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## Shopping Experience, Brand Prestige and Perceived Value on Mall Visitors Loyalty in Indonesia

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### **Abstract:**

*This study aims to determine the effect of shopping experience, brand prestige and perceived value on mall visitor's loyalty in Indonesia. The population of this study consisted of customers who visited the shopping mall. Some shopping malls in Indonesia, including majority Yogyakarta, and minority Semarang, Bandung, Jakarta etc. was selected for the survey site. The survey was conducted for nine weeks period in May-July 2020. The data were collected through online survey using Google form. The respondents in this study totaled 254. A statistical analysis of the used data in this study was conducted using SPSS 17 vers. and AMOS 23 vers. According to this study result, shopping experience has a positive effect on brand prestige for mall visitors in Indonesia. Brand prestige also has a positive effect on the mall visitors perceived value and perceived value has a positive influence on mall visitor loyalty.*

**Keywords:** Shopping experience, brand prestige, perceived value, loyalty, shopping mall

### **1. Introduction**

Shopping mall generally is a closed multi-storey building with eye-catching interiors, good air conditioning so that visitors can carry out their activities comfortably. The mall is filled by various types of retail or stores in one compact structure, a gathering place for a number of independent vendors or stores with various brands and connected by circulation lines to make it easier for visitors walking from one store to another (Sari, 2019).

The development of the shopping mall functions and facilities are amazing. Nowadays the function of malls is not only as a shopping center, but entertainment facilities are also increasingly dominant. Cinema, fashion store, food court, children's playground, exhibition hall, fitness, and meeting rooms are also available. There is even a mall that provides facilities for nursing mothers. According to Piliang (1998), currently malls have developed into a lifestyle center. Mall concentrates and rationalizes people's time and activities, so that it becomes a center of social activity and acculturation, a place for image formation and self-existence, a source of knowledge, information, values and morals as well.

The rapid development of malls today cannot be separated from its principle as an industry that has a competitive advantage. The mall must create more values for visitors so that it can increase their loyalty and they want to come back to the mall. Loyalty is a major component for the long-term sustainability of a brand and is the result of visitor satisfaction and attitude towards the brand (Oliver, 1999; Petrick, 2004). Consumers will be more loyal when they have a pleasant attitude towards the brand and when they are satisfied with the experience they get (Ajzen and Fishbein, 2005; Oliver, 1999).

Currently, visitors do not only come to the mall to shop and be satisfied with the products and services, but also to enjoy the various experiences the mall provides. The unforgettable experience at the mall is one of the things that attracts visitors because it offers a wide variety of products and services, even entertainment under one roof (Kiran and Jhamb, 2011; Roy et al, 2016). Visitors from various social classes come to the mall to get an educational experience by learning about clothing trends, the latest car models and technological developments (Sannapu and Singh, 2012); the experience of escapism by doing beauty make-over or just trying to sit in your dream car while visiting a car show at a mall (Sannapu and Singh, 2012; Fiore et al., 2000a,b); entertainment experience by enjoying shows held at the mall and feeling entertained, such as watching the cinema, enjoying music/concerts and fashion shows (Chang, 2018; Naidu and Naidu, 2016), even aesthetic experiences just by enjoying the architecture, interior design and atmosphere of the mall (Walls, 2009).

The second supporting factor is brand prestige come from the various experiences visitors get while being at the mall. According to Musso (2014), creating valuable experiences for consumers is one of the goals in building a business. If a brand can induce sensory, affective, behavioral and intellectual experiences, then consumers will compare a brand with other brands to determine which one is more prestigious. In research Kazmi (2019) found that brand prestige as a mediating variable has a positive effect on consumer loyalty.

