THE EFFECT OF SHOPPING MALL'S ATTRIBUTES TOWARD CUSTOMER SATISFACTION OF ABC Mall AND XYZ Mall

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ABSTRACT

With the tight competition among shopping malls in Surabaya, it lead towards the concept war between them to stay longer within the industry. Currently, there are two shopping malls, which are in the middle of tight competition; they are ABC Mall and XYZ Mall. Although ABC Mall is the newest entrant of shopping mall in Surabaya, XYZ Mall as the old player is still developing. Thus, this research aims to analyze and find out which shopping malls' attribute that able to increase the customer satisfaction. There are five shopping mall's attributes, they are convenience, mall's environment, tenant presence, service quality, and marketing focus. From those five attributes, 156 questionnaire data collected by using simple random sampling and analysed using multiple linear regression method, results findings shows that four out of five attributes show significant effect toward customer satisfaction. They are convenience, mall's environment, service quality, and marketing focus.

Keywords: Mall, Attributes, Shopping, Customer Satisfaction.

ABSTRAK

Dengan ketatnya persaingan antara shopping mall di kota Surabaya, terjadilah perang konsep di antara mall-mall tersebut untuk dapat bertahan di dalam industri untuk jangka waktu yang lama. Terdapat dua shopping mall besar yang sedang dalam persaingan ketat satu sama lain, yaitu ABC Mall dan XYZ Mall. Walaupun ABC Mall merupakan shopping mall terbaru di kota Surabaya, XYZ Mall sebagai pemain lama masih terus berkembang. Oleh karena itu, penelitian ini di lakukan untuk dapat menganalisa dan mengetahui atribut-atribut di dalam shopping mall yang dapat membantu meningkatkan kepuasaan pelanggan shopping mall tersebut. Atribut – atribut itu adalah kemudahan, lingkungan mall, keberadann toko, kualitas servis, dan focus marketing. Dari kelima atribut tersebut, dan dengan 156 data kuesioner yang terkumpul dari metode sampel acak dan di analisa lebih lanjut dengan metode regresi linier berganda, hasil penilitian menunjukan bahwa empat dari lima atribut tersebut, yaitu kemudahan, lingkungan mall, kualitas servis, dan focus marketing, memiliki pengaruh positif terhadap kepuasaan pelanggan.

Kata Kunci: *Mal, Atribut, Belanja, Kepuasaan Pelanggan.*

INTRODUCTION

Indonesia has become the biggest economy in South East Asia, with huge domestic market as Indonesia own population reaching 250,585,668 people. The economy itself has been continuously dominated by Java Island. The greater Jakarta area accounts for 16.5% of the country's total economic growth, followed by East Java (15.21%) and West Java (14.05%). Within those areas, the capital cities that represent the center of Indonesia economic development itself are Jakarta, Bandung, and Surabaya. Those urban cities rapid development could be seen trough the availability of government capitals, business districts, corporate headquarters, shopping malls, and other decent infrastructures (Oxford Business Group, 2014). Along with the economic development, the customers' culture and behavior have changed especially for shopping malls. Shopping malls are pushed to comply with the changes to remain competitive and innovative within the industry. Thus to respond towards the conditions, this research study will be focused to analyze the shopping mall industry, within Surabaya specifically. Surabaya becomes the research's scope, as it is Indonesia's second biggest city and second biggest economy.

Stated by Assosiasi Pengelola Pusat Belanja Indonesia East Java (2011), there are currently 23 shopping malls in Surabaya, such as Ciputra World Surabaya, Tunjungan Plaza, Galaxy Mall, Grand City Mall, City of

Tomorrow, Surabaya Town Square, Pasar Atom Mall, Royal Plaza, etc. However among those 23 shopping malls, 2 shopping malls are chosen to be the main focus of this research. They are ABC Mall and XYZ Mall. These two are chosen based on their similarity level on tenant and promotion focus as stated by the Chief Promotion of ABC Mall. Both of the malls have wider range of tenants and more frequent event and promotion held compare to the other malls. Furthermore the biggest competitor now for ABC Mall is none other than XYZ Mall. Showing further that the shopping malls indeed have similar strategy and position in the market.

