



**6th UNDERGRADUATE
SEMINAR ON BUILT
ENVIRONMENT
AND TECHNOLOGY
(USBET) 2023**

**SUSTAINABLE BUILT
ENVIRONMENT**

25 - 27 SEPTEMBER 2023

E-PROCEEDING

USBET 2023



e-Proceeding

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Published by,

Department Of Built Environment Studies And Technology
Faculty Of Architecture, Planning & Surveying
Universiti Teknologi MARA Perak Branch, Seri Iskandar Campus
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Universiti Teknologi MARA Perak Branch, Seri Iskandar Campus

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eISSN 2821-3076



9 7 7 2 8 2 1 3 0 7 0 0 2

02 October 2023 | Perak, Malaysia
Universiti Teknologi MARA, Perak Branch, Seri Iskandar Campus

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6th Undergraduate Seminar on Built Environment and Technology 2023

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FACTORS AFFECTING CONSUMERS' SATISFACTION BASED ON MALL ATTRIBUTES IN SEREMBAN

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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 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. There were 204 respondents involved in this research, representing the shopping mall visitors in Seremban. The results were analysed to determine the study's significance and from the findings it is clear that each characteristic of the shopping mall must be taken into account as a reason people prefer to visit one shopping mall over another. Most visitors from selected shopping malls are satisfied with some factors. The degree of customers' satisfaction also somehow affected the customers' loyalty. 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.

Keywords: *Shopping Mall, Ambience, Delightful, Facilities and Amenities*

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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 centre 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 in 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 behaviour. As a result, the concept of organised retailing has emerged (Rashmi et al., 2016).

According to Harvinder Singh and Sрни (2012) as cited in Rashmi B.H (2021), the term "shopping mall" refers to 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 centre. 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 is provided for the end users like customers and tenants. Nowadays, shopping centres are essentially a modern version of the traditional market in which they offer more facilities and convenience towards customers. Referring to the term shopping centre, the main function of this commercial building is business, which includes not only the marketing of goods, but also the service delivered. The provision of physical environment services, known as service quality can give satisfaction and attract more potential customers to visit a shopping centre.

A successful shopping centre is usually a result of their customers' satisfaction and loyalty. Customer satisfaction is crucial for any shopping centre because without it, the shopping centre will struggle to continue expanding in the business world on a daily basis. Customer satisfaction is defined as a state of mind in which the customer's needs, desires, and expectations are met or exceeded throughout the life cycle of the product or service, and actually results in future repurchase. As a result, a shopping mall must have a unique appearance factor. The rapid expansion of shopping malls nowadays requires management to determine and consider how the mall's features describe customer interests and preferences which are essential for the mall's operation (Zanawani et al., 2022). 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.

PROBLEM STATEMENT

Malaysia's retail environment, which has been seriously harmed by the South East Asian economic crisis in the late 1990s, has made a significant recovery in the last decade. This is clearly proven by the expansion of shopping malls and the presence of world-leading retailer brands throughout Malaysia (Wong & Nair, 2018). Malaysia represents one of the countries with a highly competitive retail sector. A shopping centre is a kind of commercial building in the retail sector that may generate profits and revenue (Zanawani et al., 2022). According to the Performance of Wholesale & Retail Trade of September 2022 from overall performance, the sales value of Wholesale & Retail Trade was RM134.0 billion in September 2022, comprising a year-on-year increase of 23.9 percent. Motor Vehicles (51.0%), Retail Trade (30.0%), and Wholesale Trade (13.3%) all made a significant contribution to the positive growth. In September 2021, retail trade sales increased by 30.0% (Department of Statistics Malaysia, 2022).

Customer expectations are affected by consumer behaviour, which in India is strongly influenced by obviousness, status usage, familiarity with brands, the demand for uniqueness, and lavishness (Shahid et al., 2021). According to a news report from Malaysia Now (2022), numerous retail outlets such as shopping malls were still clinging onto life after the pandemic storm of the previous two years; former tenants indicated that even the management did not give a hand to revive the shopping mall's operation. To overcome this issue, the developer, mall manager, or any property management authorised for such a shopping mall must ensure that the policies and standards are fulfilled.