Perceived value is also believed to be a supporting factor of mall visitors' loyalty. Perceived value is associated with relative comparisons and overall evaluation between the sacrificed costs and the obtained benefits from the consumer experience when using a brand (Zeithaml, 1988). Perceived value owned by consumers consists of functional values related to the quality and performance of products and services provided as expected by consumers (Tynan et al., 2010); hedonic value related to emotional benefits such as self-indulgence and enjoyment at the mall (Hirschman and Holbrook, 1982); social values related to the product's ability to enhance social self-concept for mall visitors (Sweeney and Soutar, 2001); and financial value related to the consumers tendency in maximizing benefits and minimizing costs and other sacrifices when making purchasing decisions (Smith and Colgate, 2007). Research by Oh (2019) and Nikhasemi (2016) states that perceived value has a positive effect on overall consumer loyalty, both functional, hedonic, social and financial values; on the other hand, Suhartanto (2019) and Shajihan (2018) state that perceived value does not have a significant effect on consumer loyalty and revisit intention.

Every major city in Indonesia such as Jakarta, Bandung, Semarang, Yogyakarta, Surabaya and so on, has modern shopping centers called malls to support trade aspects and economic growth. This can be seen from the high interest of natives and migrants to go to the malls in big cities.

This study aims to determine the effect of shopping experience, brand prestige and perceived value on mall visitor's loyalty in Indonesia. The results of this study can provide useful information for mall managers, tenants/vendors and mall advertising agencies and can be used as material for strategic decision making in the mall business in the future. The next section presents related literature that supports hypotheses development.

## 2. Literature Review and Hypotheses Development

### 2.1. Shopping Experience and Brand Prestige

Experience is a subjective personal response and emotion that individuals have when they buy or use a product or service (Chen and Chen, 2010). Nowadays consumers are no longer satisfied with simply buying products and services, but they also want to be involved in the experience (Pine and Gilmore, 1999). This study refers to the classification of four types of experiences created by Pine and Gilmore (1999), namely the esthetics, entertainment, education and escapism experience.

Various experiences received by consumers from a brand can create a brand prestige. Several studies related to tourism and marketing have examined the role of experience on brand prestige in various business contexts, such as recreational parks (Lee, 2019); luxury hotels (Lo, 2019), cosmetic products (Kazmi, 2019), grocery-restaurant (Kim et al, 2018), shopping centers/malls (Sadachar, 2018), and coffee shops (Choi, 2017). According to Kim et al, (2018), entertainment and escapism experiences show a positive effect on brand prestige, but education and aesthetic experiences do not have a significant effect on brand prestige. Meanwhile, brand experience has a positive effect on brand prestige (Choi, 2017; Lo, 2019) and consumer loyalty with brand prestige as a mediating variable (Kazmi, 2019). So, this research is proposed a hypothesis:

- H1: Shopping experience has a positive effect on brand prestige for mall visitors in Indonesia.

### 2.2. Brand Prestige and Customer Perceived Value

Brand prestige can be defined as elevating a product's position in a comparative way related to a brand (Steenkamp, Batra and Alden, 2003), which can indicate individual status in relation to the brand (Stokburger-Sauer, Ratneshwar and Sen, 2012). A brand is said to be prestigious if it has inherent or unique criteria and contains certain attributes related to something exclusive and special (Dubois and Czellar, 2002). This prestigious brand is usually sought after by consumers to get four perceived value, namely functional value, hedonic value, social value and functional value.

A brand's prestige can have a positive effect on the various consumer perceived values. According to Joe (2019) with the object of smartphone users and the bank industry, brand prestige has a significant effect on the overall consumer perceived value. Likewise, a study on omnichannel conducted by Kang (2019) states that brand prestige has a positive effect on the perceived value of consumers who do showrooming, but it does not show significant results on webrooming activities. Meanwhile, Bairrada (2018) also shows that brand prestige is not positively related to consumer perceived value. So, this research is proposed a hypothesis:

- H2: Brand prestige has a positive effect on the perceived value of mall visitors in Indonesia.

