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SULTAN SALAHUDDIN ABDUL AZIZ SHAH

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COMMERCE DEPARTMENT

THE ATTRACTIVENESS OF SHOPPING MALL
TOWARDS CUSTOMERS SATISFACTION

NO	NAME	MATRIC NO.
1.	DIYANA BINTI ALI KASIM	08DPM18F1079
2.	NUR ATIKAH BINTI EDWIN	08DPM18F1073
3.	LAILI HIDAYAH BINTI ISMAIL	08DPM18F1055
4.	NUR NAJIBAH BINTI ABDUL HASLIN	08DPM18F1043

DECLARATION OF ORIGINALITY

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1. DIYANA BINTI ALI KASIM (08DPM18F1079)

2. NUR ATIKAH BINTI EDWIN (08DPM18F1073)

3. LAILI HIDAYAH BINTI ISMAIL　(08DPM18F1055)

4. NUR NAJIBAH BINTI ABDUL HASLIN (08DPM18F1043)

Are the final year students of **Diploma Business Studies, Commerce Department, Politeknik Sultan Salahuddin Abdul Aziz Shah**, located at **Persiaran Usahawan, 40150 Shah Alam, Selangor.**

2. We verify that 'this project' and its intellectual properties are original work without plagiarism from any other sources.

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Prepared by

a) DIYANA BINTI ALI KASIM . . . .

(Identity Card No.: 000724080916) DIYANA BINTI ALI

KASIM

b) NUR ATIKAH BINTI EDWIN . . . .

(Identity Card No.: 960708125318) NUR ATIKAH

BINTI EDWIN

c) LAILI HIDAYAH BINTI ISMAIL .. . .

(Identity Card No.: 000411010570) LAILI HIDAYAH BINTI ISMAIL

d) NUR NAJIBAH BINTI ABDUL HASLIN . . . .

(Identity Card No.: 000713-08-0654) NUR NAJIBAH BINTI

ABDUL HASLIN

In front of us,

HANITA BINTI ADNAN . . . .

As our Supervisor on date: HANITA BINTI ADNAN

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TO STUDY THE ATTRACTIVENESS OF SHOPPING MALL TOWARDS CUSTOMERS SATISFACTION

Diyana Binti Ali Kasim   (08DPM18F1079)

Nur Atikah Binti Edwin   (08DPM18FI073)

Laili Hidayah Binti Ismail   (08DPM18F1055)

Nur Najibah Binti Abdul Haslin (08DPM18F1043)

SUPERVISOR: PUAN HANITA BINTI ADNAN

COMMERCE DEPARMENT

Sultan Salahuddin Abdul Aziz Shah Polytechnic, Shah Alam, Selangor.

diyanaalikasim00@gmail.com
atikahedwin96@gmail.com
lailiismail15@gmail.com
najibahhaslin10@gmail.com

ABSTRACT

This paper is to study about the attractiveness of shopping mall towards customers satisfaction. The attractiveness of shopping mall towards customers to visit shopping malls are ambiance, accessibility, facilities, brand qualities and entertainment. The attractiveness of shopping mall had positive effect on shopping mall shoppers. The questionnaires given in google form. The questionnaires divided into two section, section A and section B. Section A is about the demographic background, such as age, gender, marital status, education level, current career, and monthly income. For section B it's about the attractiveness of the shopping mall towards customers satisfaction, such as ambiance, accessibility, facilities, brands qualities, and entertainment. Data collected from 384 respondents who leave at Klang Vally. 100% of 384 respondents has been collected. This study could provide how to attract more customers to come to the shopping mall and know how to satisfied customers needs at the shopping mall.

Keywords: the attractiveness of shopping mall, customers satisfaction, Klang Vally.

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CHAPTER 1

1.1 INRODUCTION

Malaysia is a developing country. There are three type of economy activities in Malaysia that is primer, secondary, and terrier. Each economy activities have various sectors such as retail, industrial, agriculture, mining, logging, fisheries, tourism, business, transportation and many more.

Retail industrial in Malaysia is one of the sectors that has a huge impact on the national economy.KUALA LUMPUR (July 13): The Malaysian retail industry recorded a negative growth rate of 11.4% in retail sales for the first quarter of 2020, said Retail Group Malaysia (RGM).In the Malaysia Retail Industry Report July 2020 released today, RGM said this latest quarterly result was better than the estimate of negative 18.8% made in April 2020.The RGM said, year 2020 is the worst period for retailers in Malaysia since 1987.RGM found in February this year, retailers began to suffer from declining sales due to the rapid spread of Covid-19 and the drastic drop of foreign tourists.

It said retailers badly affected were those non-essential retailers. RGM said because of the fear infection virus pandemic, consumers' spending their first 2 weeks of March 2020 at home. It said the Movement Control Order (MCO) which on March 18 as a preventive measure by the government in response to the Covid-19 pandemic in the country led to zero revenue for non-essential retailers in the whole country. RGM said the Covid-19 pandemic affected the retail performances of all retail sub-sectors during the first quarter of 2020.

It said the department store cum supermarket sub-sector recorded a negative growth rate of 8.5% during the first quarter of 2020, as compared to the same period a year ago. However, the food business of this sub-sector cushioned the negative impact of Movement Control Order (MCO) in March 2020.RGM said poor retail sale performance of department store sub-sector because of the Covid-19 pandemic, lower tourist arrival and MCO.

During first 3-month period of this year, the business of this sub-sector

decreased by 17.5%, it said. During this crisis, the supermarket and hypermarket sub-sector was the

least affected retail sub-sector, with business declining by 3.0% during the first quarter of 2020.

This was the worst performing retail sub-sector during this period. Pharmacy and personal care sub-sector reported a growth rate of negative 3.9%, as compared to the same quarter a year ago, during the first 3 months of this year. Similar to the grocery retailers, it is one of the least affected retail sub-sectors during this quarter. Moving forward, RGM said the projection made by RGM in April 2020 at negative 9.3% is better than members project an average growth rate of negative 28.8% during the second quarter of 2020. RGM said because of the strict social distancing measures continuing to be enforced, retailers would not be able to operate at full capacity as last year.

It said, retail sale is expected to suffer a moderate decline of 3.5% as compared to last year during the third quarter of this year. RGM said in the event MCO is lifted fully before October, Malaysian retailers should expect retail business to begin its recovery. For the retail sale is expected to decrease slightly by 1.5%, during the fourth quarter of this year. As compared to last year, the annual retail growth rate for Malaysia in 2020 is projected by Retail Group Malaysia to be negative 8.7%.It has been revised downwards from projection made in April at negative 5.5% (Article).

Malaysia has many shopping malls that can attract visitors both from within and outside the country. The shopping malls that available in Malaysia such as Aeon Big, Aeon Mall, Mitsui, Sunway Pyramid, Mid Valley and many more. Most of the famous shopping malls in Malaysia are located in the capital of Malaysia which is Kuala Lumpur and also in the Klang Valley area. The top ten of shopping malls that located in Kuala Lumpur and Klang Valley are Pavillion Kuala Lumpur Shopping Mall, Suria KLCC, Mid Valley Megamall, The Garden, Starhill Gallery Kuala Lumpur, Berjaya Times Square, Sunway Pyramid, One Utama Shopping Mall, Sungei Wang Plaza, and lastly, Low Yat Plaza Shopping Mall.

