

THE IMPACT OF LEVEL 21 MALL BALI ATTRIBUTES TOWARD CUSTOMER SATISFACTION AND CUSTOMER LOYALTY

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ABSTRACT

The Impact of Mall Level 21 Mall Attributes Toward Customer Satisfaction and Customer Loyalty aims to find out and analyze the effect of mall attributes consisting of convenience, retailers, and entertainment on customer satisfaction and customer loyalty at Mall Level 21 Bali. The population in this study is customer of Mall Level 21 Bali who has visited Mall Level 21 Bali twice or more. With samples using random sampling method with a number of respondents are 120 people. The data collection technique used a questionnaire. Data analysis using Path Analysis. From this research it can be concluded that: Convenience and Entertainment has a positive and significant effect on Customer Satisfaction and Customer Loyalty; Retailer has a positive and insignificant effect on Customer Satisfaction and Customer Loyalty. The results showed that Entertainment has a very positive and significant effect on Customer Satisfaction and Customer Loyalty at Mall Level 21 Bali which always holds interesting entertainment events to customers.

Keywords: Mall Attributes, Convenience, Retailer, Entertainment, Customer Satisfaction, Customer Loyalty

INTRODUCTION

Level 21 Mall is one of the shopping centers in Bali which has a mission to present a mall and lifestyle center for Balinese people, especially in the Denpasar area. This shopping center is equipped with interesting facilities to visit which are in a strategic location in the city center. Mall Level 21 provides a wide variety of diverse and quality products, but nowadays many people who shop not only see the items needed but also see the attributes of the store provided. Level 21 Mall is one of the shopping centers in Bali that has a mission that is to present a mall and lifestyle center for Balinese citizens, especially in the Denpasar area. This shopping center is equipped with interesting facilities to visit which are located in strategic locations namely in the city center.

Customer loyalty is an important factor in business survival and the development of a competitive environment (Bilika et al., 2016). Basically, customer loyalty is needed by companies to improve service quality. Loyal customers will tend to buy more products, prefer no other place, do not try new products, and encourage other people to become customers (Suwono & Sihombing, 2016). Now many banks have realized the value of today's customers and are trying to find ways to increase customer loyalty (Taghipourian & Bakhsh, 2016).

One of the most important evaluations is getting customer satisfaction and loyalty which not only includes the quality of a product or service but also includes the service received. The component of consideration regarding the cost of time and effort is an important factor which is summarized in convenience. Convenience is a customer assessment of the time the customer uses and the effort he does in the act of buying or using a service (Colwell et al., 2008). Assessment of service convenience can be viewed

from the dimensions that form the construct, namely convenience in making decisions, convenience to access services, convenience in conducting transactions, convenience to get the core benefits of products or services, and convenience after service delivery. Convenience in service is very important because it is one of the factors that affect customer satisfaction and loyalty (Tjiptono & Gregorius, 2006).

Another factor that can foster customer satisfaction and loyalty is retailers. The development of the urban lifestyle today is marked by people having increasingly limited spending time. This has led to a tendency to choose a place to shop that is practical and fast. Shopping centers that consumers choose are those that have complete availability of goods at low prices. For retailers, it can be seen that the brands in the mall are the brands that are currently popular. Retail renewal is also needed so that it can compete more with other malls and better satisfy its consumers. Shopping centers have a lot in common in terms of tenants so that consumers are looking for shopping centers that have an attractive environment, namely shopping centers that are able to provide a new atmosphere for consumers who want to shop or just take a walk and hang out with colleagues they invite. The atmosphere created through the architectural design and the convenience of the facilities offered can cause consumers to spend more time in the shopping center, and the effect is that consumers have the opportunity to make more shopping transactions in the mall.

The next factor that can foster customer satisfaction and loyalty is the entertainment provided by Mall level 21 Bali. Currently, entertainment is an attribute and a supporting factor in providing services to visitors. A memorable experience that customers get from a place will make customers satisfied and loyal to that place. Providing entertainment to customers is one of the concepts of Experiential Marketing, Experiential Marketing is a marketing concept that seeks to communicate products sold by attracting customer attention, touching the heart to instill a good impression into the hearts and minds of customers (Utami, 2010). Of these factors, in the end, it has the aim of fulfilling customer satisfaction and loyalty. (Oliver, 1999) describes satisfaction as a consumer assessment for the features of a product or service or the goods/services themselves, providing a level of comfort associated with meeting a need, including meeting needs below expectations or meeting needs that exceed consumer expectations, consumer satisfaction will generate loyalty so that consumers will be loyal and visit again.