### 2.3. Customer Perceived Value and Loyalty

Perceived value is associated with relative comparisons and overall evaluation between the sacrificed cost and the obtained benefit from the consumer experience when using a brand (Lovelock, 2000). The basic concept of perceived value is equity theory which shows the proportion between the results provided by the seller and the input provided by the consumer (Garcia-Fernandez et al., 2018). Consumers feel treated fairly if they believe the proportion between the sacrifice and the gained experience is equal/balanced. When the perceived value is higher, consumers generally make supporting decisions about a brand that will affect its behavior in the future and on the other hand will also be a competitive advantage of a company (Garcia-Fernandez et al., 2018; Kim and Han, 2008). Future consumer behavior can be defined as not only as a consistent purchase/ revisit to a brand, but also the interest and attitude to recommend a brand to others. This is known as consumer loyalty.

Several studies examining the effect of perceived value on consumer loyalty show positive results, both overall (Oh, 2019; Nikhasemi, 2016) as well as functional values and hedonic values (Kim et al, 2018; Feng, 2017) and financial values (Kim et al., 2018; El-adly, 2018). However, some studies also do not prove that perceived value has a significant

effect on consumer loyalty (Suhartanto, 2019) and revisit intention (Shahijan, 2018). The social value dimension also does not show a significant effect on consumer loyalty (Kim et al, 2018; Hwang, 2016, 2015a, 2015b). Likewise, the dimension of hedonic value is not proven to have an effect on consumer loyalty (El-adly, 2018). So, this research is proposed a hypothesis:

- H3: Perceived value has a positive influence on mall visitor loyalty in Indonesia.

#### 2.4. Proposed Model

The proposed model is shown in Fig. 1. The model encompasses such concepts as overall shopping experience, brand prestige, overall customer perceived value and loyalty. The hypotheses proposed for the variables are included in the model.

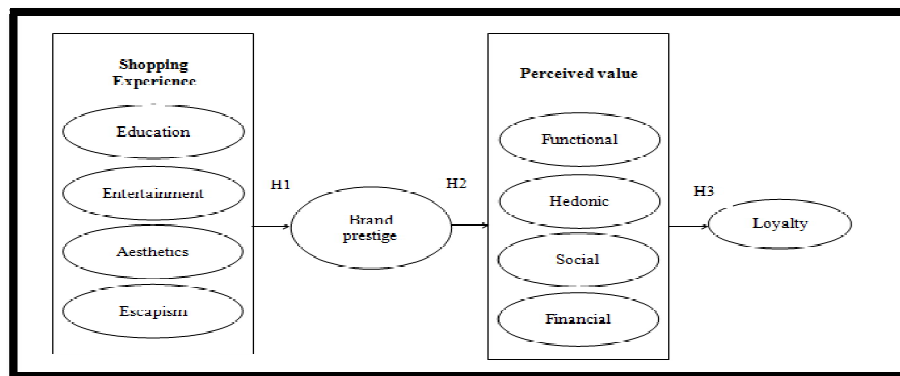


Figure 1: Proposed Model

### 3. Research Methodology

#### 3.1. Survey Instrument

An online survey was used as the research instrument of this study. A draft of the questionnaire was developed based on the previous literature and modified to fit the shopping mall context. A survey was designed to examine the effect of overall experiences in shopping mall on brand prestige, overall perceived values and also customer loyalty. A pilot study was conducted with forty customers in shopping mall, to test the validity and reliability of the items.

The survey consisted of two parts. Part 1 of the survey asked the respondents demographics, including gender, age, education, occupation, and monthly expenses. Part 2 of the survey asked the respondents to assess the individual experiences, brand prestige, perceived value, and loyalty toward the shopping mall he/she visited. Customers' shopping experience adapted from Hwang and Han (2016), Lee, et al. (2019) and Suhartanto, et al. (2019), was measured using 18 items, representing education, entertainment, esthetics and escapism experiences. Brand prestige adapted from Hwang and Han (2016), was measured with three items. Customers' perceived value adapted from Hwang and Han (2016) and Yang and Mattila (2016), was measured using 15 items. Lastly, customers' loyalty adapted from Wu, et al. (2018), and Lee, et al. (2019), was measured using four items. All measures employed a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

#### 3.2. Sampling and Data Collection

The survey was conducted at shopping mall in Indonesia. The sample of this study consisted of customers who visited the shopping mall. Some shopping malls in Indonesia, including majority Yogyakarta, and minority Semarang, Bandung, Jakarta etc. was selected for the survey site. The survey was conducted for nine weeks period in May-July 2020. The data were collected through online survey using Google form. The respondents in this study totaled 261, while 7 responses unable to use. Finally, 254 usable responses were entered for data analysis.