1.2 RESEARCH BACKGROUND

This research is to study about the attractiveness of shopping mall towards customers satisfaction. Shopping mall is a place to shop and also a place to socialize. It is because not all customers come to shopping mall to shop, sometimes they also visit the shopping mall to have fun with their family and friends. Attractiveness of shopping mall plays an important role in attracting visitors to visit the shopping mall. Ambiance, accessibility, brand qualities, entertainment. and facilities are factors that attract customers to shop at the shopping mall.

Sunway Pyramid is one of the top 10 shopping malls in Kuala Lumpur and Lembah Klang Valley. Sunway Pyramid is an impressively-themed shopping centre in the Klang Valley. Located in Bandar Sunway, Subang Jaya, it is the only mall in Malaysia with an ice-skating rink. Opened in 1997, the distinctive retail landmark is one of the largest shopping centres in the country.

Design and layout of Sunway Pyramid is quite complex, it is spread across 1.7 million sq ft. The mall's main entrance is connected towards the front entrance of Sunway Lagoon Theme Park to the north. The mall is divided into two sections, the original wing and the new wing (also known as Pyramid 2 or P-2). Sunway Pyramid is the only main entrance and the stores in the old wing that boast Egyptian design. The mall reverts lack to neon lights, whitewashed walls and stores that feature their own brand of style.

The main entrance leads into the ground floor of Sunway Pyramid's old wing. At this floor there are high-end clothing boutiques, Starbucks and Coach are flanking the main entrance. The lower ground floor has a concourse area that hosts temporary exhibitions, with boutiques scatter around it.

The first floor of Sunway Pyramid is pretty much aimed at teenagers. This floor is for teenagers that likes to have fun with their friends. It is suitable for them to socialize with friends. There is Stars Archery, a bowling alley, and a TGIF restaurant on this level. 12-screen TGV Sunway Pyramid movie theatre is above

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this floor. One of KL,s most popular nights clubs, Euphoria is a 10 minute walk away from Sunway Pyramid, accessible via the ground floor.

Pyramid 2 (P-2), a newer wing was added in 2007. This area are major department stores such as Jusco, Giant Supermarket, Harvey Norman, Popular bookstore, and a host of smaller retailers. Marrakesh, a Moroccan- inspired indoor 'bazaar' is located on the lower ground floor 2 of P-2. The first floor is an area is called the Asian Avenue, featuring retro and goth style.

On the lower ground floor of the old wing in Sunway Pyramid has Pyramid Ice Rink. Most restaurant are also located on the ground and first floor. Sunway Resort Hotel & Spa and Sunway Pyramid Tower East is accessible from Sunway Pyramid via a link bridge on the ground floor. It is easy to get to Sunway Pyramid via public transports.

1.3 PROBLEM STATEMENT

Concurrent with moving toward high per capital income nation and modern life styles, the shopping malls, have increasingly become more attractive to most people. Therefore, the fast mushrooming of shopping malls has become a new phenomenon in every city in our country.

Among the main reasons for the shopping malls among visitors are the image and factors of the store, facilities, comfort and social activities. However, as the epidemic known as Covid-19 worsens around the world, visitors to shopping malls have begun to decline.

Besides that, there are many previous issues that always being the problem to the visitors. One of the issues is accessibility. This accessibility includes aspects of distance to the shopping mall, location, transportation and facilities such as parking space or sign board. For example, when mall only provides limited space to visitors, this situation will make it difficult for visitors and caused them do not want to go to that mall again. Without good accessibility will make visitors to do not want to come again to the shopping mall.

Next, facilities are also one of the attractions of a shopping mall. For example,

ATM machines, toilets, prayer rooms that are clean, ample parking space and so on. Facilities for the disabled are also one of the facilities that need to be emphasized. Comfortable and cleanliness are also a factor for visitors visiting the mall. For example, a restaurant that provides healthy and clean food, clean toilet, the condition of the goods arranged, good environment and also high level of security. Lack of this factor will give a bad impression to the shopping mall.

Based on the stated problem statement, this study was conducted with the aim of identifying the influencing factors and attractiveness of shopping mall towards customers as well as giving suggestions in attracting visitors to visit the mall.

1.4 RESEARCH OBJECTIVE

- To determine the attractiveness factors of shopping mall towards customers satisfaction.

1.5 RESEARCH QUESTION

- What are the attractiveness factors of shopping mall towards customers satisfaction?
- Which factors of attractiveness is the most influencing customers satisfaction?

1.6 SCOPE OF RESEARCH

This study is confined to customers that have visited shopping mall. This will help researcher to identify the attractiveness of the shopping mall towards customers satisfaction. The results and conclusion will get from the questionnaire that will fill by customers that has visited Sunway Pyramid through google form. The researcher will be able to know about customer's satisfaction when visit Sunway Pyramid.

Malls are attractive locations which facilitate social interactions and entertainment (Holbrook, 1982). Bloch et al. (1994) & Geuens et al. (2001)

identified different patterns of the shopping malls habitat. These patterns were high levels of purchasing, enjoyment of the mall aesthetic, physical design, appearance, a relief from boredom, desires for variety, exploring new products or stores within the mall and enjoyment of communicating and socializing with others.

1.7 SIGNIFICANCE OF THE RESEARCH

The finding of the studies to contributes to future research, organizational view, and customers view. The conviction and assurance of the result allowed to act as a guideline for future research in shopping mall.

This study helps to encourage better understanding and get more information regarding the attractiveness of shopping mall towards customers satisfaction with numerous variables and knowledge for both academic and managers. This study is to improve quality and skill on how to increase rate of customers' patronage. Thus, it helps every manager of shopping malls to identify the real needs and wants of the customers to influencing them to go to the shopping malls.

Besides, this study helps the manager of shopping mall's company by providing an effective information through the attractiveness of shopping mall towards customers satisfaction.

1.8 DEFINITIONS OF OPERATIONAL TERMS

1.8.1 SHOPPING MALL- Shopping mall is a group of retail stores under one roof of management. It perceived as a place for trade at the same time served as a social and community centre (Ng,2003). Shopping centres are a major economic ecosystem in a city and they drive economic and social development (Cushman

& Wakefield).

1.8.2 CUSTOMER PATRONAGE- Customer patronage intention is the direct response to in-store perceptions. Arousal is the customer's effective response to external stimuli.   Customer patronage information, including surveys and ratings, can help a company determine how to improve or changes its products and services.

1.8.3 RETAIL- Retail defined as all activities involved in selling goods or services directly to final consumers for their personal or non-business use. Retailer is business whose sales come primarily from retailing (Kotler & Armstrong, 2012).

1.9 SUMMARY

This chapter will summarize about the attractiveness of shopping mall towards customers satisfaction. It describes the research background, problem statement, research objective, research question, scope of research, significance of the research, and the definition of operational terms. After this, chapter 2 will continue with literature review for each variable in this research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The literature review presents the current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. This chapter will tell about the variables founds in this research such as ambiance, accessibility, facilities, brand qualities, and entertainment.