LITERATURE REVIEW

Howard (2007) uncovers shopping as a form of leisure, particularly in the context of the emergence of shopping malls as retailers and mall managers attempt to make shopping a somewhat worthwhile experience. In a competitive shopping industry, there also exists a lacuna on the inter-relationships among those elements when they are evaluated together. A greater understanding of how shoppers react to mall image would be extremely beneficial to both retail marketing researchers and retail managers (Dubihlela & Dubihlela, 2014).

According to Philip Kotler and Kevin Lane Keller, customer satisfaction refers to the sentiments of happiness or disappointment that arise from the contrast between the perception of a product or outcomes and the expected performance or results. Individual customer feedback and preferences are taken into account to determine how satisfied they are. Musafir (2017) stated that consumer satisfaction is the customer's perception of a vendor's ability to meet their expectations in a timely and efficient manner. It represents the overall impression they have about a provider based on their interactions.

The Types of Shopping Mall

Different types of shopping malls have unique characteristics because they are built to appeal to the interests and demands of various customer groups (Ibrahim et al., 2018). According to Khazanehdar (2007) analysis from his study paper it stated about an explanation for each category based on the table 2.1 above, by starting from neighbourhood centres, which represent 30,000-150,000 square feet and supply essential products, serve to fulfil daily needs in the nearby area. Community centres, which include two or more anchor tenants and estimate 100,000-350,000 square feet, provide a wider range of products, such as apparel and decorations. Next, regional malls offer a wide range of products, similar to those found in the central business centre of a small city, such as general sales, clothes, household items, and services. These malls are generally 400,000-800,000 square feet in size and include two or more full-line department store anchors. Super-Regional Malls offer a full-service shopping experience with three or more full-line department store anchors and occupy an area of more than 800,000 square feet. Power Centers, which are distinguished by category-dominant anchor stores, range in size from 250,000 to 600,000 square feet and offer minimised and value-oriented shopping choices. Theme Centres encompass 80,000 to 250,000 square feet and are centred by restaurants or entertainment facilities. They cater to leisure and tourist-oriented products and services. Outlet Centers have a major trade area radius of 25 to 75 miles and contain manufacturer's outlet stores, giving lower pricing and attracting bargain hunters.

Shopping Mall Attributes

Shopping malls play an essential part in this by providing a comprehensive shopping, dining, and leisure experience under one roof in a good location (Zanawani et al., 2022). Yavas (2003) developed a similar list of significant shopping mall features, including quality, pricing, cleanliness, politeness, selection, security, store hours, accessibility, and atmosphere. According to Sujo and Bharati (2012), locality & convenience, relaxed shopping, prestige shopping, product knowledge, any day visit and price parity are the six key underlying factors revealed in their study from the perspective of customers that accurately represent the positive features of a great mall.

- **Ambience**

Rashmi et al. (2016) explained in their study that ambience is the persistent tone or mood of a mall, environment, or artistic endeavours that creates part of the atmosphere in shopping malls. A well-designed and well-maintained mall environment, with attractive architecture, attractive interior design, pleasant lighting, clean and hygienic facilities, and a welcoming atmosphere, can create a positive and inviting atmosphere that attracts customers and enhances their overall shopping experience.

- **Reachability**

Amin et al. (2020), define that reachability refers to the essential aspects of shopping, such as location of the mall, a distance to the parking area, and facility for pedestrian locations. The location and accessibility of a shopping mall are important factors that can influence a customer's shopping behaviour and intentions. Sujo and Bharati (2012) the location of a mall was a serious factor whenever deciding to visit.

- **Entertainment**

According to Dubihlela & Dubihlela (2014), they describe entertainment as a variety of recreational activities and catering activities. To improve the shopping experience, modern shopping malls also provide a range of leisure activities, lifestyle products, and services such as high-end shopping, gaming zones, spa services, cinemas, and dining establishments (Kushwaha et al., 2017).