### 4. Result

#### 4.1. Demographics of Respondents

The demographic profiles of respondents are examined. Among the 254 usable responses, 76% were females and 24% were males. In term of age, 42% respondents were 26-35 years old, 39% were 26 years and younger, 12% were 45 and older, and 7% were 36-45 years old. In term of education level, 70% of respondents had bachelor's degree, followed by magister's degree and high school graduates were 14% respectively, and others were 3%. In term of occupation, 26% of respondents were private employee, followed by government employee were 25%, 24% respondents were students, 12% were entrepreneur, and others were 13%. And in term of monthly expenses, 76% of respondents have under five million rupiah, 19% were 5-10 million rupiah and others were up to 10 million rupiah.

#### 4.2. Measurement Model

This model study generally consisted of exogen (shopping experience (PE) divided into four dimension, that was education (PED), entertainment (PEH), aesthetics (PES) and escapism (PEC)); and also endogen variable (brand prestige

(BRP), perceived value (PN) divided into functional value (PNF), hedonic value (PNH), social value (PNS) and financial value (PNL); and loyalty (LOY)). The next step was compiling a path diagram and making structural equations by compiling and connecting the exogen and the endogen variables, and also indicator variables and manifest. Then the outlier was evaluated by Mahalanobis Distance test, which calculated using Chi Square value in degree of freedom at 40 indicators on  $p < 0.001$  level ( $X^2 (40:0.001) = 63,69$ ). Out of 254 data, 51 data removed because consisted of outlier.

The normality test was conducted to test the variate and multivariate normality by observing the critical ratio (CR) value of the used data with the condition if CR value of variate normality is in the range of  $\pm 2.58$  and multivariate normality is  $< 10$ , it could be said the data are normal (Ghozali, 2006). The result of normality test in this study was none of the CR values are outside the  $\pm 2.58$  range (variate) and 9.551 (multivariate). So, the data was said to be normal.

The next step was confirmatory analysis for all used data and loading factor value in each indicator was observed. This value was used to test the validity of the questionnaire. According to Hair et al. (2010), the minimum of loading factor value is  $\geq 0.05$  or ideally  $\geq 0.07$ . The result of this study was all indicators had loading factor values  $\geq 0.05$ , so they could be said to be valid questionnaire. Before the model was modified, a reliability test was performed by measuring the construct reliability. According to Yamin and Kurniawan (2009), the condition of the data is said to be good reliability is if the construct reliability (CR) value is  $> 0.7$  and variance extracted (VE) value is  $> 0.5$ . The result was shown in table 1. According to the table below, CR value of all variable was  $> 0.7$  except entertainment experience (PEH) and functional perceived value (PNF) variable which still  $< 0.7$ . But Ferdinand (2002) said that CR value is still accepted if CR value is  $> 0.5$ . So, they could be said to be reliable questionnaire

Variable	Indicator	Loading Factor	CR	VE
<b>Shopping Experience</b>				
Education (PED)	PED01	0,676	0,7	0,5
	PED02	0,652		
	PED03	0,676		
	PED04	0,589		
Entertainment (PEH)	PEH01	0,543	0,6	0,6
	PEH02	0,584		
	PEH03	0,705		
Aesthetics (PES)	PES01	0,719	0,9	0,6
	PES02	0,834		
	PES03	0,831		
	PES04	0,669		
	PES05	0,718		
	PES06	0,839		
Escapism (PEC)	PEC01	0,649	0,8	0,5
	PEC02	0,64		
	PEC03	0,742		
	PEC04	0,671		
	PEC05	0,687		
<b>Brand prestige</b>	BRP01	0,847	0,8	0,6
	BRP02	0,843		
	BRP03	0,67		
<b>Perceived Value</b>				
Functional (PNF)	PNF01	0,52	0,6	0,6
	PNF02	0,628		
	PNF03	0,592		
Hedonic (PNH)	PNH01	0,675	0,8	0,5
	PNH02	0,778		
	PNH03	0,713		
Social (PNS)	PNS01	0,735	0,9	0,5
	PNS02	0,65		
	PNS03	0,743		
	PNS04	0,791		
	PNS05	0,789		
	PNS06	0,729		
Financial (PNL)	PNL01	0,726	0,7	0,5
	PNL02	0,737		
	PNL03	0,625		
Loyalty (LOY)	LOY01	0,844	0,9	0,7
	LOY02	0,897		
	LOY03	0,911		
	LOY04	0,745		