2.2 The study of consumer patronage towards shopping mall.

Dubihlela and Dubihlela (2014) in their study they identified various features in shopping mall, such as merchandisers, accessibility, service, amenities, ambiance, entertainment, security and many more. On the basic of their mall culture research, they also suggested the promotional strategy to the marketer for better customer satisfaction.

Nevin and Houston (1980) analysed image attributes of shopping mall and

noted three main brand qualities of shopping malls which are assortment (quality of goods, diversity of stores, range of goods, sales promotion, special events); facilities (layout of a shopping mall, parking lot, relaxed recreational areas) and market position(overall price level, staff and the shopping mall).

2.2.1 The attractiveness of shopping mall.

2.2.1.1 Ambiance

Shopping mall lighting and ambiance should be done daily to make the store appear with great ambiance and give an experience to all the customers that visit the shopping mall. Store atmosphere is an attribute that aims to intensify the store environment with the combination of different cues such as lighting, colour, music and scent (Levy & Weitz, 2008). Yalch & Spangenberg (2000) stated that playing familiar music will capture customer's attention on the products or services in the store. Lighting is the main factor of store atmosphere that has greater impact on consumer behaviour (James and Mehrabian, 1976).

2.2.1.2 Accessibility

Accessibility can be further divided into macro-accessibility and micro-accessibility. Macro-accessibility concerns access road conditions to the centre from the customer's place of work or residence. Contrasting macro-accessibility, micro-accessibility refers to parking facilities within the centre and ease of navigation within the shopping centre (Finn and Louviere,1996;Bell,1999;Frasquet et al,2001).Abraham and Wee (2001) include aspects of transport, retail and personal. Aspects of transport include location, which is related to accessibility, and the distance and travel time to the shopping mall. It was argued that location is the most important element in determining the success of any particular shopping complex and a well located and well managed mall will continue to weather the business storm (Golden, G. L. And Zimmerman, A. D, 1986; Ibrahim, M. F. And Wee 2002). Akin to location is

accessibility and is a critical factor that also determines the success of failure of a shopping centre and this is often measured by the ease with customers and other users move in and out of the shopping centre (Levy, M., and Weitz, B. 1998). According to Boyce, M. S. (1984) accessibility of linkage is the costs of overcoming friction in the real estate market.

2.2.1.3 Facilities

According to Ismail, El-Adly M, (2006), to make shopping mall more attractive, the management of shopping mall should provide comfort and convenience to consumers in terms of parking spaces, resting place, security and maintaining cleanliness in shopping mall. Davis, P. C. (2001) noted that parking space is especially a cause for concern in densely populated area. The high rate of crime in most urban centres and the increasing treats of terrorism around the world has made security a major issue in shopping mall management and design (Coleman P, 2006).

2.2.1.4 Brand Qualities

The concept of "branding" is well knows in consumer products, Dennis et al (2002) demonstrated that techniques of brand image measurement can be used of malls and can help towards customer satisfaction and commercial success for shopping malls (Dennis et al,2001).

Brand extension is defined as a "use of established brand names to enter new product categories or classes" (Keller and Aaker, 1992).

According to the American marketing association (2008), brand extension also means "a product line extension marketed under the same general brand as a previous item or items".

2.2.1.5 Entertainment

Bloch et al, (1994) examined the effect of mall physical environment on consumers 'emotional states found that malls were viewed by consumers as a

place not only for shopping, but also for other activities, such as entertainment.

In the same line, Nicholls et al (2002) found that today's mall patrons tend to be more leisure driven than shoppers in the early 1990's.

Wakefield and Baker (1998) found that the mall environment influences the desire to stay and re-patronage intentions to the mall.

Shopping centre entertainment is a strategic marketing tool that can extend a shopping centre's trading areas, lengthen shopper stays, and increase revenues for tenants (Shim & Eastlick, 1998).

That is, entertainment such as movie theatres, food courts and fashion shows can attract more consumers to come to shopping malls.

Consumers are no longer looking for only shopping centre that offer shopping, but also places that entertain them, so developers are trying to create places that consumers enjoy, not just a place to buy things (White R, 2008).

2.3 SUMMARY

This chapter will summarize about each variable that have in this research in literature reviews. Technically, this chapter tell about accessibility, brand qualities, entertainment, facilities, and ambiance.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research methodology is the specific procedures or techniques used to identify, select, process and analyze information about a topic. This section allows the researcher to critically evaluate a study's overall validity and reliability. This research was carried out using questionnaires through google form and by hand. The questionnaires are distributed to the people that have been visited shopping mall in 2020. It's to identify the problems that faced by customers when visited the shopping mall and also to identify the patronage of customer with the shopping mall.

3.2 RESEARCH DESIGN

The research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the problem research. This study is approach of quantitative design by get the information from respondents through questionnaire.

3.2.1 POPULATION, SAMPLE AND SAMPLING METHOD

This study will be conducted using a quantitative research approach. Quantitative research as involvement of the use of structural questions where the choice of respondents has been determined and a large number of respondents are involved. Survey instruments are tailored to determine user factors affect customer satisfaction in online shopping among Klang Valley population. A sample of 396 residents was randomly selected from the population in the average customer who uses an online shopping app is 7.6 million residents of Klang Valley (Kuala Lumpur Population 2020).

This method was chosen to collect data is by distributing questionnaire to the residents of Klang Valley. Questionnaire are a popular and most effective method for collect data used by researchers.

3.3 DATA COLLECTION METHOD

Data collection is a methodical process of gathering and analyzing specific information to proffer solutions to relevant questions and evaluate the results. Data collection methods is divided into two parts, primary data and secondary data.

3.3.1 PRIMARY DATA

Primary data is data that collected by a researcher from first-hand sources. The methods used such as surveys, interviews, questionnaires or experiments.

The survey was conducted with people that has been visited shopping mall in 2020 by researcher. The questionnaire was distributed to the customers via google form and by hand that include various questions that

researcher has made.

The question includes demographic profile,

3.3.2 SECONDARY DATA

Secondary data can literally identify as "second-hand" analysis or data. Secondary data is data that is gathered by someone else other than the user. Secondary data analysis can save time that would otherwise be spent collecting data and particularly in the case of quantitative data, can provide higher-quality databases that would be unfeasible for any individual researcher to collect on their own.

3.4 RESEARCH INSTRUMENTS

Research instrument is a tool used to obtain, measure, and analyze data from subjects around the research topic. It's to decide the instrument to use based on the type of study that are conducting either quantitative, qualitative, or mixed-method. For quantitative study, it may use questionnaire and for qualitative study, it uses a scale. It is an important method in the research. There are two sections in the questionnaire which is section A, and section B.

Section A contains six questions about the demographic profile of the respondents. The questions that used to ask in this section is age, gender, marital status, educational level, current carrier and monthly income.

Section B contained a questionnaire about the attractiveness of shopping mall towards customers which is Likert Scale (1=strongly disagree to 5= strongly agree).