- **Price and Promotion**

As cited by Zanawani et al. (2022), competitive pricing is perceived positively by loyal mall customers. Kumar & Kashyap (2021) findings stated the most recognized section acknowledged that the variety of clothing, convenience of access to numerous brands, and wide range of price availability are what drive shoppers to return to shopping malls. Sujo & Bharati (2012) stated the existence of discount stores and numerous mall promotions may enhance the number of visitors who are searching for a great fantastic deal.

- **Facilities Services**

Facility services in shopping malls refer to the support and maintenance services provided to ensure a safe, clean, and functional shopping environment for customers and employees. Rashmi et al. (2016) the upkeep of cleaning of shops, cleaning the shopping hallways, being able to discover what items that customers are looking for, easy to obtain information about shops and products they sell, restrooms, areas to sit down, security standards, and information kiosks.

- **Service Quality**

As cited by Astono (2014) in her study, service quality cannot be separated from staff within the mall who communicate with customers on a daily basis. The service provided must meet the requirements of the customer and guide them through their purchasing journey. Yuen (2005), experienced and pleasant management staff and services may offer considerable value to the whole service, establish customers' satisfaction, and encourage repeat visits.

The conceptual framework of this study can be described as follows:

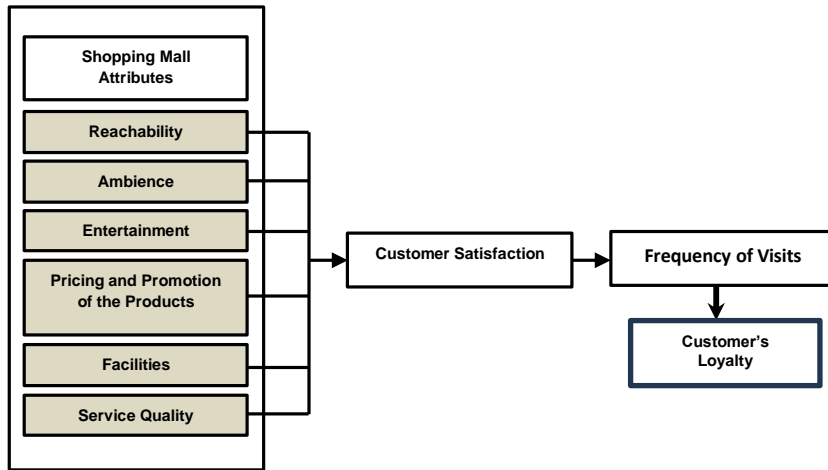


Figure 1: The Conceptual of the Research

(Source: Authors, 2023)

RESEARCH METHODOLOGY

The non-probability sampling method was chosen as the sampling technique in this study. In this research, 204 respondents represented the shopping mall visitors in Seremban. There were 2 shopping malls involved in this research indicated as Aeon Mall and Palm Mall. They are selected based on their similar characteristics in terms of type, built-up area and number of retailers. The questionnaire was selected as the method for this research as it is a cost-effective and time-saving data collection tool. The reliability level for the questionnaire was 0.846, which is considered to be good. The questionnaire is divided into two sections, with demographic questions on a nominal scale and questions on the variables influencing consumer satisfaction based on the shopping mall features using the Likert scale. The collected data was then examined using the SPSS Statistics 28 software to provide the study's outcomes and conclusions. The research construct were presented as in Table 1 below:

Table 1: Summary of Research Construct

| Shopping Mall Attributes | | Items | Adapted from |
|---|-----|---|--|
| Reachability (RC) | RC1 | This mall is close to public transport | Hart et al., (2007); Sit et al., (2003); Teller & Schnedlitz, (2012) |
| | RC2 | This mall is located close to other necessary amenities | |
| | RC3 | This mall provides a sufficient number of sitting areas within the mall compound | |
| | RC4 | This mall provides a satisfactory building layout for the visitors | |
| | RC5 | This mall provides an acceptable distance between parking lots and the entrance of the mall | |
| Ambience (AB) | AB1 | This mall provides a satisfactory amount of lighting | Rashmi, M., et al. (2016) |
| | AB2 | This mall has a good air quality | |
| | AB3 | This mall has a good temperature control | |
| | AB4 | This mall has convenient lobby space | |
| | AB5 | This mall is very clean | |
| | AB6 | This mall has a good interior and exterior design | |
| Entertainment (EN) | EN1 | The bowling alley provided by the mall is at a satisfactory level | Dubihlela (2014), & Kushwaha et al., (2017) |
| | EN2 | The arcade area provided by the mall is at a satisfactory level | |
| | EN3 | The children's play area provided by the mall is at a satisfactory level | |
| | EN4 | The provision of cinema is at a satisfactory level | |
| | EN5 | The restaurant and food court area provided by the mall is at a satisfactory level | |
| Pricing and Promotion of the Products (PP) | PP1 | The mall provides a good allocation of discounts for its products | Astono (2014), & |
| | PP2 | The mall offers affordable price segments of products | |

| | | | |
|-------------------------------------|-----|---|-------------------------|
| | PP3 | The mall provides a satisfactory allocation of vouchers and gifts | Amin et al. (2020) |
| | PP4 | The mall provides a varied range of products and services | |
| Facilities and Services (FS) | FS1 | This mall has a sufficient number of parking lots | Rashmi, M et al. (2016) |
| | FS2 | The lifts and escalators are accessible to the visitors | |
| | FS3 | This mall has an acceptable amount of signage and a directory board | |
| | FS4 | This mall has an acceptable number of toilets, a baby changing room, and musholla | |
| | FS5 | This mall has a sufficient number of Automated Teller Machines (ATMs) | |
| | FS6 | This mall has adequate security and surveillance services to the visitors | |
| Service Quality (SQ) | SQ1 | This mall provides satisfactory customer services | Astono (2014) |
| | SQ2 | This mall has reasonable operation hours | |
| | SQ3 | This mall facilitated sufficient wheelchairs and strollers | |

(Source: Researchers, 2023)

LIMITATION

The research project is constrained by a limited time frame, impeding the comprehensive exploration of various facets and potential variables. As a result, the study findings and conclusions may be impacted by time constraints, perhaps leading to a less nuanced or thorough discover of the issue. Due to the limited time frame, researchers may have to make decisions about which factors to emphasize, which may affect the overall validity and robustness of the results of the research.

RESULTS AND FINDINGS

This study examined the demographic profile of the respondents to get some views of the visitors, especially on the gender, occupation, the purpose of going to the

shopping mall, the age of respondents as well as the frequency of visits. These background profiles may have an impact on their purchasing behaviour as well as their pleasure with the mall's offerings.

In order to accomplish the study's objective, the study also presents the researchers' results and findings on the degree of satisfaction among visitors at shopping malls. The data presented in the form of mean score, standard deviation and the level of satisfaction.

Furthermore, the research also aimed to identify the relationship between the level of satisfaction and the customers' loyalty towards facilities and services provided by the shopping mall. The analysed data were presented by using Chi-Square to derive the *p-value* and level of significance between the degree of satisfaction and the customer's loyalty towards the shopping mall attributes.

Table 2: Demographic Profile of the Research

| Term | | Frequency (f) | Percent (%) |
|---------------------------------|---------------|---------------|-------------|
| Gender | Male | 125 | 61.3 |
| | Female | 79 | 38.7 |
| | Total | 204 | 100 |
| Occupation | Government | 80 | 39.2 |
| | Private | 21 | 10.3 |
| | Self-employed | 19 | 9.3 |
| | Retiree | 22 | 10.8 |
| | Students | 62 | 30.4 |
| | Total | 204 | 100 |
| Purpose of going to mall | Dining | 28 | 13.7 |
| | Entertainment | 46 | 22.5 |
| | Shopping | 106 | 51 |
| | Others | 26 | 12.8 |
| | Total | 204 | 100 |

| | | | |
|---------------------------|------------------------------|------------|------------|
| Age of respondents | 20 years and below | 22 | 10.8 |
| | 21 - 30 years | 67 | 32.8 |
| | 31 - 40 years | 44 | 21.6 |
| | 41 - 50 years | 25 | 12.3 |
| | 51 and above | 46 | 22.5 |
| | Total | 204 | 100 |
| Frequency of visit | None in a month | 0 | 0 |
| | Once in a month | 52 | 25.5 |
| | Twice in a month | 101 | 49.5 |
| | Thrice in a month | 25 | 12.25 |
| | More than 3 times in a month | 26 | 12.75 |
| | Total | 204 | 100 |