Nowadays customers prefer shopping malls that provide a different experience, mostly in their physical design, also brings added value to retailers' products. Shopping mall as a design product must function as a creator of those expected experience that can suit the current condition of the people, both for economic benefit as well as emotional benefit that is generated by the customers, (Williams, 2006). Thus for shopping mall to design their effective marketing strategies, they need to fulfill and pay attention towards all of the shopping malls' attributes that help to create the new expected shopping experience. The shopping malls' attributes could be classified into several grouped, they are Convenience, Mall's Environment, Tenant Presence, Service Quality (Wong et al., 2012), and Marketing Focus (Singh & Prashar, 2013).

Thus this research study hoped to help the shopping malls in Surabaya, especially ABC Mall and XYZ Mall as this research's main focus, to stay in a good shape for their mall's performance. These two malls, they will receive further evaluations on each aspect of the shopping mall attributes, to see how they will affect their customer satisfaction. Thus, it will able to give ABC Mall and XYZ Mall a big picture and detail regarding the importance of each of the shopping mall attributes towards their customer satisfaction.

Hypotheses testing are performed using multiple linear regressions, including adjusted r^2 square, F-test, and T-test. It is to answer the research's objectives, which are:
1. To know whether shopping mall's attributes have a simultaneously significant effect towards customer satisfaction for both ABC Mall and XYZ Mall.
2. To know which shopping mall's attributes have significant effect towards customer satisfaction for ABC Mall and XYZ Mall.

LITERATURE REVIEW

The research study will focus to analyze the likelihood effect of shopping mall's attributes towards customer satisfaction.
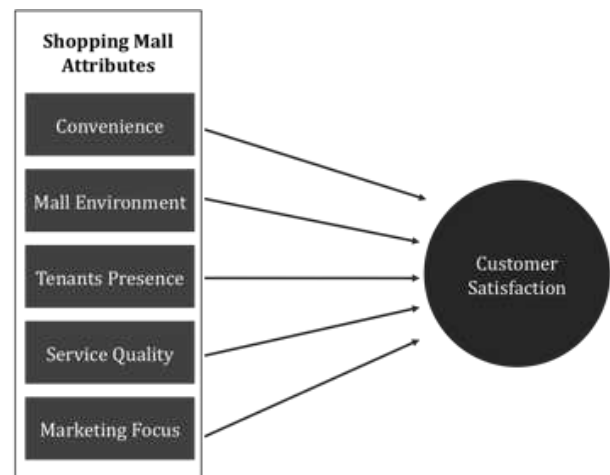

Figure 1. The Conceptual Framework

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Shopping Mall's Attributes

With the changing concept of shopping mall itself, shopping mall now is not just a place for transactional purposes where customer acquire the goods or services they needed, but it also expected to act as the place for social purposes that pushed the needs of experiential and emotional factors (Abaza & Hamwey, 2001). Thus, shopping mall need to fulfill the new customer expectations of shopping, to stay within the competition and differentiate it from other shopping malls (Kim et al, 2005). There are many attributes within the shopping malls that need to be taken care of and those attributes will affect the shopping mall' overall image and performance. In this research study there will be five shopping mall attributes, which are Convenience, Service Quality, Tenant Presence, Mall's Environment (Wong et al., 2012), and Marketing Focus (Singh & Prashar, 2013).

Convenience is one the shopping mall's attribute that people keep demanding for (Richbell & Kite, 2007). Convenience examined as precondition attributes for increasing visit of customers, as location and opening hours have leading to a win-win situation between the shopping mall and customers, as strategic location and long operating hours will enable more customers to visit the shopping mall. On the other hand, sub-attributes like lift and escalator accessibility, and floor plan as the internal attributes from the shopping mall itself will ease customers during their shopping trip. As for the ability to provide everything customers wants, should help to build effective shopping trip and increase the customer satisfaction in the current and long run times (Ahmad, 2012). Therefore, convenience becomes one of the most influential factors on customer satisfaction (Dennis et al., 2005; Kim et al 2005).

