. *Journal of Marketing Research*, 34 (3), 347–356.
- Aaker, J. L. (1999). The malleable self: The Role Of Self Expression In Persuasion. *Journal Of Marketing Research*, 36 (2), 45–57.
- Abdallat, M.M.A. (2012). Actual Self-Image, Ideal Self-Image and The Relation Between Satisfaction and Destination Loyalty, *Journal of Tourism Hospitality*, 1 (4), 102

- Ahmadi, Marjan., Kamarposhti and Seyyed Mohamad Bagheri. (2015). The Effect of Consumer Satisfaction and Brand Personality on Brand Loyalty Within Consumer Personality Traits Framework (Case Study: Home Appliances Products In Ghaemshahr City), *Journal of Scientific Research and Development*, 2 (5), 263-271
- Anya, Agnes (2017). East Jakarta Craves Its Share of Mall Action, Online Version Available at <https://www.pressreader.com/indonesia/the-jakarta-post/20170327/281612420231832> (viewed on 8 April 2017)
- Ariffin, Shahira., Yusof, Jamaliah M., Putit, Lennora., Shah, Azalan I.M. (2016). Factors Influencing Perceived Quality and Repurchase Intention Towards Green Products, *Journal of Procedia Economics and Finance* 37 (2016), 391 – 396
- Babin, B.J., Chebat, J.C., Michon, R. (2004). Perceived Appropriateness and Its Effect on Quality, Affect and Behavior, *Journal of Retailing and Consumer Services* 11 (2004), 287–298, online version available at <http://dx.doi.10.1016/j.jretconser.2003.09.002> (viewed on 7 April 2017)
- Babin, B.J., Darden, W.R., Griffin, M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of Consumer Research* 20 (4), 644–656.
- BBC. (2016) Indonesia Country Profile, online version available at <http://www.bbc.com/news/world-asia-pacific-14921238> (viewed on 7 April 2017)
- Bolton R.N and Drew J.H. (1991) A Multistage Model of Customers' Assessments of Service Quality and Value. *Journal of Consumer Research* 17 (4), 375-384.
- Chen, Han-Shen and Hsieh, Tsuifang. (2011). A Study of Antecedents of Customer Repurchase Behaviors in Chain Store Supermarkets, *The Journal of International Management Studies*, Vol. 6, Num.3.
- Choi, E. J., and Kim, S. H. (2013). The Study of the Impact of Perceived Quality and Value of Social Enterprises on Customer Satisfaction and Re-Purchase Intention. *International Journal of Smart Home*, 7 (1), 239
- Chon K. (1992). Self-image destination image congruity. *Annals of Tourism Research*, 19(2), 360–3.
- Cronin, J.J. Jr, Brady, M.K. and Hult, G.T.M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76 (2), 193-218.
- Das, G. (2013). Impacts Of Retail Brand Personality And Self-Congruity On Store Loyalty: The Moderating Role Of Gender. *Journal of Retailing and Consumer Services*, 21 (2), 130-138
- Das, G. (2014). Linkages Of Retailer Personality, Perceived Quality And Purchase Intention With Retailer Loyalty: A Study Of Indian Non-Food Retailing, *Journal Of Retailing And Consumer Services*, 21 (2014), 407–414
- Durvasula, S., Lysonski, S., Mehta, S.C., Tang, B.P. (2004). Forging Relationships With Services: The Antecedents That Have An Impact On Behavioural Outcomes In The Life Insurance Industry. *Journal of Financial Services Marketing*, 8(4), 314-26.
- Economist Intelligence Unit. (2017). Indonesia, Online version available at <http://country.eiu.com/Indonesia> (viewed on 8 April 2017)
- Ekinci Y, Dawes P.L, and Massey G.R. (2008). An Extended Model Of The Antecedents And Consequences Of Consumer Satisfaction For Hospitality Services. *Europe Journal Marketing*, 42 (2), 35–68

- Filieri, Raffaele and Lin, Zhibin. (2017). The role of aesthetic, cultural, utilitarian and branding factors in young Chinese consumers' repurchase intention of smartphone brands, *Computers in Human Behavior* Volume, 67 (2), 139–150
- Fornell, C. and Larcker, D.F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18 (1), 39– 50.
- Glińska, Ewa and Kilon, Jarosław. (2014). Desirable Traits Of The City Brand Personality In The Opinion Of Managers For The Promotion Of The City Government In Poland, *Procedia - Social And Behavioral Sciences*, 156 (2014), 418 – 423.
- Govers, P. C. M., Schoormans, J. P. L. (2005). Product Personality And Its Influence On Consumer Preference. *Journal of Consumer Marketing*, 22(4), 189-197.