The question are as follow:

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SECTION A: DEMOGRAPHICAL BACKGROUND
Please tick boxes where appropriate:

15

1) Age:

    18-24 years old (   )   25-29 years old (   )   30-34 years old   (   )

    35-39 years old (   )   40-44 years old (   )   Above 45 years (   )

2) Gender:

    Male (   )   Female (   )

3) Marital Status:

    Single (   )   Married (   )   Other:

4) Educational Level:

    SPM (   )   Diploma (   )   Degree (   )   Other:

5) Current Career:

    Student (   )   Public Sector Employee (   )   Private Sector Employee (   )

    Business Owner (   )   Others (   )

6) Monthly Income:

    Less than RM1499 (   )   RM1500-RM2999 (   )

    RM3000-RM4999 (   )   Above RM5000 (   )

Table 3.1: Demographic variable of respondent

SECTION B: THE ATTRACTIVENESS FACTORS OF SHOPPING MALL.

Please tick boxes indicating the level of your agreement or disagreement with each of the following statements.

1=Strongly Disagree	2= Disagree	3= Neutral	4= Agree	5=Strongly Agree

Ambiance

1.	The music played in the mall makes shopping pleasant.	1	2	3	4	5
2.	A cool temperature in a mall makes me feel comfortable.	1	2	3	4	5
3.	The mall's lighting is appropriate.	1	2	3	4	5
4.	The interior of the shopping centre has an appropriate colour scheme.	1	2	3	4	5

Accessibility

1.	Distance of the mall from my home does not make any difference to me.	1	2	3	4	5
2.	I visit this shopping centre because it's easy to get there by public transport.	1	2	3	4	5
3.	The distance from the parking to the mall was pretty close.	1	2	3	4	5
4.	I prefer to have escalators and elevators which are easy to find.	1	2	3	4	5

Facilities

1.	It should be easy to locate utilities like water and restroom, with in mall.	1	2	3	4	5
2.	An advantage of the shopping centre is that it offers the possibility of using the service of a medical centre, bank, etc.	1	2	3	4	5
3.	Facilities for disable people (eg, parking, wheelchair, restroom, etc).	1	2	3	4	5

4.	The food and beverages available at food court are satisfying.	1	2	3	4	5

Brand Qualities

1.	Do you think malls are the best place to find recent fashion in clothing?	1	2	3	4	5
2.	Are you satisfied with the brands, which are available in the shopping mall?	1	2	3	4	5
3.	My purchasing decision is influenced by brands.	1	2	3	4	5
4.	The shopping malls are the best place for all necessary home items like electronics and furniture.	1	2	3	4	5
5.	Sales and discount schemes attracts me to come to the mall.	1	2	3	4	5

Entertainment

1.	Do you visit malls mainly for entertainment (cinema, games, kids zone, etc)?	1	2	3	4	5
2.	Has a good video and/or game arcade.	1	2	3	4	5
3.	Has a good amusement area for children.	1	2	3	4	5
4.	Has a good movie theater.	1	2	3	4	5

Table 3.2: The attractiveness of shopping malls.

3.5 SAMPLING TECHNIQUE

Sampling techniques is one of the most important factors which determines the accuracy of research result. If anything goes wrong with the sample then it

will affect the final result. There are lot of techniques which help to gather sample depending the situation. Population is the collection of the elements which has some or other characteristics in common. Sample is the subset of population. The process of selecting a sample is known as sampling.

Researcher will face problems if want to do a survey on the population, therefore the sample is used in research. Population is too big compare to the sample. If sample is use in the research, it's important that the individuals selected are representative of the population. Sampling has various types of methods such as probability sampling methods and non-probability sampling methods.

Probability sampling methods is any method of sampling that utilizes some form of random selection. There are several types of probability sampling methods such as simple random sampling, systematic sampling, stratified sampling and clustered sampling. Non-probability sampling methods is a sampling technique where the odds of any individual being selected for a sample cannot be calculated. Types of non-probability sampling methods are convenience sampling, haphazard sampling, purposive sampling, expert sampling, heterogeneity, modal instance sampling, quota sampling and snowball sampling.

This research uses the type of non-probability sampling method. In this research, researcher focus to the targeted respondent that is people who has visited shopping mall.

3.6 DATA ANALYSIS METHOD

Data analysis is the process of capturing the useful information by inspecting, cleansing, transforming and modelling data using one of its types that are descriptive analysis, regression analysis, dispersion analysis, factor analysis and time series. After researcher collected all the data, the data is processed using the IBM 'Statistical Package for The Social Sciences' (SPSS). It to determine the attractiveness of shopping mall towards customers satisfaction that has been visited shopping mall in 2020.

3.6.1 DESCRIPTIVE ANALYSIS

Descriptive statistics is the analysis of data that helps to describe, show, summarize data in a meaningful way such that, for example, patterns might emerge from the data. Descriptive analysis is an important first step for conducting statistical analysis. It helps researcher to distribute the data that has been collected, detect outlines and typos, and enable researcher to identify associations among variables, thus making researcher to conduct further statistical analyses. Usually, for demographic factors, researcher use percentage and frequency on the respondents.

3.7 SCALE MEASUREMENT

Section A are aimed to obtain the general information and demographic data of   the respective respondents, nominal scale is used to measure the most appropriate answer for the respective respondents. Meanwhile, the nominal scale is the lowest scale for all the measurement. Furthermore, the comparisons for more and less can be made by using this scale measurement.

In section B, the interval scale was used as the main scale of measurement. The 5 points of Likert scale were used for the questions in both section B which allow the respondents to identify weather they are (1) Strongly Agree, (2) Agree, (3) Neutral, (4) Disagree and (5) Strongly Disagree with the statements of the influencing factors and attractiveness of shopping mall towards customers. Hence, the Likert scale was used to enabling the researchers to tap into the cognitive and affecting components of the respondents' attitudes (McLeod, 2008)

3.7 .1 PILOT TEST

Pilot test is a small-scale preliminary study conducted in order to evaluate feasibility, duration, cost, adverse events, and improve upon the study design prior to performance of a full-scale research project. Discussions of the conceptualization, reliability, and validity of social presence measurement are far less frequent (Witmer & Singer, 1998).

Reliability test in research refers to the consistency of a research study or measuring test. If a test is reliable it should show a high positive correlation. Reliability analysis is a test of Cronbach's alpha to ensure the measurements are free for bias, in order to obtain consistent results (Campbel & Cook, 1979). Cronbach's alpha value is appropriate for multi-scaled items and is a perfectly adequate index of the Inter-item consistency reliability (Perret et al., 1996). The rule of thumb for Cronbach's alpha coefficient value shown as:

Table 3.3 Reliability Test for 30 Respondents

Variable	Construct	Items	Cronbach's Alpha
Independent	Ambiance	4	.906
	Accessibility	4	.753
	Facilities	4	.920
	Brand Qualities	5	.871
	Entertainment	4	.811

3.7.2 INSTRUMENT VALIDITY

The validity is the accuracy of the measurement, or assessment of the exactness of the measurement absolute to what actually is being measured (Veeck, Ronald, & Alvin, 2016) .

3.7.3 INSTRUMENT RELIABILITY

The reliability of a measure shows the extent to which it is without bias and hence ensures consistent measurement across time and across various items in the instrument (Uma & Roger, 2013). The popular measure for reliability to indicate the stability and consistency of instruments is the Cronbach's alpha. According to (Zainudin, 2010) the Cronbach's alpha of 0.6 or higher for a component reflects the measuring item under that particular component provide a reliable measure of internal consistency. According to (Zainudin, 2010) using the Cronbach's alpha as the measurement of reliability will achieve a different result or sometimes get the equal or same with the research before this. This study will measure the reliability of the instrument using Cronbach's alpha value and compare it with the guideline in Table 3.4.