Mall's Environment is the attribute that able to enhance the shopping experience using the emotional benefit (Williams, 2006). Emotional benefit can be extended trough ambient features along the shopping mall's environment to modify customers' knowledge and mood. A good mall environment is very favorable to enhance the shopping mall's image to differentiate certain shopping mall

from others (Yiu & Yu, 2006). Good mall's environment has been considered as competitive tool for shopping malls owners, as it might give positive impact to mall facilities and visuals to increase the customer satisfaction (Pullman & Gross, 2004; Kwortnik & Ross, 2007). Such sub-attribute like atrium will enable the shopping mall to held social activities and engange the customers, while shopping malls' illumination settings, temperature control and architectural design will be able to stimulate customers to stay longer and have the sense of belongings (Waker & Wakefield, 1998). Mall's environment will make the shopping mall to have certain concept that will help them to stand out from other competitors (Marketeers, 2014).

Tenant Precense is one of the key point attributes of the shopping mall itself, since tenants are the parties that will interact directly with the customers and it is also the main idea of shopping mall existence (Yilmaz, 2004). The quality of tenant's product and wide variety has been recognized as important factors in customers' purchasing decision (Brucks et al, 2001). Moreover, customer will highly choose over shopping malls from their reputable brands and complete entertainment and eatery facilities, since they are leading towards customer satisfaction which responding to fulfillment of customers' expectation (Ahmad, 2012). As shopping mall itself has become an outing destination with families and as a sophisticated hangout area with friends (Uniyal & Gandhi, 2007). With Indonesia collectivist culture, such place for social interaction between families and friends will be very preferable.

Service Quality has been suggested as an influential factor on customer satisfaction in Saudi Arabia's shopping malls (Ahmad, 2012), Hong Kong's shopping malls (Wong et al., 2012). It is widely held that a customer-oriented business is delivering exceptional service quality and creating higher customer satisfaction (Hartline, 2000). Many researchers found that level of service quality always give significant effect towards shopping malls' performance (Chebat, Hedhli & Sirgy, 2009). Service quality itself cannot be separated from workers within the mall as the front liner to interact with the customers (Sit et al., 2003). Thus it will include the customer service, sales people and security guard. Service delivered need to fulfill customer need and help them trough their shopping trip. Yuen (2005) mentions that knowledgeable and friendly management personnel and services can add significant value to the total service and establish customer satisfaction as well as encourage repeat visits. Service quality itself can make a good impression on the customers and encourage them to come back to the shopping malls.

Last but not least is Marketing Focus. Again with the current competition between shopping malls, shopping malls are required to focus on their concept battle to win over the potential customers (Marketeers, 2014). Shopping mall as a design product and a form of a business (Williams, 2006) cannot be separated from marketing as the way to communicate and deliver the information of the product to the community. Marketing focus as an attempt to attract customers to the mall has a positive relation towards

customer satisfaction. Moreover, sub attribute like discounts and gift, will also increase the likelihood for customer satisfaction (Wirtz, 2002). Sub attribute like event held within the shopping mall has become places for community's social interaction and a medium for social purposes (Wilhelm & Mottner, 2005). With all of the promotions and events planned, such conventional and online marketing tools need to be used as the media to inform the community regarded to create shopping motives prior to the malls' visit (Millan & Howard, 2007; Information Management Network, 2003).