- Griffin, M., Babin, B.J., Modianos, D. (2000). Shopping Values Of Russian Consumers: The Impact Of Habituation In A Developing Economy. *Journal of Retailing*, 76 (1), 33-52
- Grönroos, C. (1984). A Service Quality Model and Its Marketing Implications. *European Journal of Marketing*, 18(4), 36–44.
- Haemmon, Oh (2000). Diner's Perception Of Quality, Value And Satisfaction: A Practical Viewpoint. *Cornell Hotel and Restaurant Administration Quarterly*, 41 (3), 58-66.
- Hair, J. F., B. Black, B. Babin, R. E. Anderson, and R. L. Tatham. (2010). *Multivariate Data Analysis*, 7th ed. Englewood Cliffs, NJ: Prentice Hall.
- Hair, J.f, Hult, T.M, Ringle, C.M. Sarstedt. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM)*, SAGE, Los Angeles
- Hair, J.F., Hult, G.T.M., Ringle, C.M., Sarstedt, M. (2013). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage, Thousand Oaks.
- Hair, J.F., Ringle, C.M. and Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–151.
- Haj-Salem, N., Chebat, J.C., Michon, R., and Oliviera, S. (2016), Why Male And Female Shoppers Do Not See Mall Loyalty Through The Same Lens? The mediating role of self-congruity, *Journal of Business Research*, 69 (3), 1219-1227.
- He, H, and Mukherjee, A. (2007). I am, Ergo I shop: Does Store Image Congruity Explain Shopping Behaviour Of Chinese Consumers? *Journal of Marketing Management*, 23(5-6), 443–460.
- Helgeson, J. G., and Supphellen, M. (2004). A Conceptual And Measurement Comparison Of Self- Congruity And Brand Personality. *International Journal of Marketing Research*, 6(1), 205 233.
- Hoffmann, A. and Birnbrich, C. (2012). The Impact Of Fraud Prevention On Bank-Customer Relationships: An Empirical Investigation In Retail Banking. *International Journal of Bank Marketing*, 30(5), 390 – 407.
- Ibrahim H, Najjar F. (2008). Assessing The Effects Of Self-Congruity, Attitudes And Customer Satisfaction On Behavioural Intentions In Retail Environment. *Marketing Intelligence and Planning*, 26 (2), 207–27.
- Internet World Stats. (2017). The World Population And The Top Ten Countries With The Highest Population, online version available at <http://www.internetworldstats.com/stats8.htm>, (viewed on 16 April 2017)
- İpek, İlayda., Nilay Aşkın, Burcu İlter (2016). Private label usage and store loyalty: The moderating impact of shopping value, *Journal of Retailing and Consumer Services*, 31 (7), 72–79.

- Jamal A, and Goode M. (2001). Consumers and brands: A Study Of The Impact Of Self-Image Congruence On Brand Preference and Satisfaction. *Marketing Intelligence and Planning*, 19 (7), 482–492.
- Jamal, A., and Al-Marri, M. (2007). Exploring The Effect Of Self-Image Congruence And Brand Preference On Satisfaction: The Role Of Expertise. *Journal of Marketing Management*, 23 (7-8), 613-629.
- Jcdecauxna. (2012). Female Marektplace, online version available at http://www.jcdecauxna.com/sites/default/files/assets/mall/documents/studies/Females_fact.pdf (viewed on 12 April 2017)
- Kasdiono, Eddy. (2014). Jakarta, A City With Many Shopping Centers, online version available at <http://www.thejakartapost.com/news/2014/10/31/jakarta-a-city-with-many-shopping-centers.html> (viewed on 14 april 2017)
- Kastenholz E. (2004). Assessment And Role Of Destination-Self-Congruity. *Annals of Tourism Research*, 31(3), 719–23.
- Kesari, Bikrant and Sunil Atulkar. (2016). Satisfaction Of Mall Shoppers: A Study On Perceived Utilitarian And Hedonic Shopping Values. *Journal of Retailing and Consumer Services*, 31 (7), 22-31.
- Kim, J.W., Lee, F., Suh, Y.G. (2015). Satisfaction and Loyalty From Shopping Mall Experience and Brand Personality, *Services Marketing Quarterly*, 36 (1), 62–76,
- Kock, N. (2012). WarpPLS 3.0 User Manual. Laredo, TX: ScriptWarp Systems.
- Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., Huber, S., and Lee, D. J. (2006). Direct And Indirect Effects Of Self- Image Congruence On Brand Loyalty. *Journal of Business Research*, 59 (9), 955-964.
