



FACTORS INFLUENCING CUSTOMER SATISFACTION
TOWARDS SHOPPING MALL AMONG YOUTH: A CASE
STUDY OF ONEBORNEO HYPERMALL,
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ABSTRACT

This research paper focuses on the influence of the 6 P's of retailing mix in attaining customer satisfaction toward shopping mall specifically on OneBorneo Hypermall among youth. Youth here is customer ranges between 18 to 33 years old. 100 questionnaire were distributed in OneBorneo Hypermall during this study. It is recognized that the 6 P's are product, place, promotion, price, presentation and personnel are the independent variables of this study. In the findings, it is identified through Multiple Regression Analysis that among the 6 's, Promotion have the highest value of significant level (>0.05). The dependent variables is the customer satisfaction of the shopping mall which is evaluate through the retailing mix element.