Table 1. Shopping Mall Attributes and the Sub-Attributes

Shopping Mall Attributes	Sub-Attributes
Convenience	The shopping mall is easy to be reached
	The shopping mall's operating hours is long enough
	The shopping mall has provide everything customers' need
	The shopping mall has accessible lifts
	The shopping mall has accessible escalators
	The shopping mall has a good floor plan
Mall's Environment	The shopping mall has a wide atrium
	The shopping mall has a good temperature control
	The shopping mall has a good illumination settings
	The shopping mall has a good architectural design
	The shopping mall is very clean
Tenant Presence	The tenants are selling high quality products
	There are wide variety of tenants available
	There are enough reputable brands within the shopping malls
	There is a wide variety for eatery
	There are existences of entertainment facilities (cinema, karaoke, playground, etc.)
Service Quality	The customer service is very friendly
	The customer service is giving accurate information
	The sales people is very friendly
	The sales people is giving accurate information
	The security guard is really vigilant
Marketing Focus	The shopping mall offers discount frequently
	The shopping mall offers a sizeable discounts
	The shopping mall provide gift for customers
	The shopping mall holds many attractive events (Thematic events, children live show, exhibitions, fashion show etc.)
	The shopping mall has informative conventional marketing tools (Newspapers, posters, mall banners, billboard)
	The shopping mall has informative online marketing tools (Website, Facebook, Twitter, Instagram)

Source: Ahmad (2012), Wong et al. (2012), Singh and Prashar (2013).

Customer Satisfaction

In general, satisfaction has been conceptualized in terms of whether the product or service meets customers' needs and expectations (Zeithaml et al, 2006). According to Cronin et al. (2000) customer satisfaction is described as an evaluation of one's emotion, reflecting how well the product or service provider evokes positive responds from the customers. Based on Ahmad (2012) satisfaction itself has been defined as customers' fulfillment response, which is a judgment from the product or service, provided a pleasurable level of consumption related fulfillment, including levels of under or over fulfillment.

Several variables will be used to measure and evaluate the customer satisfaction level of the shopping malls. The first two variables have been used before by Wong et al. (2012) and Ahmad (2012), are whether the customer feels satisfied with their decision to shop at certain shopping malls and whether they feel satisfied after they

shopped at certain shopping mall. The last variable will be based on Wang (2009), whether the customers spend more money than they had originally intended on spending.

Table 2. Customer Satisfaction Sub – Variables

Variable	Sub-Variables
Customer Satisfaction	I feel satisfied with the decision to shop at this shopping mall
	I feel satisfied after shopping at this shopping mall
	I spend more money than I originally intended.

Source: Ahmad (2012), Wong et al.(2012), and Wang (2009).

The first and second variables are whether the customers feel satisfied with their decision and the shopping itself from certain shopping malls. According to Ahmad (2012) and Wong et al. (2012), the decision to shop at certain shopping mall indicates the initial satisfaction motive for certain shopping mall. Then after they visit and have their shopping trip, they will later show further evaluation after their personal experience of shopping done within the mall itself.

The third variable is whether the customers spend more money than they originally intended. Wang (2009) found that customers always have a plan during their visit at the shopping mall. Customers will decide to stroll around the shopping mall with many motives, whether it is for grocery shopping, find some entertainment, dine-in and many more. The way of shopping mall to carry the way of shopping will play a big role to stimulate customers to buy more things, as no customers will spend more money in the mall they feel unsatisfied about (Grigoroudis & Sirkos, 2012).

Thus, with the defined concept of shopping mall attributes (Convenience, Mall's Environment, Tenant Presence, Service Quality, and Marketing Focus) and customer satisfaction, author has stated the hypotheses to find the main objectives of this research, which are:
1. Shopping Mall's Attributes simultaneously have significant effect towards customer satisfaction for both ABC Mall and XYZ Mall.
2. Shopping Malls' Attributes individually (Convenience, Mall's Environment, Tenant Presence, Service Quality, and Marketing Focus) has significant effect towards customer satisfaction for both ABC Mall and XYZ Mall.

RESEARCH METHOD

The method applied for the research study is causal study. As this research will analyze whether the shopping mall attributes simultaneously and individually has significant effect towards customer satisfaction of the shopping malls.

The collection of data will be conducted trough physical questionnaires distributed in ABC Mall and XYZ Mall as the primary data. The questionnaire itself will use nominal and interval scale. Nominal scale for its classification questions, as questions that cover sociological-demographic variables that allow participants' answers to be grouped so

that patterns are revealed and can be studied (Cooper & Schindler, 2011). While, interval scale for the target questions will be using Averaged Likert Scale with 5-point scale. Target questions will be used to perform arithmetical operations on the collected data as well as to measure the distance between any two points (Sekaran & Bougie, 2010).