Table 3.4 Alpha Coefficient Range Strength of Association

Less than 0.60	Weak
0.60 to less than 0.70	Medium
0.70 to less than 0.80	Good
0.80 to less than 0.90	Very Good
0.90 and above	Best

Source: (Joe W. Kotrlik & Heather A. Williams, 11)

Table 3.4: Cronbach's Alpha 30 Respondent (Ambiance)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.906	.902	4

Table 3.5: Cronbach's Alpha 30 Respondent (Accessibility)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.753	.752	4

Table 3.6: Cronbach's Alpha 30 Respondent (Facilities)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.920	.921	4

Table 3.7: Cronbach's Alpha 30 Respondent (Brand Qualities)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.871	.873	5

Table 3.8: Cronbach's Alpha 30 Respondent (Entertainment)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.881	.884	4

3.8 SUMMARY OF THE CHAPTER

This chapter discussed about sample, methods, population and procedures used to conduct the research. The methodology must meet the research question that has been made in chapter 1. The analysis of data gain by all the results and conclusion will be described more thoroughly and detail in chapter 4.

CHAPTER 4
DATA ANALYSIS

4.1 INTRODUCTION

In this chapter, the results of the questionnaire that have been given to survey respondents' data would be analyzed. Data that collected from 384 respondents were analyzed by using SPSS. In addition, this chapter will be covered about demographic profile and descriptive analysis (Factors influencing the attractiveness of shopping mall among customers). The results will be presented in charts and tables. Lastly, this chapter include with summary on this research finding.

4.2 DEMOGRAPH PROFILE OF RESPONDENT

A total of 387 of responses were obtained from the Klang Valley residents through google form that researcher had created to conduct the surveyed. From the number of questionnaires answered, it had been answered perfectly.

The demographic data had been analysed using statistical package for social science (SPSS). For demographic data, the questions asked regarding respondents' demographic profile were including gender, age, incomes, how often did you purchase and which mall did you frequently used.

Table 4.1: Respondents' demography

Respondents' demography	Frequency (N)	Percentage (%)
Age		
18-24 years old	305	78.6
25-29 years old	32	8.2
30-34 years old	20	5.2
35-39 years old	13	3.4
40-44 years old	15	3.9
45 years old and above	2	0.5
Gender		
Male	106	27.3
Female	281	72.4
Marital status		
Single	327	84.3
Married	59	15.2
Other	1	0.3
Educational level		
SPM	52	13.4
Diploma	265	68.3
Degree	62	16.0
Other	8	2.1
Current career		
Student	277	71.4
Public Sector Employee	28	7.2
Private Sector Employee	50	12.9
Business Owner	12	3.1
Others	20	5.2

Salary		
Less than RM1499	308	79.4
RM1500-RM2999	40	10.3
RM3000-RM4999	28	7.2
Above RM5000	11	2.9

The respondents' demographic data is described in this section. A detailed overview of the demographic profiles of these respondents is presented in **Table 4.1.**

Based on the sample collected through the distribution of questionnaire, the majority of the respondents are from the age group of 18 to 24 years which is 78.6%. The second highest are 8.2% from age 25 to 29 years old, the third highest are 5.2% from age 30 to 34 years old, the fourth highest are 3.9% from age 40 to 44 years old, the fifth highest are 3.4% from age 35 to 39 years old, and the lowest percentage for age 45 years old and above are 0.5%. From the gender group, the female respondents slightly outnumber male respondents, accounting for 72.4% against 27.3%, respectively. From the marital status, majority of the respondents are single 84.3% and 15.2% were married.

The majority of the respondents have diploma as their highest qualification achieved 68.3% whereas 16.0% fell into the degree whereas 13.4% fell into the SPM and the remaining 2.1% were other. Out of the total survey respondents, 71.4% are students, 12.9% are private sector employee, 7.2% public sector employee, 5.2% others, and 3.1% are business owner. In terms of the monthly income group of respondents, it is interested to note that 79.4% of them are less than RM1499, whereas 10.3% fell into the RM1500 to RM2999, whereas 7.2% fell into RM3000 to RM4999. The remaining which is 2.9% were above RM5000.

4.3.1 RELIABILITY TEST

Reliability test in research refers to the consistency of a research study or measuring test. If a test is reliable it should show a high positive correlation. Brown (1996 or 1997), usually explain three strategies for estimating reliability, a) test-retest reliability (i.e., calculating a reliability estimate by administering a test on two occasions and calculating correlation between the two sets of scores), b) equivalent or parallel forms reliability (i.e., calculating reliability estimate by administering two forms of a test and calculating the correlation between the two sets of scores), and c) internal consistency reliability (i.e., calculating a reliability estimate based on a single form of a test administered on a single occasion using one of the many available internal consistency equations).

To get the result from the test, questionnaire was distributed to people that has been visited to any shopping malls. Questionnaires were distributed among people that have been visited shopping malls. 387 respondents answered the questionnaire through google form that have been distributed through WhatsApp, Facebook, Instagram and other mass media. After all the questionnaires have been answered by the targeted people, reliability test was conducted through Statistical Package for Social Science (SPSS). The table below showed the results of the reliability test.

Table 4.3 : Cronbach's Alpha 387 Respondent (Ambiance)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

.847	.848	4

Table 4.3 : Cronbach's Alpha 387 Respondent (Accessibility)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.744	.745	4

Table 4.3 : Cronbach's Alpha 387 Respondent (Facilities)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.846	.848	4

Table 4.3 : Cronbach's Alpha 387 Respondent (Brand Qualities)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.805	.806	5

Table 4.3 : Cronbach's Alpha 387 Respondent (Entertainment)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.836	.843	4

Table 4.3: Reliability Test for Total Respondent

Construct	No. of item	Cronbach's Alpha
Ambiance	4	.847
Accessibility	4	.744
Facilities	4	.846
Brand Qualities	5	.805
Entertainment	4	.836

4.4 RESEARCH FINDING

4.4.1   DESCRIPTIVE ANALYSIS

Statistical measures or central tendencies identify values that acted as representative of the entire distribution and aims to provide an accurate description of data collected (Gravetter & Forzano, 2015).   Thus, the measured using the mean means normal measured the tendency of the centre while the standard deviation was used to describe the spread (Saunders, Lewis, & Thornhill, 2015). Descriptive analysis will interpret analysis based on table below. It has been done in the study. All interpret and explanation will be based on (Moidunny, 2009). The mean score interpretation is as shown in Table 4.2:

Table 4.4 Mean Score Interpretation

MEAN SCORE	INTERPRETATION
1.00-1.80	Very Low
1.81-2.60	Low
2.61-3.20	Medium
3.21-4.20	High
4.21-5.00	Very High

Source: (Moidunny, 2009)

Table 4.4.1 Ambience analysis

NO.	ITEM	MEAN	STANDARD DEVIATION
1	The music played in the mall makes shopping pleasant.	4.12	.868
2	A cool temperature in a mall makes me feel comfortable.	4.28	.834
3	The mall's lighting is appropriate.	4.11	.845
4	The interior of the shopping centre has an appropriate colour scheme.	4.06	.802

Based on Table 4.3, on the factor of ambience, there is the highest mean score which is 4.28 on item (A cool temperature in a mall makes me feel comfortable). It is shows that Klang Valley customer are satisfied when shopping at shopping mall. On the other side, the item is on (The interior of the shopping centre has an appropriate colour scheme) shows the lowest mean scored which is 4.06.