- Kumar, V. (2016). Examining The Role Of Destination Personality And Self-Congruity In Predicting Tourist Behavior. *Tourism Management Perspectives* 20 (2016), 217–227
- Kwak D.H, Kang J-H. (2009). Symbolic Purchase In Sport: The Roles Of Self-Image Congruence and Perceived Quality. *Management Decision*, 47(1), 85–99.
- Lacey, Martha D. (2013). Men Bored Just 26 Minutes Shopping, Women 2 Hours, online version available at <http://www.dailymail.co.uk/femail/article-2356781/Men-bored-just-26-MINUTES-shopping--women-2-hours.html> (viewed on 14 april 2017)
- Lee, H., and Cho C.H. (2017). An Application Of Brand Personality To Advergaming: The Effect Of Company Attributes On Advergame Personality. *Computers in Human Behavior*, 69 (2017) 235-245,
- Lee, J., and Back, K. (2009). Examining The Effect Of Self-Image Congruence, Relative To Education And Networking, On Conference Evaluation Through Its Competing Models And Moderating Effect. *Journal Of Convention And Event Tourism*, 10(4), 256 275
- Litvin S.W., Kar G.H. (2003). Individualism/Collectivism As A Moderating Factor To The Self-Image Congruity Concept. *Journal of Vacation Marketing*, 10(1), 23–42.
- Liu, Zhi-Hong., Huang, S., Hallak, R., Liang, M. (2016). Chinese Consumers' Brand Personality Perceptions Of Tourism Real Estate Firms. *Journal of Tourism Management*, 52 (2016) 310-326
- Loudon, D.L., and Della Bitta A.J. (1993) *Consumer Behaviour: Concepts And Applications*, McGraw-Hill Series in Marketing, London
- McDougall, G.H., and Levesque, T. (2002). *Glossary of Marketing Terms*, Heineman: London
- Michon, R., Yu, H., Smith, D., Chebat, J. (2007). *The Shopping Experience Of Female*

- Fashion Leaders. *International Journal of Retail and Distribution Management*, 35 (6), 488–501.
- Michon, R., Yu, H., Smith, D., Chebat, J. (2008). The Influence Of Mall Environment On Female Fashion Shoppers' Value And Behaviour. *Journal of Fashion Marketing and Management*, 12 (4), 456–468.
- Milfelner, Borut., Snoj, Boris., and Aleksandra Pisnik Kord. (2011). Measurement Of Perceived Quality, Perceived Value, Image, And Satisfaction Interrelations Of Hotel Services: Comparison Of Tourists From Slovenia And Italy, *Društvena Istraživanja : Časopis Za Opća Društvena Pitanja*, 20 (3), 113.
- Moon, Yun, Ji. (2016). Consumer's Shopping Values for e-Satisfaction and e-Loyalty Moderating Effect of Personality *International Journal of u- and e- Service, Science and Technology*, 9 (2), 331-342
- Murphy, L., Moscardo, G., and Benckendorff, P. (2007). Using Brand Personality To Differentiate Regional Tourism Destinations. *Journal of Travel Research*, 46 (1), 5–14.
- Nasser. M.H.A, Salniza Bt Md. Salleh , Hamid Mahmood Gelaidan (2012). Actors Affecting Customer Satisfaction of Mobile Services in Yemen, *American Journal of Economics*, 2 (7), 171-184
- Oliver, R. (1980). A Cognitive Model Of The Antecedent And Consequences Of Satisfaction Decisions. *Journal of Marketing Research*, 17 (4), 460-469
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective On The Consumer*. Boston, MA: McGraw-Hill.
- Olsen, S. O. (2002). Comparative Evaluation and the Relationship between Quality, Satisfaction, and Repurchase Loyalty. *Journal of the Academy of Marketing Science*, 30(3): 240-249.
- Parasuraman, A., Zeithaml, A., Berry, L. (1988), A Conceptual Model Model of Service Quality and Its Implications for Future Research, *Journal of Marketing*, Vol.49, p.15.
- Pereira, R.L.G., Correia, A.H., and Schutz, R.L.A. (2015). Towards A Taxonomy Of A Golf-Destination Brand Personality: Insights From The Algarve Golf Industry , *Journal of Destination Marketing and Management* 4 (1), 57–67.
- Petch, Neil. (2017). What can we learn from Dubai's Shopping Mall Phenomenon?. Online version available at <http://vz.ae/2017/02/22/can-learn-dubais-shopping-mall-phenomenon/>, (viewed on 5 July 2017).
- Quester P.G, Karunaratna A, Goh L.K. (2000) Self congruity and product evaluation: a cross cultural study. *Journal of Consumer Marketing*, 17 (6), 525–535.