(Source: Researchers, 2023)

Table 2 above is the demographic profiles of the respondents. The data shows that 61.3% of the respondents are females and the rest of 38.7% of respondents are males. The visitors were dominated by government servants at 39.2% followed by students at 30.4%, retirees at 10.8%, private sector workers at 10.3% and lastly self-employed respondents by 9.3%. The reason for this is that, in comparison to other occupational groupings, government employees receive a steady and predictable income. These people have no issues spending money at malls. Working individuals have more purchasing power compared to the students since they have money to spend at shopping centres as opposed to students who most likely go there to spend money on the entertainment options.

On the other hand, the majority of respondents visited the malls for shopping, entertainment, dining, and some of them even had jobs there. Reflecting on the age of respondents, the least number of respondents are aged below 20 years representing 10.8% of the total respondents. While the majority of 89.2% of respondents are from working adults and some of them are pensioners.

Therefore, the frequency of visits depicted the loyalty of the visitors to visit the shopping mall for certain purposes. At least twice a month, the retail complex was visited by nearly half of the respondents. One month's worth of mall visits are made by 25.5% of respondents. A quarter of the respondents visited the shopping malls more than 2 times a week. This is because half of this group were actually working at

the shopping mall. None of the respondents had ever made at least one monthly trip to the mall.

Level of Satisfaction among Shopping Mall visitors in Seremban City

This research aimed to evaluate the level of satisfaction of shopping mall visitors in Seremban city according to the shopping mall attributes. Table 3 below depicts the degree of satisfaction level among the shopping mall visitors based on the shopping mall quality in mean and standard deviation. In determining the level of satisfaction, this research had adopted Moidunny (2009) to interpret the mean score are as follows:

- From 1 to 1.80 represents (not satisfied).
- From 1.81 until 2.60 represents (slightly satisfied).
- From 2.61 until 3.40 represents (satisfied).
- From 3.41 until 4.20 represents (very satisfied).
- From 4.21 until 5.00 represents (extremely satisfied)

Table 3: The Mean, Standard Deviation and Level of Satisfaction of the Study

| Shopping Mall Attributes | | Mean | Standard Deviation | Level of Satisfaction |
|---------------------------|-----|------|--------------------|-----------------------|
| Reachability (RC) | RC1 | 3.55 | 1.167 | Very Satisfied |
| | RC2 | 3.66 | 1.149 | Very Satisfied |
| | RC3 | 3.56 | 1.220 | Very Satisfied |
| | RC4 | 3.72 | 1.125 | Very Satisfied |
| | RC5 | 3.69 | 1.095 | Very Satisfied |
| Ambience (AB) | AB1 | 3.98 | 1.034 | Very Satisfied |
| | AB2 | 3.78 | 1.033 | Very Satisfied |
| | AB3 | 3.98 | 1.051 | Very Satisfied |
| | AB4 | 3.83 | 1.051 | Very Satisfied |
| | AB5 | 3.84 | 1.077 | Very Satisfied |
| | AB6 | 3.80 | 1.010 | Very Satisfied |
| Entertainment (EN) | EN1 | 3.46 | 1.146 | Very Satisfied |
| | EN2 | 3.54 | 1.142 | Very Satisfied |
| | EN3 | 3.57 | 1.170 | Very Satisfied |
| | EN4 | 3.56 | 1.150 | Very Satisfied |