LITERATURE REVIEW

Customer Loyalty

The sustainability of a company depends on the company's ability to keep its customers so that their customers can be loyal to the company and not move with other companies. Having loyal customers is an important asset that must be maintained by companies so that their company can continue to compete with other competitors. According to (Lovelock, Christopher Patterson & Wirtz, 2015) loyalty is used in a business context, to describe the willingness of customers to always use the company's products in the long term, especially if using them exclusively, and recommending the company's products to friends and colleagues. This definition is in line with the definition of customer loyalty put forward by Yi in the journal Iddrisu, Nooni, Fianko and Mensah (2015: 19) stated that customer loyalty can be defined in two distinct ways. First, loyalty is attitude. Different feelings create an individual's overall attachment to a product, service, or organization. These feelings define the individual's (purely cognitive) degree of loyalty. The second definition of loyalty is behavioral. Examples of loyalty behavior include continuing to purchase services from the same supplier, increasing the scale and or scope of relationship, or the act of recommendation.

Customer Satisfaction

Customer satisfaction is prioritized to build customer loyalty. According to (Barati et al., 2016) loyalty is a psychological state consisting of customer satisfaction, continuous product and emotional relationships that lead to deep relationships between customers and companies that provide services or products. The definition of satisfaction put forward by Kotler in the book by (Lupiyoadi, 2014) is a level of feeling where a person states the results of a comparison of the performance of the service product received and what is expected. This definition is in line with (Lovelock, Christopher Patterson & Wirtz, 2015) who state the definition of satisfaction is a consumer's post-purchase evaluation of the overall service experience (processes and outcome), it is an affective (emotion) state or a feeling. reaction in which the consumer's needs, desires and expectations during the course of the service experience have been met or exceeded.

Mall Attributes

One of the most important evaluations is getting customer satisfaction and loyalty which not only includes the quality of a product or service but also includes the service received. The component of consideration regarding the cost of time and effort is an important factor which is summarized in convenience, retailer, and entertainment.

Convenience

Convenience is a condition of feeling and is highly dependent on the person experiencing the situation. We cannot know the level of comfort another person feels directly or by observation but must ask the person directly how comfortable they are, usually using terms such as somewhat uncomfortable, annoying, very uncomfortable, or worrying (Sanders & McCormick, 1993). This definition is in line with the definition of convenience put by (Satwiko, 2009) that convenience and feeling of comfort is a person's comprehensive assessment of his environment. Humans assess environmental conditions based on the stimuli that enter themselves through the six senses through nerves and are digested by the brain for assessment. In this case involved not only physical and biological problems but also feelings. Sound, light, smell, temperature and other stimuli are captured at once, then processed by the brain. Then the brain will provide a relative assessment of whether the condition is comfortable or not. Discomfort in one factor can be covered by other factors.

Retailr

Retailing are all activities that involve the sale of goods and services directly to end consumers for personal use not for business. Retail is an important chain of distribution channels that connect the entire business and people which includes the physical movement and transfer of ownership of goods or services from producers to consumers (Kotler & Keller, 2007). This definition is in line with the definition of retailer put by (Ma'ruf, 2006) retail business is a business activity of selling goods or services to individuals for their own, family or household needs.

Entertainment

Entertainment is an entertain activity that is available or can be done in a recreational or shopping place. People need entertainment places that are able to meet their reactive needs. Entertainment is everything in the form of words, places, objects or behavior that can be an entertainer (Talpade & Haynes, 1997). This definition is in line with the definition of entertainment put by Nimyaroy (2013) stated that entertainment is an activity that captures the attention and interest of the audience, or provides fun and excitement.

