COLLEGE OF BUILT ENVIRONMENT

UNIVERSITI TEKNOLOGI MARA

FACTORS THAT INFLUENCE THE CUSTOMERS SATISFACTION TOWARDS MALL ATTRIBUTES IN SEREMBAN

Academic Project Submitted in Partial Fulfilment of the Requirements

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ABSTRACT

Malaysia's wholesale and retail sector continues to play an important role in the economy. Shopping malls regularly disregard how crucial it is in offering customers with pleasant shopping experiences in order to achieve economic prosperity. It turns out, connection between the shopping mall and its features and service must take place in order to deliver efficiency, offer significant value to the business, and fulfil the expectations of customers. This paper suggests different kinds of mall attributes that shoppers might enjoy in a pleasant way. This study aims to identify the factors influencing the customers' satisfactions towards shopping mall attributes and to determine the level of customers satisfaction towards the shopping mall attributes. A set of questionnaires have been distributing which involves 204 respondents in selected shopping mall in Seremban, namely Aeon Mall and Palm Mall. The results were analysed as to determine the study's significance and from the findings it is clear that each characteristic of the shopping mall must take into account as it a reason people prefer to visit one shopping mall over another. Mostly visitors from selected shopping mall reach a high satisfaction in some factors. Several suggestions have been made in this study as to provide more information towards mall developers and management about which factors influence the customer satisfaction which can lead to the success in growing of the shopping mall in Seremban.

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RESEARCH BACKGROUND

1.1   INTRODUCTION

Malaysia's wholesale and retail sector continues to play an important role in the economy. According to the Performance of Wholesale & Retail Trade of Sept 2022, stated that in September 2022, retail trade in Malaysia increased by 30.0 percent year on year, slowing from a 34.5 percent increase from the previous month. A shopping center is a form of a commercial building in the retail market that can produce income and profits. In today's consumer-driven world, the retail sector is one of the fastest-growing industries, and it has played an important role to Malaysia's economic development. Shopping mall retailers operate in a highly competitive retail environment that usually requires effective management in order to achieve customer satisfaction and earn their loyalty. Consumer needs and desires are constantly changing as a result of shopper behavior. As a result, the concept of organized retailing has emerged (Rashmi et al., 2016).

According to Harvinder Singh and Srini (2012) as cited in Rashmi BH (2021), the term "shopping mall" refers about the need for individuals to gather in one area to shop for products and engage in social interaction. It all started out as a leisure center. A shopping mall typically consists of multiple stores located around one or more buildings that are connected by walkways for customers to move around. A mall usually has a main entrance, visitors parking and all convenience that provided for the end users like customers and tenant. Nowadays, shopping center is essentially a modern version of the traditional market which they offer more facilities and