Independent variable which is the shopping mall attribute will consist of 5 shopping mall attributes (Convenience, Mall's Environment, Tenant Presence, Service Quality, and Marketing Focus) that have thier own sub-attribute like shown in Table 1. On the other hand Customer Satisfaction will be the dependent variable. Thus, multiple regression is used as the main method to examine the impact of independent variables toward dependent variable.

While for the secondary data, the data was mostly taken from online journals, marketing business magazines like Mix Marketing Communication and Marketeers, articles, books, and official website. The data collected was related with theories, concepts and findings from shopping mall industry.

For this research, it will use simple random sampling. While in determining the population of this study, it will focus on the customers of ABC Mall and XYZ Mall that have the minimum age of 17 years old. Mall Intercept Survey will be done for the research. Questionnaire will be distributed while customers is on site, either at ABC Mall or XYZ Mall. As for the sample size, it require minimum sample size of 90 as the research has 5 independent variables. The minimum sample required adopt the equation from (Tabachinick & Fidell, 2001).

N > 50 + 8m

N = Sample Size

m = Number of Independent Variable

Author will run validity and reliability test toward the questionnaire. Reliability is concerned with estimates of the degree to which a measurement is free of random or unstable error (Cooper & Schindler, 2011). For this research study, the reliability test is based on internal consistency, which can be measured through Cronbach's Alpha. When the Cronbach's Alpha of the variable, as the measuring instrument, is higher than 0.6, then that particular variable can be said as reliable (Hair et al., 2006). The measuring instrument is better, as the Cronbach's Alpha of the variable gets higher or closer to the point of 1. On the other hand, validity is the extent to which a test measures what researcher actually wishes to measure (Cooper & Schindler, 2011). The validity test will be done by comparing the value of r gotten from the questionnaire data (r-data) for each indicator of a particular variable with the value of r available in the table (r-table) (Ghozali, 2011). While, the r-table is the r-value from the 2-tailed r table with the degree of freedom of n − 2, with number of sample as the n. In order for the indicators of the particular variable to be valid, the r-data for all indicators used to measure that particular variable, must be higher than the r-table.

Before multiple regression used to analyze the impact of shopping mall attributes towards customer satisfaction of ABC Mall and XYZ Mall, classic assumption test will be

run in prior to examine the normal distribution of residuals and existence of autocorrelation, multicollinearity and heteroscedasticity in the data to get the best linear unbiased estimator (BLUE) result.

Multicollinearity test is run to check whether two or more independent variables are highly correlated (Cooper & Schindler, 2011). When correlations (r) at a 0.80 or greater level, it means multicollinearity exists (Cooper & Schindler, 2011). Beside the correlation test for the predictor variable, multicollinearity can also be seen trough the value of Variance Inflation Factor (VIF). If the VIF value is greater than 10, it means that multicollinearity exists (Ghozali, 2011).

Then, autocorrelation test has the purpose to examine whether there is correlation between residual of a certain t period with the residual of its preceding period (period t-1) (Ghozali, 2011). Autocorrelation will be checked trough Run Test from IBM SPSS for Mac OS. To make sure there is no autocorrelation occur within the model, the asymp. Sig. (2-tailed) value need to be greater than the significance level which is 0.05.

While for heteroscedasticity test, it is conducted to examine whether the variance of errors differ across different observations or different values of predictor variables. Heteroscedasticity will be checked trough Glejser Test from IBM SPSS by calculating AbsUt (Absolute Residuals) value and used it as the dependent variable. To make sure the residual is homoscedastic the Sig. T value need to be greater than the significance level which is 0.05.

Last but not least, normality test is conducted in order to examine whether the residuals in a regression model are normally distributed. The other way to check nomality is trough statistical analysis. Statistic analysis could be done through non-parametric Kolmogorov-Smirnov (K-S) (Ghozali, 2011). The asymp. Sig. (2-tailed) value need to be greater than the significance level which is 0.05.