Research Design

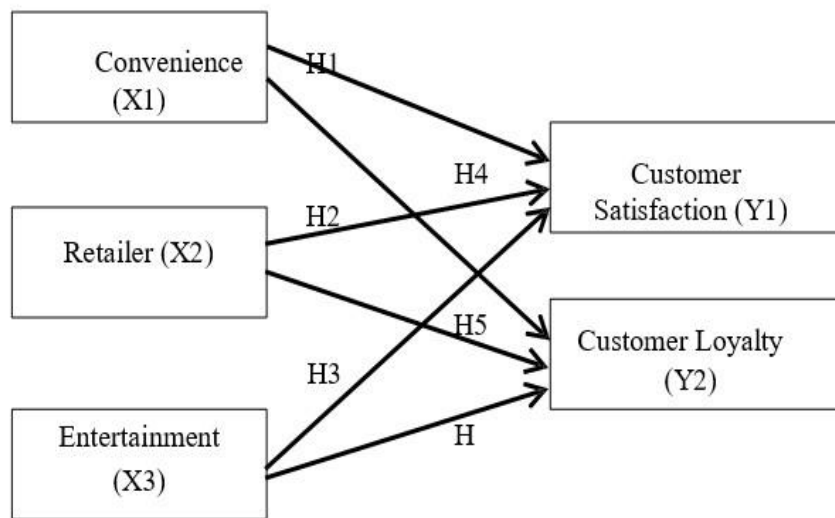


Figure 1. Research Framework
Source: Primary Data Processed, 2020

This study will test six hypothesis that show the influence of the independent variable on the dependent variable. The research hypothesis is as follows:

- H1: The comfort variable has an effect on customer satisfaction
- H2: Retailer variable has an effect on customer satisfaction
- H3: Entertainment variables has an effect on customer satisfaction
- H4: The convenience variable has an effect on customer loyalty
- H5: Retailer variable has an effect on customer loyalty
- H6: The entertainment variable has an effect on customer loyalty

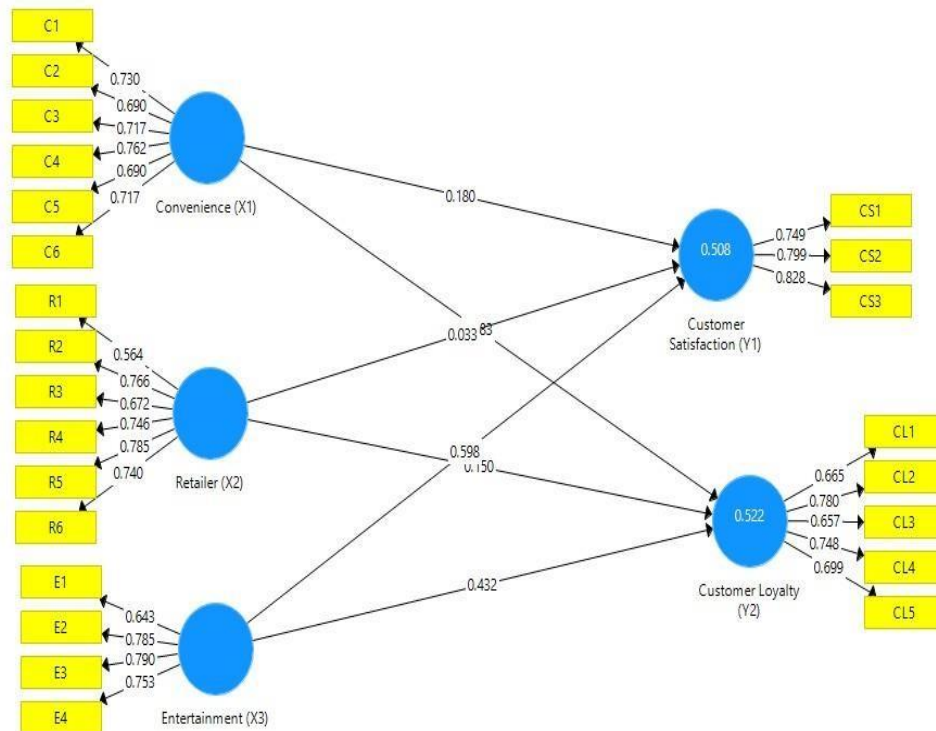
METHOD

The location of this research was carried out at the Mall Level 21 Bali, which is located in the Jl. Teuku Umar No.1, Dauh Puri Klod, District, West Denpasar, Denpasar City, Bali. The population in this study is unknown populations are Level 21 Mall Bali consumers who have visited Mall Level 21 Bali twice or more. In this study, researchers determined the research sample based on the formula (Hair et.al , 2010) formula that stated that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire, assuming $n \times 5$ observed variables up to $n \times 10$ observed variables. In this study, the number of items is 24 questions used to

measure 5 variables, so that the number of respondents used is 24 statement items multiplied by 5 equals 120 respondents. The type or design of this research is quantitative data and the sources used in this study uses only primary data. The questionnaire method is a method of collecting research data, and under certain conditions the researcher does not need to be present (Sugiyono, 2017). The method used in this research is path analysis and . this research uses Warp PLS 6.0 for data analysis technique.