| | | | | |
|---|-----|------|-------|----------------|
| | EN5 | 3.65 | 1.097 | Very Satisfied |
| Pricing and Promotion of the Products (PP) | PP1 | 3.56 | 1.150 | Very Satisfied |
| | PP2 | 3.65 | 1.097 | Very Satisfied |
| | PP3 | 3.58 | 1.135 | Very Satisfied |
| | PP4 | 3.74 | 1.058 | Very Satisfied |
| Facilities and Services (FS) | FS1 | 3.69 | 1.157 | Very Satisfied |
| | FS2 | 3.75 | 1.079 | Very Satisfied |
| | FS3 | 3.72 | 1.094 | Very Satisfied |
| | FS4 | 3.71 | 1.079 | Very Satisfied |
| | FS5 | 3.72 | 1.103 | Very Satisfied |
| | FS6 | 3.71 | 1.061 | Very Satisfied |
| Service Quality (SQ) | SQ1 | 3.69 | 1.026 | Very Satisfied |
| | SQ2 | 3.89 | 1.097 | Very Satisfied |
| | SQ3 | 3.64 | 1.107 | Very Satisfied |

(Source: Researchers, 2023)

The mean score for reachability attribute showed the range of mean between 3.55 to 3.72. The lowest mean to this attribute is the distance of the shopping mall to the nearest public transport. Whilst the highest mean score for reachability attribute is the building layout. The visitors were very satisfied with the building area layout which referred to the relevant distance between the tenants' shops with escalators and elevators.

The highest mean score for the ambiance attribute was the lighting and temperature elements in the shopping mall which indicated a shared score of 3.98. However, the lighting element showed the smaller standard deviation at 1.034 compared to the temperature element at 1.051. The lowest mean score of the ambiance attributes was the air quality elements at 3.78. This is related to the wide space of the shopping mall thus allowing good air circulation and movement.

The findings for entertainment attributes depicted that restaurant and food areas had the highest mean score at 3.65 whilst the lowest were bowling alley facilities at 3.65. However, both of the elements were indicated as "very satisfied" in terms of level of satisfaction.

Pricing and promotion of products were also the major determinants of the satisfaction level among the malls' visitors. The visitors might not visit the malls if the prices and selections of goods were unaffordable and have inferior quality. The lowest mean score is the allowance of discounts at 3.56 whilst the variety of products and services range at highest means score of 3.74.

Visitors were delighted with all facilities and services attributes as the range of mean scores were from 3.69 to 3.75. The highest mean score is the lifts and escalators that were conveniently accessible within the shopping malls. As for service quality attributes, most of the visitors agreed that the operation hours for the shopping malls were reasonable. To achieve the objective of the research, the level of satisfaction of the shopping mall attributes were then crosstab with the frequency of shopping mall

visits: (*mean score*frequency of visits*) to foresee the significant relationship between the level of satisfaction and customer loyalty.

The relationship between the level of satisfaction and customers' loyalty on mall attributes

Table 4 below reveals the *p-value* of the relationship between the satisfaction level and the customers' loyalty based on the mall attributes. A *p-value* of less than or equal to 0.05 is statistically significant.

All elements in reachability and service quality attributes are indicated as significant to customers' loyalty. The building layout, provisions of sitting areas, the closer distance of shopping malls to public transport and the acceptable distance from the parking area to the shopping mall entrance were the major concerns of the visitors when it comes to visiting the mall for any kind of purpose. Regarding service quality attributes, excellent customer service, an adequate supply of wheelchairs and strollers, as well as suitable operating hours, were also significant motivators for customer loyalty.

Table 4: The relationship between the level of satisfaction and customers' loyalty on mall attributes

| Shopping Mall Attributes | | p-value ≤0.05 | Significancy |
|--|-----|------------------|------------------------|
| Reachability (RC) | RC1 | 0.011 | Significant |
| | RC2 | 0.041 | Significant |
| | RC3 | 0.001 | Significant |
| | RC4 | 0.000 | Significant |
| | RC5 | 0.001 | Significant |
| Ambience (AB) | AB1 | 0.418 | Not Significant |
| | AB2 | 0.046 | Significant |
| | AB3 | 0.226 | Not Significant |
| | AB4 | 0.039 | Significant |
| | AB5 | 0.001 | Significant |
| | AB6 | 0.000 | Significant |
| Entertainment (EN) | EN1 | 0.207 | Not Significant |
| | EN2 | 0.015 | Significant |
| | EN3 | 0.001 | Significant |
| | EN4 | 0.000 | Significant |
| | EN5 | 0.002 | Significant |
| Pricing and Promotion of the Products | PP1 | 0.208 | Not Significant |
| | PP2 | 0.005 | Significant |
| | PP3 | 0.080 | Not Significant |