Table 4.4.2 Accessibility analysis

NO.	ITEM	MEAN	STANDARD DEVIATION
1	Distance of the mall form my home does not make any difference to me	3.44	.943
2	.I visit this shopping center because it's easy to get thereby public transport	3.33	.873
3	The distance from parking to the mall was pretty close	3.65	.827
4	.I prefer to have escalators and elevators which are easy to find	4.23	.852

Based on Table 4.3.1, on the factor of accessibility, there is the highest mean score which is 4.23 on item (I prefer to have escalators and elevators which are easy to find). It is shows that Klang Valley customers are satisfied when shopping at shopping mall. On the other side, the item is on (I visit this shopping center because it's easy to get thereby public transport) shows the lowest mean scored which is 3.33.

Table 4.4.3 Facilities analysis

NO.	ITEM	MEAN	STANDARD DEVIATION
1	It should be easy to locate utilities like water and restroom, with in mall.	4.31	.950
2	An advantage of the shopping centre is that it offers the possibility of using the service of a medical centre, bank, etc.	4.01	.892
3	Facilities for disable people (e.g., parking, wheelchair, restroom, etc).	4.03	.817
4	The food and beverages available at food court are satisfying.	3.83	.857

Based on Table 4.3.2, on the factor of facilities, there is the highest mean score which is 4.31 on item (It should be easy to locate utilities like water and restroom, with in mall). It is shows that Klang Valley customers are satisfied when shopping at shopping mall. On the other side, the item is on (The food and beverages available at food court are satisfying) shows the lowest mean scored which is 3.83.

Table 4.4.4 Brand Qualities analysis

NO.	ITEM	MEAN	STANDARD DEVIATION
1	Do you think malls are the best place to find recent fashion in clothing?	4.13	.920
2	Are you satisfied with the brands, which are available in the shopping mall?	4.06	.873
3	My purchasing decision is influenced by brands.	3.62	.838
4	The shopping malls are the best place for all necessary home items like electronics and furniture.	3.86	.839
5	Sales and discount schemes attract me to come to the mall.	3.99	.903

Based on Table 4.3.3, on the factor of brand quality, there is the highest mean score which is 4.13 on item (Do you think malls are the best place to find recent fashion in clothing?). It is shows that Klang Valley customers are satisfied when shopping at shopping mall. On the other side, the item is on (My purchasing decision is influenced by brands) shows the lowest mean scored which is 3.62.

Table 4.4.5 Entertainment analysis

NO.	ITEM	MEAN	STANDARD DEVIATION
1	Do you visit malls mainly for entertainment (cinema, games, kids' zone, etc)?	3.84	1.010
2	Has a good video and/or game arcade?	3.59	.788
3	Has a good amusement area for children?	3.54	.785
4	Has a good movie theater?	4.00	.850

Based on Table 4.3.4, on the factor of entertainment, there is the highest mean score which is 4.00 on item (Has a good movie theater?). It is shows that Klang Valley customer are satisfied when shopping at shopping mall. On the other side, the item is on (Has a good amusement area for children?) shows the lowest mean scored which is 3.54.

DESCRIPTIVE ANALYSIS

Table 4.4.6: Overall mean of the construct.

VARIABLES	MEAN	STANDARD DEVIATION
Ambiance	4.14	0.693
Accessibility	3.66	0.658
Facilities	4.04	0.732
Brand Quality	3.93	0.656
Entertainment	3.74	0.706

Based on table 4.3.5, ambiance shows the highest mean score which is 4.14 compared to other. It shows that Klang Valley customers are satisfied when they go to shopping mall. Another benefit that ambiance can attract customer that go to shopping mall is when shopping mall stated that playing familiar music will capture customer's attention on the products or services in the store. With this, customer have more factor that can make them satisfied when come to shopping mall.

4.5 CONCLUSION

For the conclusion, this chapter is aim to find the result by collecting data using questionnaires that given to the respondents by Google form. The reliability test placed at this chapter. This chapter also shows the result of the study according to our research objectives. The final chapter will summarize for the whole study.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter is about discussion of the result analysis in chapter 4. It also about recapitulated of the study and discuss about the recommendation for the research for future use and recommendation for shopping mall. Last is for the conclusion.

5.2 RECAPITULATION OF STUDY

This research was conducted to study on the attractiveness of shopping mall towards customers satisfaction. In order to substantiate the research problem, one independent variables which were the attractiveness of shopping mall as determinants of customer satisfaction towards shopping mall .The findings of study will eventually answer the following questions:-

1.   Does ambiance factors gives impact towards customers satisfaction?

2.   Does accessibility factors gives impact towards customers satisfaction?

3.   Does facilities factors gives impact towards customers satisfaction?

4.   Does brand qualities factors gives impact towards customers satisfaction?

5.   Does entertainment factors gives impact towards customers satisfaction?

. One of the factor is ambiance. For example,

5.3 RECOMMENDATIONS
5.3.1 RECOMMENDATION FOR FUTURE STUDY.

For the future study, we recommend to make a research about other factor than ambiance, accessibility, facilities, brand quality, and entertainment. For example, diversity, a specific product or category were forced shoppers to search their item at the mall. Today mall diversity view differently, not only a wide variety

of retailer but a planned selection of retailer organized to provide convenient shopper.

There are many more factors that can do research. With this research, they can increase their knowledge about factor influencing the attractiveness of the shopping mall. This research will help many other researcher for the future.

5.3.2 RECOMMENDATION FOR SHOPPING MALL.

Our recommendation for the shopping mall to attract more shoppers is to add more facilities such as parking, ATM machine, bench for shoppers to sit when they tired and many more. Shopping mall also need to make sure their escalator and elevator is in good condition so that there are no problem.

Shopping mall need to make sure that shoppers satisfied with the every services provided especially at customer services. Shopping mall need to noted about the feedback provided by shoppers, so the shoppers will come again to the mall. Shopping mall can use this feedback as a way to increase the attraction for shoppers to come to the shopping mall.

Next, shopping mall also need to provided more entertainment to attract more shoppers such as event that invite artist, competition with a reward, concert, bowling center, theater displays an interesting story, and many more. With this entertainment, we believe it will attract more shoppers to come to the shopping mall.

For the conclusion, shopping mall need to make sure every facilities, entertainment, service, and many more can make shoppers satisfied. So if they satisfied with everything that provided by the shopping mall they will come again and shopping mall can increase their profit.

5.4 CONCLUSION

From the research and findings that have been studied, accessibility factor, entertainment factor, brand qualities factor, facilities factor and entertainment factor have impact towards customer's satisfaction when visited shopping mall.

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Lastly, we hope our research and findings will help people to more understand and know about the attractiveness of shopping mall among customers satisfaction.