Then for multiple linear regression analysis, the accuracy of the regression function in predicting the value of the dependent variable is determined by the goodness-of-fit (Ghozali, 2011). There are 3 factors to be analyzed, namely F-test, t-test, and Adjusted R^2. F-test and t-test are basically tests of significance, F-test is used to examine whether the set of independent variables have sig impact toward the dependent variable, while t-test is used to test individual impact of independent variable towards dependent variable (Cooper & Schindler, 2010).

Adjusted R^2 is the indicator of to which extent the variation in the independent variables can explain the variation in the dependent variable, adjusted for the number of independent variables used (Cooper & Schindler, 2011).

For F-test, it is basically a test measuring the overall significance of the model. It tries to examine whether all the independent variables inputted in the regression model, simultaneously have significant impact toward the dependent variable by requiring the sig. F value need to be lower than the 0.05 significance level. Then for T-test, it tries to examine whether each of the 5 independent variables inputted in the regression model, individually has significant impact toward the dependent variable. It require

the sig.T value of each independent variable to be lower than the 0.05 significance level.

RESULTS AND DISCUSSION

After the questionnaire distribution, 156 valid responds are collected and showing further respondents profile.

For Reliability Test, Cronbach's Alpha is used. According to Hair et al. (2004), a variable will be considered reliable enough if the Cronbach's Alpha is greater than 0.6. Thus for all the variables within the questionnaire are reliable as seen on Table 3.

Table 3. Reliability Result

Shopping Malls'Attribute	Cronbach's Alpha
Convenience	0.838
Mall's Environment	0.827
Tenant Precense	0.780
Service Quality	0.828
Marketing Focus	0.701
Customer Satisfaction	0.648

While for validity test, the df resulted is 154. With the level of significance 5%, it can be seen trough the r-table (Ghozali, 2011, p. 439) that r-value from the table is 0.1572. Degree of Freedom (df) = Number of data (n) – 2 = 154

Therefore, it will considered to be valid if its value of Corrected Item – Total Correlation from the Item-Total Statistics is greater than 0.1572. Then since each of the sub-attribute from the shopping mall's attribute and sub-variables of customer satisfaction have Corrected Item – Total Correlation value greater than 0.1572, meaning that all of them are valid.

As seen in Coefficient Correlations Table 4. below, none of the shopping mall attribute has the correlation value greater than 0.80. Thus it shows that multicollinearity does not exist between the independent variables.

Tabel 4. Multicollinearity Test Result – Coefficient Correlations

Model		MF	TP	SQ	ME	C
		Coefficient Correlations^a				
1	Correlations MF	1.000	.182	-.301	-.319	-.333
	TP	.182	1.000	-.296	-.330	-.302
	SQ	-.301	-.296	1.000	-.042	-.187
	ME	-.319	-.330	-.042	1.000	-.234
	C	-.333	-.302	-.187	-.234	1.000
	Covariances MF	.004	.001	-.001	-.001	-.001
	TP	.001	.003	-.001	-.001	-.001
	SQ	-.001	-.001	.002	.000	.000
	ME	-.001	-.001	.000	.003	-.001
	C	-.001	-.001	.000	-.001	.003

a. Dependent Variable: CS

For autocorrelation test, Run Test will show the run test table and it show that the Asymp. Sig. value is 0.375 which is much greater than 0.05. Then it means there is no autocorrelation within the research model.

Then for heteroscedasticity, the examination will go trough Glejser test. From Glejser test, value of AbsUt need to be calculated, later to be regressed as the dependent variable. AbsUt itself is the absolute value of the residuals.

From the resulted Coefficient table, the significance t value needs to be greater than 0.05 to be concluded that there is no heteroscedasticity. Therefore, from the table 5. it showed that there is no heteroscedasticity in residuals.