RESULT AND DISCUSSION

Outer Model Design



Source: Primary Data Processed, 2020

Figure 2. Outer Model

Convergent Validity

Table 1. Outer Loading Factor of Indicator

	Convenience (X1)	Custome Loyalty (Y2)	Customer Satisfaction (Y1)	Entertain ment (X3)	Retailer (X2)
C1	0.730				
C2	0.690				
C3	0.717				
C4	0.762				
C5	0.690				
C6	0.717				
CL1		0.665			
CL2		0.780			
CL3		0.657			
CL4		0.748			
CL5		0.699			
CS1			0.7		
CS2			0.7		
CS3			0.8		
E1				0.643	
E2				0.785	
E3				0.790	
E4				0.753	
R1					0.564
R2					0.766
R3					0.672
R4					0.746
R5					0.785
R6					0.740

Source: Primary Data Processed, 2020

In the table above, it can also be seen that there are several indicators that shows a convergent validity value below 0.7, but it can still be tolerated because the minimum requirement for convergent validity is 0.5 according to (Chin, 1998 in (Ghozali, 2015) who argue that the value of outer loading between 0.5-0.6 is considered sufficient. Therefore, it can be concluded that the data has met the convergent validity and the research data is valid.

Discriminant Validity

Table 2. Cross Loadings Output

	Convenience (X1)	Customer Loyalty (Y2)	Customer Satisfaction (Y1)	Entertainment (X3)	Retailer (X2)
C1	0.730	0.387	0.323	0.377	0.623
C2	0.690	0.266	0.204	0.224	0.398
C3	0.717	0.301	0.230	0.193	0.452
C4	0.762	0.510	0.393	0.288	0.487
C5	0.690	0.448	0.292	0.258	0.484
C6	0.717	0.401	0.379	0.337	0.485
CL1	0.331	0.665	0.490	0.421	0.400
CL2	0.518	0.780	0.589	0.511	0.497
CL3	0.375	0.657	0.501	0.359	0.420
CL4	0.396	0.748	0.490	0.516	0.435
CL5	0.340	0.699	0.498	0.426	0.368
CS1	0.269	0.487	0.749	0.479	0.327
CS2	0.411	0.619	0.799	0.596	0.460
CS3	0.353	0.599	0.828	0.552	0.408
E1	0.147	0.333	0.417	0.643	0.379
E2	0.359	0.481	0.545	0.785	0.418
E3	0.270	0.495	0.555	0.790	0.468
E4	0.376	0.551	0.523	0.753	0.482
R1	0.470	0.348	0.212	0.149	0.564
R2	0.551	0.438	0.288	0.459	0.766
R3	0.479	0.406	0.522	0.450	0.672
R4	0.419	0.475	0.392	0.582	0.746

R5	0.589	0.485	0.333	0.373	0.785
R6	0.452	0.405	0.371	0.434	0.740

Source: Primary Data Processed, 2020

Table 3. Fornell-Larcker Criterion Output

	Convenience (X1)	Customer Loyalty (Y2)	Customer Satisfaction (Y1)	Entertainment (X3)	Retailer (X2)
Convenience (X1)	0.718				
Customer Loyalty (Y2)	0.558	0.711			
Customer Satisfaction (Y1)	0.441	0.723	0.793		
Entertainment (X3)	0.398	0.634	0.689	0.745	
Retailer (X2)	0.686	0.599	0.509	0.589	0.716

Source: Primary Data Processed, 2020

The result of cross loading value of each indicator is higher for each latent variable measured compared to the latent indicator of other variables. Meanwhile, shows that the square root value of AVE is higher than the correlation between latent variables. So it can be stated that the data has met the requirements of discriminant validity. So, it can be concluded that the research data is valid.