| | | | |
|-------------------------------------|-----|-------|------------------------|
| (PP) | PP4 | 0.151 | Not Significant |
| Facilities and Services (FS) | FS1 | 0.000 | Significant |
| | FS2 | 0.005 | Significant |
| | FS3 | 0.034 | Significant |
| | FS4 | 0.121 | Not Significant |
| | FS5 | 0.042 | Significant |
| | FS6 | 0.048 | Significant |
| Service Quality (SQ) | SQ1 | 0.004 | Significant |
| | SQ2 | 0.021 | Significant |
| | SQ3 | 0.034 | Significant |

(Source: Researchers, 2023)

On the other hand, lighting, temperature control, pricing and promotions of products and numbers of services (toilets, baby changing room and musholla were not significant to customers' loyalty. This conclusion runs counter to earlier studies that suggested amenities offered in retail malls were important determinants of customer satisfaction levels. Furthermore, the building layout, interior and exterior mall design, the number of movie theatres, and the number of parking lots were also the most significant attributes to consumers' loyalty, with a p-value of 0.000.

RECOMMENDATIONS

Suggestions that can be drawn for which is by discovering each role of customer engagement. This aspect proposes undertaking research to explore the impacts of customer engagement activities on customer satisfaction with mall characteristics. Customer engagement refers to customers' active interest and involvement in mall activities, events, and loyalty programs. Each manager of the shopping mall may learn how interactive experiences, events, and loyalty programs affect consumer impressions and overall happiness by analyzing their effectiveness. Furthermore, developers undertaking the construction of a new shopping mall must prioritize careful consideration of its positioning and location. Recent research reveals that Aeon Mall has attained the lowest reachability ranking due to its considerable distance from the conveniently situated Palm Mall, which is in close proximity to the Seremban residents. This advantageous positioning enables Palm Mall to effectively communicate its distinctive selling points and effectively cater to specific customer segments. The strategic selection of location plays a pivotal role in distinguishing a mall from its competitors. Implementing a well-defined positioning strategy ensures the consistent delivery of the promised shopping experience throughout the mall's operations. Thus, increasing the sample size requires collecting data from a greater number of participants, which can improve the study's reliability and validity. The addition of more shopping malls in the study enables for a broader variety of mall qualities, experiences, and customer viewpoints to be addressed

CONCLUSION

Nowadays, customers prefer to buy products while spending time at shopping malls that combine shopping and culture rather than merely coming to shop necessary items or products as mentioned by Kim *et. al* (2015). Shopping malls now offer a lifestyle. The shopping mall visitors were primarily coming for entertainment, eating, and other cultural reasons in addition to making purchases. The current landscape of a highly competitive retail environment has caused retailers in shopping malls to call for excellent management to satisfy customers and win their loyalty. Due to shopping activity, consumer demands and aspirations are always evolving. The idea of organised retailing has therefore come into existence (Rashmi *et al.*, 2016).

Therefore, this study revealed the level of satisfaction among the shopping mall visitors in Seremban City. The mean score revealed that every component of the shopping mall's attributes was rated as being very satisfied, demonstrating that the patrons were happy with the amenities and services being offered by the shopping malls.

The study's conceptual framework was concluded by measuring customer satisfaction and frequency of visits as indicators of consumer loyalty. In short, the customers' loyalty and satisfaction levels among visitors with mall features were strongly correlated.

ACKNOWLEDGEMENT

We would like to express our sincere gratitude to our blind reviewers for reviewing this paper. We would like to extend our sincere thanks to the Department of Built Environment Studies and Technology for the courage and support provided by the Department.

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Surat kami : 700-KPK (PRP.UP.1/20/1)

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