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APPENDIX A: QUESTIONNAIRE

THE ATTRACTIVENESS OF SHOPPING MALL TOWARDS CUSTOMERS SATISFACTION

SECTION A: <u>DEMOGRAPHICAL BACKGROUND</u>

Please tick boxes where appropriate:

1) Age:

   18-24 years old (   )   25-29 years old (   )   30-34 years old (   )

   35-39 years old (   )   40-44 years old (   )   Above 45 years (   )

2) Gender:

   Male (   )   Female (   )

3) Marital Status:

   Single (   )   Married (   )   Other:

4) Educational Level:

   SPM (   )   Diploma (   )   Degree (   )   Other:

5) Current Career:

    Student (　　)　　Public Sector Employee (　　)　　Private Sector Employee (　　)

    Business Owner (　　)　　Others (　　)

6) Monthly Income:

    Less than RM1499 (　　)　　RM1500-RM2999 (　　)

    RM3000-RM4999 (　　)　　Above RM5000 (　　)

SECTION B: <u>THE ATTRACTIVENESS FACTORS OF SHOPPING MALL.</u>

Please tick boxes indicating the level of your agreement or disagreement with each of the following statements.

1=Strongly Disagree	2= Disagree	3= Neutral	4= Agree	5=Strongly Agree

Ambiance

		1	2	3	4	5
1.	The music played in the mall makes shopping pleasant.	1	2	3	4	5
2.	A cool temperature in a mall makes me feel comfortable.	1	2	3	4	5
3.	The mall's lighting is appropriate.	1	2	3	4	5
4.	The interior of the shopping centre has an appropriate colour scheme.	1	2	3	4	5

Accessibility

		1	2	3	4	5
1.	Distance of the mall from my home does not make any difference to me.	1	2	3	4	5
2.	I visit this shopping centre because it's easy to get there by public transport.	1	2	3	4	5
3.	The distance from the parking to the mall was pretty close.	1	2	3	4	5

4.	I prefer to have escalators and elevators which are easy to find.	1	2	3	4	5

Facilities

1.	It should be easy to locate utilities like water and restroom, with in mall.	1	2	3	4	5
2.	An advantage of the shopping centre is that it offers the possibility of using the service of a medical centre, bank, etc.	1	2	3	4	5
3.	Facilities for disable people (eg, parking, wheelchair, restroom, etc).	1	2	3	4	5
4.	The food and beverages available at food court are satisfying.	1	2	3	4	5

Brand Qualities

1.	Do you think malls are the best place to find recent fashion in clothing?	1	2	3	4	5
2.	Are you satisfied with the brands, which are available in the shopping mall?	1	2	3	4	5
3.	My purchasing decision is influenced by brands.	1	2	3	4	5
4.	The shopping malls are the best place for all necessary home items like electronics and furniture.	1	2	3	4	5

5.	Sales and discount schemes attracts me to come to the mall.	1	2	3	4	5

Entertainment

1.	Do you visit malls mainly for entertainment (cinema, games, kids zone, etc)?	1	2	3	4	5
2.	Has a good video and/or game arcade.	1	2	3	4	5
3.	Has a good amusement area for children.	1	2	3	4	5
4.	Has a good movie theater.	1	2	3	4	5

APPENDIX B: RESEARCH AND FINDINGS

DEMOGRAPHIC OF TOTAL RESPONDENTS

PIE CHART

Age

- 18-24 years old
- 25-29 years old
- 30-34 years old
- 35-39 years old
- 40-44 years old
- 45 years old above
- Missing

Gender

Legend:
- Male
- Female
- Missing

Maritial Status

Legend:
- Single
- Married
- Other
- Missing

45

Educational Level

Legend:
- SPM
- Diploma
- Degree
- Other
- Missing

Monthly Income

Legend:
- Less than RM1499
- RM1500 - RM2999
- RM3000 - RM4999
- Above RM5000
- 5
- Missing