Average Variance Extracted (AVE)

**Table 4.
AVE
Output**

Construct	Average Variance Extracted (AVE)
Convenience (X1)	0.515
Customer Loyalty (Y2)	0.506
Customer Satisfaction (Y1)	0.628
Entertainment (X3)	0.555
Retailer (X2)	0.513

Source: Primary Data Processed, 2020

Table 4 shows that the AVE value of each variable is above the expected value which is above 0.5. All latent variables in this research have AVE values that are greater than 0.5 which means that the indicator used in this study are valid or have fulfilled the convergence validity.

Realibility

Composite Realibility

Table 5. Composite Reliability Output

Construct	Composite Reliability (CR)	
Convenience (X1)	0.864	Reliable
Customer Loyalty (Y2)	0.836	Reliable
Customer Satisfaction (Y1)	0.835	Reliable
Entertainment (X3)	0.832	Reliable
Retailer (X2)	0.862	Reliable

Source: Primary Data Processed, 2020

The Table 5 above shows that the Composite Reliability value of all variables in the research model have a composite reliability value greater than the rule of thumb which is 0.7. Thus, it can be said that the reliability for the variables in the model is relatively high and reliable.

Cronbach's Alpha

Table 6. Cronbach's Alpha Output

Construct	Cronbach's Alpha	
Convenience (X1)	0.815	Reliable
Customer Loyalty (Y2)	0.755	Reliable
Customer Satisfaction (Y1)	0.706	Reliable
Entertainment (X3)	0.732	Reliable
Retailer (X2)	0.808	Reliable

Source: Primary Data Processed, 2020

Table 6. shows that the Cronbach's alpha value for each variable which is greater than 0.7. In the table above, it can also be seen that all variables has met the rule of thumb, where it shows a Cronbach's Alpha value above 0.7. Thus, it can be said that the consistency of each answer is good and reliable.

Inner Model Testing

R-Square (R^2)

Table 7. R-Square Output
R-Square R Square Adjusted

Customer Loyalty (Y2)	0.522	0.510
Customer Satisfaction (Y1)	0.508	0.495

Source: Primary Data Processed, 2020

The interpretation of the R-Square output can be explained as follows:

1. The coefficient value of the Customer Satisfaction variable has a R^2 value of 0.508 which means 50.8% of this variable is influenced by convenience, retailer, and entertainment variables, while the remaining 49.2% is influenced by other variables not examined.
2. The coefficient value of the Customer Loyalty variable is 0.522, which means 52.2% of this variable is influenced by the convenience, retailer, and entertainment variables and the remaining 47.8% is influenced by other variables outside of this study which are not examined.

Q-Square (Q²)

$$\begin{aligned} \text{Q-Square} &= 1 - [(1-R^2_1) \times (1-R^2_2)] \\ &= 1 - [(1-0.522) \times (1-0.508)] \\ &= 1 - (0.478 \times 0.492) \\ &= 1 - 0.235 \\ &= 0.765 \end{aligned}$$

Based on the results of the above calculations, the Q-Square value is 0.765. This shows the large diversity of research data that can be explained by the research model is 76.5%. While the remaining 23.5% is explained by other factors that are outside this research model. Thus, from these results, this research model can be stated as having a good goodness of fit.

Hypothesis Testing

Table 8. Bootstrapping Output

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
(X1) - > (Y1)	0.180	0.185	0.091	1.975	0.049	Accepted
(X2) - > (Y1)	0.033	0.043	0.102	0.327	0.744	Rejected
(X3) - > (Y1)	0.598	0.592	0.080	7.438	0.000	Accepted
(X1) - > (Y2)	0.283	0.301	0.144	1.967	0.050	Accepted
(X2) - > (Y2)	0.150	0.149	0.109	1.372	0.171	Rejected
(X3) - > (Y2)	0.432	0.421	0.098	4.426	0.000	Accepted

Source: Primary Data Processed, 2020

DISCUSSION

A. Relationship between Convenience and Customer Satisfaction

Convenience has a positive and significant effect on customer satisfaction. This finding is supported by research conducted by Tri Widiyanti Natalia, Hanson E. Kusuma (2013) with the title "Patterns of Influence of Mall Attributes on Consumer Responses in Visiting Shopping Malls" which stated that the attribute variable shopping mall (convenience) is proven to have a positive effect on customer satisfaction. The feeling of security for customers for good service to customers provided by the Mall, which can be in the form of good cleanliness and security prepared by Mall Level 21 Bali for visitors and with that the customer is satisfied.