- Rahman, O., Ken Kwong-Kay Wong., Hong Yu. (2016). The Effects Of Mall Personality And Fashion Orientation On Shopping Value And Mall Patronage Intension, *Journal Of Retailing And Consumer Services*, 28 (2016), 155–164
- Rauschnabel, P.A., Nina Krey., Barry J. Babin., Bjoern S. Ivens (2016). Brand Management In Higher Education: The University Brand Personality Scale. *Journal of Business Research*, 69 (2016), 3077–3086.
- Saki, M., Saleki, R., Nekooei. M.J (2014). A Review on the Effect of Self-congruity Dimensions on Customer's Switching Intention, *IOSR Journal of Business and Management*, 16 (2), 48-53
- Saleh, M.A.H, Althonayan, A., Alhabib, A., Alrasheedi, E. and Alqahtani, G. (2015). Customer Satisfaction and Brand Switching Intention: A Study of Mobile Services in Saudi Arabia. *Expert Journal of Marketing*, 3 (2), 62-72
- Serkan, A., Göekhan, Ö., and Öemer, A. (2005). Customer loyalty and the effect of switching costs as a moderator variable: A case in the Turkish mobile phone

- market Marketing Intelligence and Planning, 23(1), 89-103
- Sidjabat. (2015) Development of Indonesian Food and Beverages Industry, online version available at <http://www.ina.or.id/images/stories/magazine/2015-July/14-18.pdf> (viewed on 15 april 2017)
- Sirakaya, Ercan., Ekinici, Yuksel and Martin, Drew (2015). The efficacy of shopping value in predicting destination loyalty Journal of Business Research, 68 (9), 1878–1885.
- Sirgy, Grewal, and Mangleburg (2000) ‘Retail Environment, Self-Congruity, and Retail Patronage: An Integrative Model and a Research Agenda ’, Journal of Business Research, 49, 127-138
- Sirgy, M. J. (1982). Self-Concept in Consumer Behavior: A Critical Review. Journal of Consumer Research, 9(3), 287-300.
- Sirgy, M. J., and Samli, A. C. (1985). A path analytic model of store loyalty involving self-concept, store image, geographic loyalty and socioeconomic status. Journal of The Academic of Marketing Science, 13(3), 265-291.
- Sirgy, M. J., Grewal, D., Mangleburg, T. F., Park, J. O., Chon, K. S., Claiborne, C. B., and Berkman, H. (1997). Assessing the predictive validity of two methods of measuring self- image congruence. Journal Of The Academy Of Marketing Science, 25(3), 229-241.
- Sirgy, M. J., Johar, J. S., Samli, A. C., and Claiborne, C. B. (1991). Self-congruity versus functional congruity: predictors of consumer behavior. Journal Of The Academy Of Marketing Science , 19(4), 363-375
- Su, L., Swanson, S.R., Chen. X. (2016). The Effects Of Perceived Service Quality On Repurchase Intentions And Subjective Well-Being Of Chinese Tourists: The Mediating Role Of Relationship Quality. Journal of Tourism Management, 52 (2), 82–95
- Suzuki, Wataru and Ito, Manabu. (2015). Malls Spring Up In Suburban Jakarta, online version available at <http://asia.nikkei.com/Business/Trends/Malls-spring-up-in-suburban-Jakarta>, (viewed on 8 April 2017)
- Tenenhaus, M., Vinzi, V., Chatelin, Y.M. and Lauro, C. (2005). PLS Path Modeling, Computational Statistics and Data Analysis, 2005, 48 (1), 159-205
- Usakli, A., and Baloglu, S. (2011). Brand Personality Of Tourist Destinations: An Application Of Self-Congruity Theory. Tourism Management, 32(1), 114–127.
- William and Auchil. (2002). Relationship Marketing Delivering Customer Satisfaction, Oxford: Butter – Worth – Heinemann.
- Wu, S. I., Chen, Y. J. (2014). The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products. International Journal of Marketing Studies, 6(5), 81.
- Yu, H. (2011). Profiling Chinese Fashion Shoppers In Beijing: Mall Activities, Shopping Outcome, And Demographic. Journal of Global Fashion Marketing, 2 (1), 11–19.
- Yusof, J.M. and Ariffin, S. (2016). The Influence of Self-Congruity, Functional Image, and Emotional Attachment on Loyalty, Procedia Economics and Finance 37 (2016) 350 – 357
- Zeithaml, V. A., Berry, L. L., and Parasuraman, A. (1996). The Behavioral Consequences Of Service Quality. Journal of Marketing, 60(2), 31-46.