46
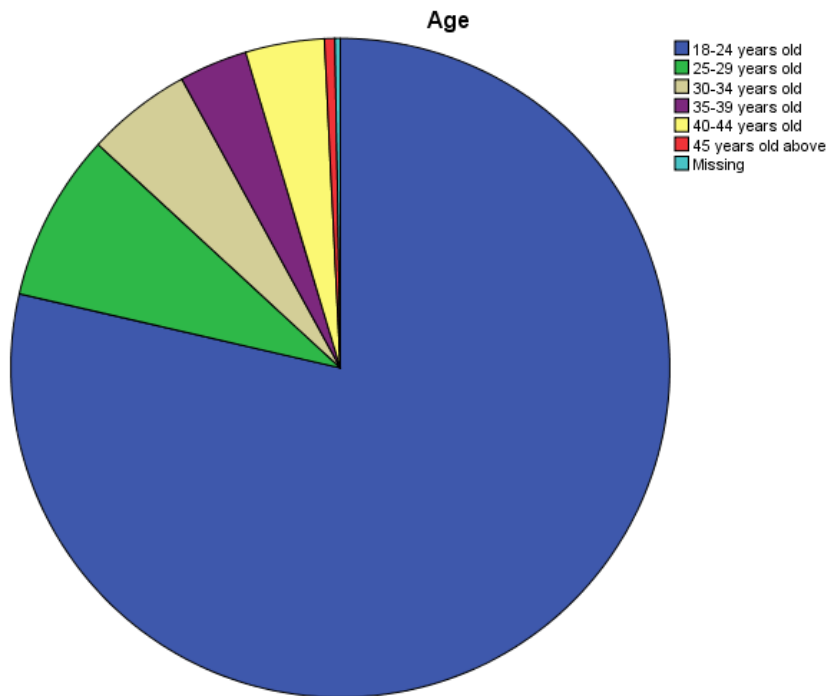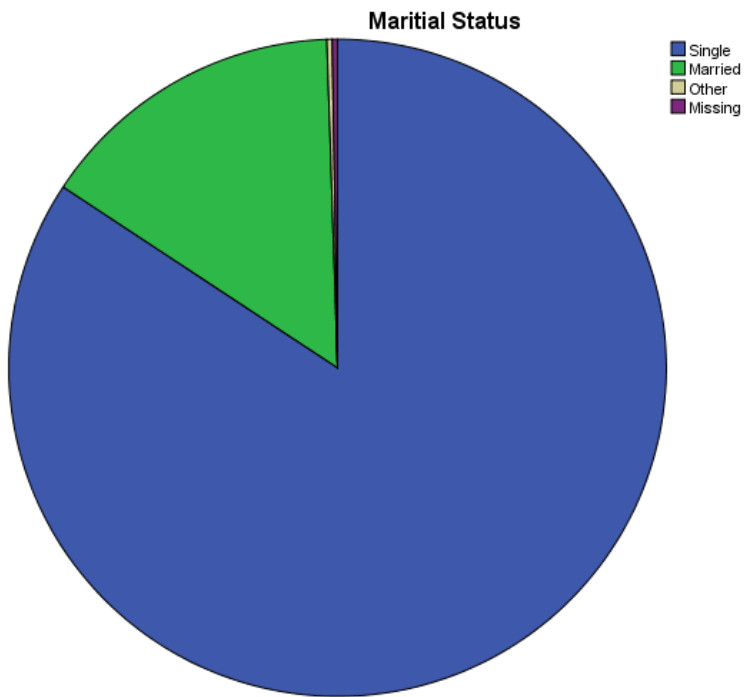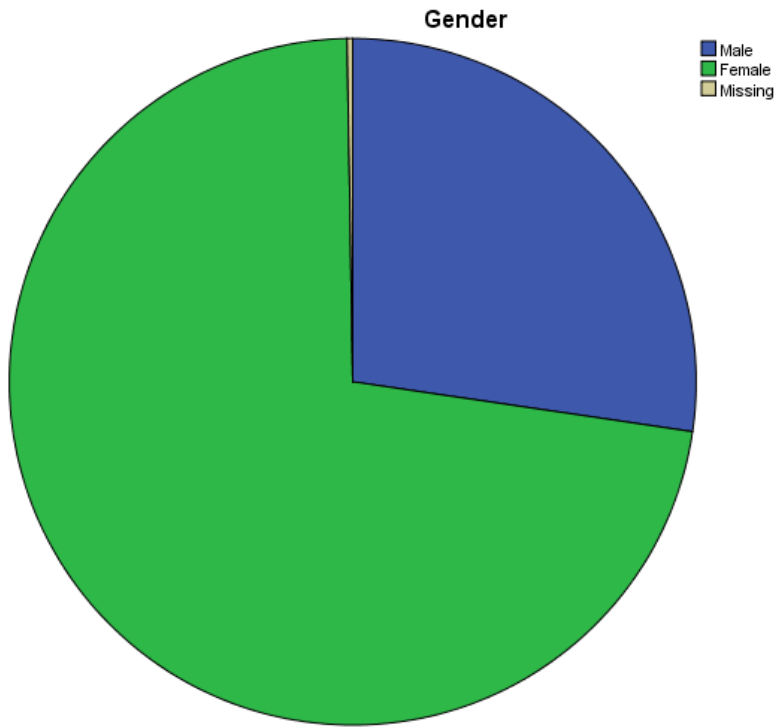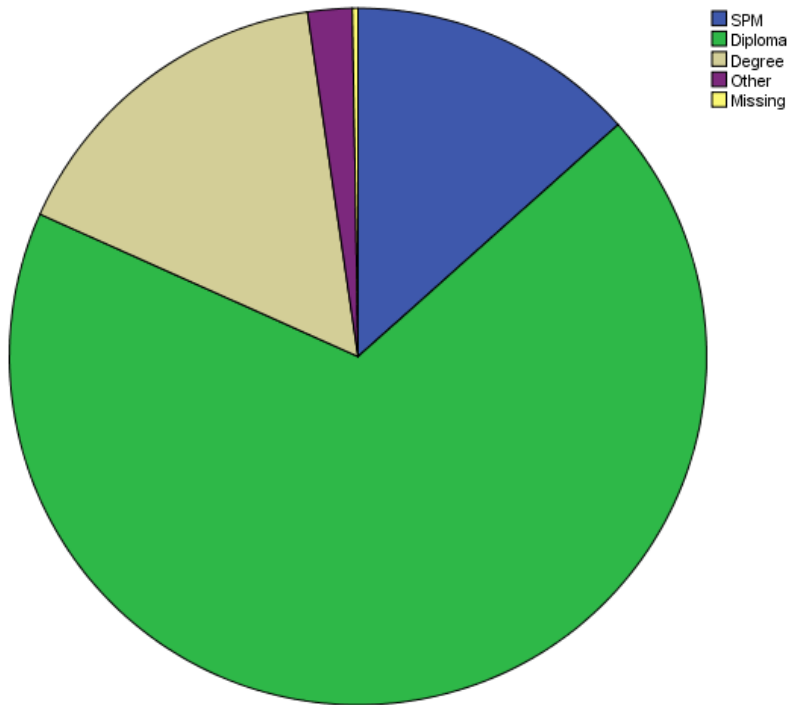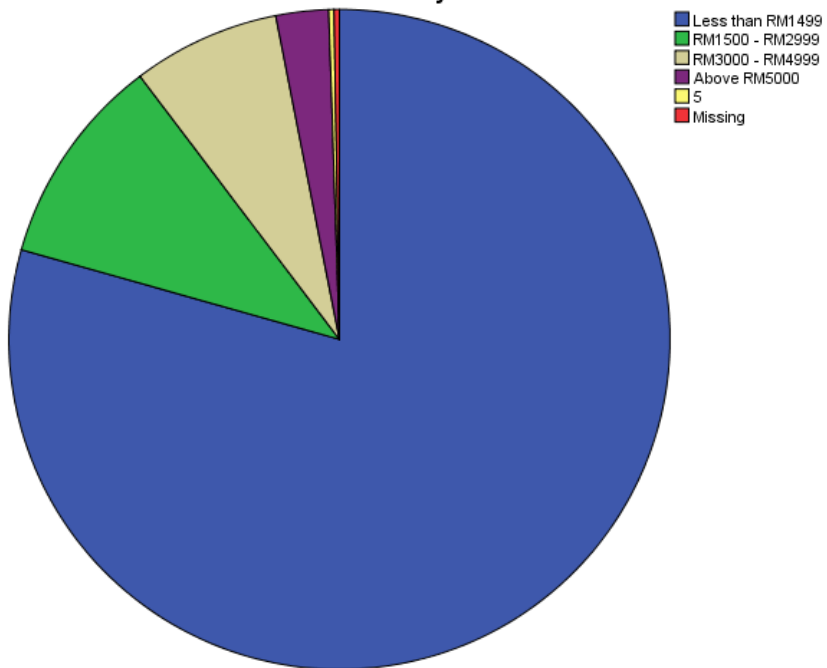
RELIABILITY TEST FOR TOTAL RESPONDENT
If item deleted

Ambiance

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Ambiance (Music)	12.45	4.549	.646	.421	.823
Ambiance (Temperature)	12.29	4.413	.737	.545	.783
Ambiance (Lighting)	12.46	4.513	.687	.481	.805
Ambiance (Colour)	12.51	4.712	.671	.454	.812

Accessibility

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Accessibility (Distance of the mall from my home)	11.21	3.965	.551	.313	.679
Accessibility (Easy to get there by public transport)	11.32	4.218	.543	.304	.683
Accessibility (Distance from parking to the mall)	11.00	4.205	.601	.362	.652
Accessibility (Escolators and Elevators)	10.43	4.525	.463	.219	.726

Facilities

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Facilities (Utilities)	11.87	4.780	.696	.491	.801
Facilities (Services)	12.16	4.959	.710	.536	.793
Facilities (Disable people)	12.15	5.141	.746	.566	.781
Facilities (Foodcourt)	12.35	5.398	.593	.361	.843

Brand Qualities

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Brand Quality (Recent fasion)	15.53	6.731	.669	.529	.742

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Brand Quality (Brands)	15.60	6.754	.717	.567	.728
Brand Quality (Influenced by brands)	16.04	7.626	.529	.312	.786
Brand Quality (Home item)	15.80	7.329	.603	.377	.764
Brand Quality (Sale and discount)	15.67	7.715	.447	.219	.812

Entertainment

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Entertaiment (Cinema, game, kidzone, etc)	11.13	4.380	.612	.441	.829
Entertaiment (Good video and game arcade)	11.38	4.833	.730	.592	.768
Entertaiment (Amusement area)	11.43	5.110	.635	.527	.806
Entertaiment (Movie theater)	10.97	4.624	.721	.529	.768