Table 5. Heteroscedasticity

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.268	.111		2.415	.017		
C	.013	.029	.060	.449	.654	.373	2.683
ME	-.006	.031	-.022	-.178	.859	.419	2.386
TP	-.004	.032	-.016	-.132	.895	.470	2.129
SQ	.022	.028	.092	.775	.440	.475	2.107
MF	-.031	.037	-.103	-.844	.400	.449	2.225

a. Dependent Variable: AbsRES1

For normality test, statistical analysis for Kolmogorov-Smirnov (K-S) show that the Asymp. Sig. (2-tailed) value is 0.753, which is much greater than 0.05. Therefore it is showing that residual are normally distributed. Thus to know the causal relation between shopping attributes and customer satisfaction, multiple regression analysis will be used.

The model have the adjusted R Square value of 0.769, showing that 76.9% of the variance within customer satisfaction of shopping malls in Surabaya can be explained by the variation of shopping mall attributes (Convenience, Mall's Environment, Tenant Presence, Service Quality, and Marketing Focus). While the remaining 23.1%, can be explained by other factors or attributes that are not covered in the research model.

Then to measure the overall significance of the model, whether all the independent variables inputted in the regression model simultaneously have significant impact toward the dependent variable, F-Test is conducted. The value that needs to be examined is Sig. F. From the table 6. it can be seen that the Sig.F value is 0.000, which is much smaller than 0.05. Therefore it has to reject the null hypothesis, showing that one or more Shopping Mall's Attribute (s) have significant effect toward customer satisfaction of ABC Mall and XYZ Mall.

Table 6. F - Test ANOVA Test Table

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	47.410	5	9.482	103.420	.000^b
Residual	13.661	149	.092		
Total	61.071	154			

a. Dependent Variable: CS
b. Predictors: (Constant), MF, TP, SQ, ME, C

While for T-test, it is aimed to measure the significance of each independent variable included in the regression model. Thus the value that needs to be examined is Sig. t. From the table 8. it can be seen each of the shopping mall attributes' sig.t. Four of the shopping mall's attribute show that they have individuallly significant effect towards customer satisfaction by having sig.t value less than 0.05; they are Convenience, Mall's Environment, Service

Quality, and Marketing Focus. While one of the attribute which is Tenant Presence, has sig. t value of 0.710 that is greater than 0.05, mean that it does not have individual significant effect towards customer satisfaction.

Table 7. T - Test Coefficients Table

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.004	.194		.022	.983
C	.130	.051	.161	2.531	.012
ME	.165	.055	.180	3.010	.003
TP	-.021	.056	-.021	-.373	.710
SQ	.276	.049	.317	5.629	.000
MF	.433	.064	.389	6.735	.000

a. Dependent Variable: CS

Thus, the regression equation for this research model will be:

Y = 0.004 + 0.130 C + 0.165 ME − 0.021 TP + 0.276 SQ + 0.433 MF

Marketing Focus give the biggest influence as the Beta value is 0.433 that is bigger than other shopping mall's attribute. Marketing Focus Attribute that includes, frequent and sizeable discounts, mall's gift giveaway, attractive event and live show (Fashion Show, Exhibition, Children Live Show), and last but not least is informative conventional and online marketing tools.

Convenience, Mall's Environment, Service Quality, and Marketing Focus are the shopping mall's attribute that individually has significant effect towards customer satisfaction. Four of them have proved the requirement that customers expect from the shopping mall to fulfill.

Therefore starting with Convenience, it has show individual significance towards customer satisfaction, aligned with findings from previous researches (Wong et al., 2012; Ahmad, 2012; Singh & Prashar, 2013). Same goes with Mall's Environment, it has aligned with the research references journal that regard Mall's environment, as aesthetic and physical infrastructure of the mall (Wong et al., 2012; Ahmad, 2012; Singh & Prashar, 2013). Service quality is no exception. These day business could not succeed with just great product, it also need to accompany with great service. Showing the individual effect toward customer satisfaction, it implies that better service performance will lead to increased likelihood of expectations being fulfilled and resulting in higher levels of customer satisfaction (Ahmad, 2012; Wong et. al.,2012).