B. Relationship between Retailers and Customer Satisfaction

Retailer has a positive and insignificant effect on customer satisfaction. Customers often evaluate retail service by comparing the service that they receive with their expectations. Customer feels satisfied when the service meets or exceeds their expectations. Therefore, the possibility of insignificant results in this research could be caused by customers feel unsatisfied with the service they received. Retailers lack accurate information about the need and expectation of customers, which lead to lack of information that result in poor decisions (Thangella, 2011). In terms of retailers, such as the space arrangement between retailers and the variety of retail stores available in Mall Level 21 Bali, it has not fulfilled customer expectations.

C. Relationship between Entertainment and Customer Satisfaction

Entertainment has a positive and significant effect on customer satisfaction. This finding is in accordance with research conducted by Perez Januar Soewito (2017) entitled "The influence of shopping center attributes on consumer satisfaction in the Sentra Primer area of West Jakarta" in his research that The variable attribute shopping center (entertainment) is proven to have an influence on consumer satisfaction. Mall Level 21 Bali has fulfilled the expectations of its visitors by providing entertainment such as conducting entertainment programs that entertain all customers in the mall.

D. Relationship between Convenience and Customer Loyalty

Convenience has a positive and insignificant effect on customer loyalty. This finding is in line with previous research that have been conducted by Tri Widiyanti Natalia, Hanson E. Kusuma (2013) with the title "Patterns of Influence of Mall Attributes on Consumer Responses in visiting shopping mall which stated that the attribute variable shopping mall (convenience) is proven to have a positive effect on consumer loyalty. Mall Level 21 Bali has fulfilled the expectations of its visitors by providing public facilities such as cleanliness and security that all customers in the mall feel satisfied. With good services and facilities provided by Mall Level 21 Bali to visitors who can have an influence on visitors who will feel satisfied and loyal to Mall Level 21 Bali.

E. Relationship between Retailers and Customer Loyalty

The findings in this research is supported by the argument delivered by (Thangella, 2011), where customers often evaluate retail service by comparing the service that they receive with their expectations. The results of this study also related to the rejection of the second hypothesis in this study, where the store attribute (retailer) has no significant effect on customer satisfaction. If customers unsatisfied with the retail service, it will lead to a decrease in customer loyalty.

F. Relationship between Entertainment and Customer Loyalty

This findings is supported by the results of research by by (Mansori & Chin, 2013) also showed that entertainment play the highest impact in keeping consumer satisfied and loyal. The results of this study show that the entertainment provided by Mall-Level 21 Bali such as interesting events provides satisfaction and affects customer loyalty.

CONCLUSION

Conclusion

Based on the results of research and discussion of the analysis of the impact of mall attribute toward customer satisfaction and loyalty, that Convenience and Entertainment has a positive and significant effect on Customer Satisfaction and Customer Loyalty. Retailers has a positive and insignificant effect on Customer Satisfaction and Customer Loyalty.

Suggestions

Based on the conclusions, the following are some of the suggestions:

1. The results showed that convenience and entertainment have a very significant effect on customer satisfaction and customer loyalty. Therefore, Level21 Mall management is expected to continue to be able to maintain customer loyalty by always providing comfort in shopping and also adding various events that are more attractive to customers. So, customers will continue to come back and make Level21 Mall one of the main destinations for shopping activities and to get new shopping experiences.
2. The results showed that the store attribute (retailer) had no significant effect on consumer satisfaction and loyalty. Therefore, to increase consumer satisfaction and loyalty through this retailer, it can be done by providing training and regulations / SOPs for sellers at Level21 Mall in order to be better with customers so that customers are satisfied with the quality of service provided. Various kinds of promotions can also be given to consumers in increasing satisfaction and loyalty.
3. Given that the intensity of competition is increasing, especially in the retail industry, it is very important for Level21 Mall management to understand customer expectations and satisfaction which then increase consumer loyalty.

Limitations

This research has been attempted and carried out in accordance with scientific procedures. However this study is inseparable from several limitations:

- 1) The questionnaire in this study was given to respondents via google form, where the researcher gave the google form link via media sosial. When filling the questionnaire, the respondent was not accompanied by the researcher and also does not know whether the respondent filled out the questionnaire personally.
- 2) The mall attribute indicator in this study only consists of three variables, namely Convenience, Retailer, and Entertainment, while there are many other indicators in mall attributes.

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