While for Tenant Presence, it has no individual significant effect toward customer satisfaction. If we see the respondents' profile, most of them are visiting the respective mall for 2.1 – 4 hours and twice or three times a week. It showed that the customers likely visit the shopping mall as a habit and it is not fully for shopping motives. Like what Assosiasi Pengelola Pusat Belanja Indonesia East Java stated in 2011, due to enormous number of shopping mall with similar attending tenants in the city, it make the customers do not put tenant presence as leading factor to visit certain shopping mall as they will likely to find the same tenant at others. For ABC Mall, it might offer high-

end international brands that have not yet open at other places in Surabaya, unfortunately Surabaya customers is tend to spend less freely compare to country capital's Jakarta (Oxford Business Group, 2013). Whereas, retail revolution is primarily a phenomenon in Jakarta, while Surabaya have proven more difficult to penetrate. While most of the Surabaya customers still not appealed with high-end brands. Instead shopping attribute like Convenience, Mall's Environment, Service Quality and Marketing Focus are able to become the main factor for the customers to visit the shopping mall lengthy and frequently.

Compared to the journal references, this research has similarity with all three of them (Wong et al., 2012; Ahmad, 2012; Singh & Prashar, 2013). First it adapt similar shopping mall's attribute from Wong et al. (2012) and Ahmad (2012) and also tested it towards customer. The findings of this research is that shopping mall attribute like Convenience, Mall's Environment, Service Quality, and Marketing Focus give significant effect toward customer satisfaction. On the other hand Tenant Presence attribute show no significant effect towards customer satisfaction. Thus, it has different findings from the journal references which all of the shopping mall attribute have significant effect toward customer satisfaction.

CONCLUSION

This research has found out its research objectives, that shopping mall's attributes simultaneously have significant effect towards customer satisfaction for ABC Mall and XYZ Mall. It also show that 4 among the 5 shopping mall attribute (Convenience, Mall's Environment, Service Quality, and Marketing Focus) are having individual significant effect toward customer satisfaction.

Among the four significant shopping mall attributes, Marketing Focus has the biggest influence towards the customer satisfaction. The marketing focus attribute includes sub-attribute such frequent and sizeable discounts, mall's gift giveaway, attractive event and live show (Fashion Show, Exhibition, Children Live Show), and last but not least is informative conventional and online marketing tools.

Therefore it will be best for both ABC Mall and XYZ Mall to give further improvement and maintain their performance in marketing focus to increase the likelihood of customer satisfaction. It can be done by outsourcing Social Media Organizer and creating unique promotion and event. Seeing the increasing user of social media and the boom of digital marketing, shopping malls might able to take the potential advantage to inform and attract much more people to become customers of the shopping mall with interactive and attractive social media planning. On the other hand, both ABC Mall and XYZ Mall can start to create a new concept of annual event beside their similar midnight sale and fashion week concept. With Surabaya high preference of culinary, annual international scale food festival will definitely bring a huge crowd and communities to the mall. They can also create an annual event and promotion related to Batik that is one of Indonesian heritage. Indonesian Batik

Day is on October 2nd, and then rather doing ordinary fashion show, the shopping mall might as well take the theme of batik and hold special fashion show, workshop, or competition.

There are several limitation occurs while the research was conducted. Since the scope of this research is mainly focus on two shopping malls, which are ABC Mall and XYZ Mall. Thus, the result and findings from this research might not be able to be applied to all of the shopping malls in Surabaya.

The second one is reluctant respondents. Not all of the customers were willing to spare their time to fill in the questionnaire, resulted for them to fill in the questionnaire in a rush or even reject it. Thus, it take a lot of time and the respondents respond might not really reflect their honest opinion regarding the malls as specific situation and condition during the questionnaire distribution he might give impact towards their opinion.

Last but not least is restricted area within the mall. For the questionnaire distribution in ABC Mall, it has the official permission from the management team, however for XYZ Mall, the distribution cannot go trough all the mall's area since there is no official permission. Therefore, the data collected from XYZ Mall might not fully capture the overall shopping profile from the customers.

Last but not least there are several suggestions that can be considered for future research. They are by expanding the research scope and expand the concept of shopping mall's attribute itself using updated theories and findings. With the continuous development of shopping malls within the country and internationally, there will be many updated and upgraded theories with insightful findings that can also become consideration

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