Table 1: Confirmatory Factor Analysis for Measurement Items  
Source: Processed Primary Data

4.3. Structural Model

A statistical analysis of the used data in this study was conducted using SPSS 17 vers. and AMOS 23 vers. The proposed model and hypotheses were tested by structural equation model (SEM). After doing model modification and completing GOF test, the final diagram path analysis shown in Fig. 2

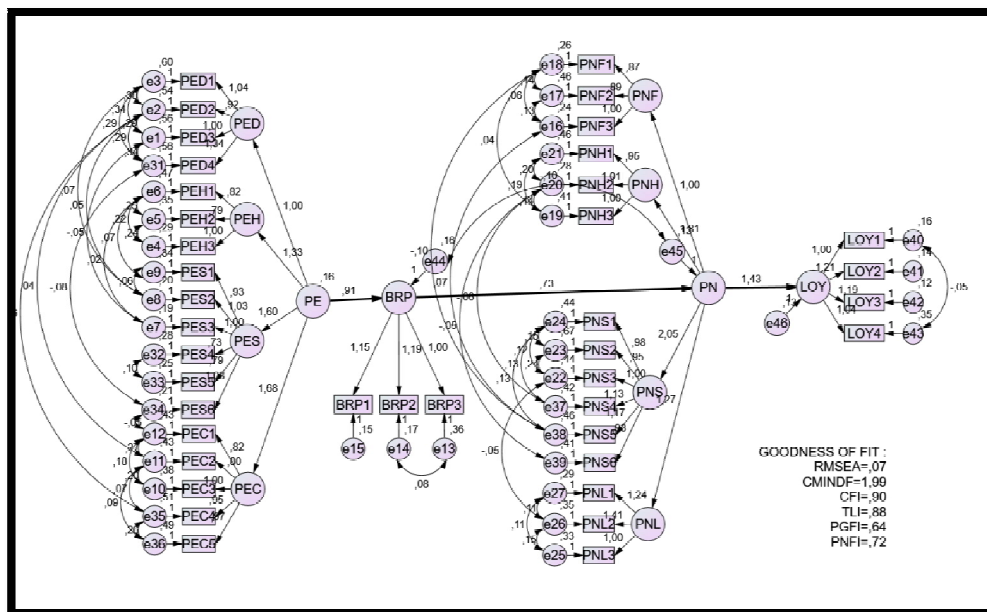


Figure 2: Final Diagram Path Analysis  
 PE = Shopping Experience; BRP = Brand Prestige; PN = Perceived Value; LOY = Loyalty  
 Source: Processed Primary Data

The regression weight test of this study is shown in table 2.

			Estimate	S.E.	C.R.	P	Label
BRP	<---	PE	0,905	0,168	5,399	***	Supported
PN	<---	BRP	0,733	0,125	5,854	***	Supported
LOY	<---	PN	1,434	0,176	8,156	***	Supported

Table 2: Regression Weight Test Result  
 Source: processed primary data  
 \*\*\* p<0, 05

To indicate whether the hypotheses were supported or not is by looking at the critical ratio (CR) value and the probability (P) value of the regression weight table. If the table shows CR value is above to 1,96 and the P value is below 0,05 (5%), then the proposed hypotheses is supported. So, from the table, it can be inferred that:

- CR value 5,399 > 1,96 and P value \*\*\* <0,05. So, it can be concluded that shopping experience (PE) has a positive effect on brand prestige (BRP) for mall visitors in Indonesia. In other words, H1 of this study was supported.
- CR value 5,854 > 1,96 and P value \*\*\* <0,05. So, it can be concluded that brand prestige (BRP) has a positive effect on the perceived value (PN) of mall visitors in Indonesia. In other words, H2 of this study was supported.
- CR value 8,156 > 1,96 and P value \*\*\* <0,05. So, it can be concluded that perceived value (PN) has a positive influence on mall visitor loyalty (LOY) in Indonesia. In other words, H3 of this study was supported.

5. Discussion, Conclusion and Managerial Implication

The aim of this study in general is to determine the effect of the overall experience on mall visitor’s loyalty with mall brand prestige and the overall perceived value of visitors as a moderating variable. From these results it is known that the overall experience of mall visitors has a positive and significant effect on mall brand prestige. This is consistent with previous study result by Hwang (2016), Choi (2017), Kazmi and Lo (2019) which stated that the educational, entertainment, aesthetic and escapism experiences that visitors get while in a mall can create the luxury of the mall. When consumers can learn something new, or feel quite entertained by exciting mall entertainment facilities, or feel comfortable with the environment and atmosphere of the mall or even feel like they are temporarily out of their routine, unforgettable memories and prestigious impressions can be created for consumers. In mall business context, the manager needs to continue creating other interesting experiences for visitors, for example by holding an educational program such as cooking demonstration by inviting famous chefs or holding fashion shows starring famous models on weekends and so on in order to attract visitors to want to revisit the mall and create visitor loyalty.

Mall brand prestige also has a positive and significant effect on the overall perceived value of mall visitors. This is also in line with previous research result by Joe (2019) and Kim (2018) which states that consumers prefer brands that



have meaning so that they will increase the perceived value of the brand through the harmonization of brand personality. Brand personality is generally created to attract consumers because of the high compatibility between brand personality and consumer personality. Consumers who feel a high degree of conformity to a brand will happily process the brand attributes. In Hwang (2016) in the context of the cruise business, it is stated that brand prestige is a trigger for the creation of perceived value, especially social values for cruise passengers. They are willing to pay a high price for the cruise travel or choose to use a prestigious cruise travel brand because they believe that a prestigious brand is a crucial factor in maintaining or increasing their social status. In the context of the mall business, the more mall managers are able to create mall brand prestige for their visitors, both in terms of the tenant /outlet prestigious values presented at the mall and also the premium services provided by employees to visitors; the higher perceived value of mall visitors that will be created, both functional, hedonic, social and financial values.

The overall perceived value of mall visitors also has a positive and significant effect on mall visitor loyalty. This is also consistent with previous research result by El-adly (2018) in the context of the luxury hotel business which states that the dimensions of perceived value such as self-gratification, price, transactions and quality have a positive and significant direct influence on the loyalty of hotel guests. In order to make hotel guests to be loyal, they must receive high quality service at an appropriate price, feel comfortable and relaxed when they are in the hotel, and be far away from the pressures of life and daily problems, and feel happy to get special prices for rooms, food and other services. This means that the higher the perceived value obtained, the higher the level of customer satisfaction and making them to be loyal to the hotel. In the context of mall business, mall managers must pay attention to perceived value; both functional, hedonic, social and financial values, which visitors can get while they are at the mall by involving interesting experiences and the brand prestige of the mall. This should be done to increase loyalty, mall revisit intention and want to recommend the mall to other people.

## 6. Limitation and Future Research

This study still has limitations. First, this study only limits the role and influence of shopping experience, brand prestige and perceived value on mall visitor loyalty in big cities in Indonesia. Other factors that have an influence on the three dependent variables, considered constant or ignored for a while with the reason it will only tests how much influence experience, brand prestige and perceived value have on mall visitor loyalty.

Second, almost all of this object research (90%) was conducted on mall located in Yogyakarta, and the rest (10%) was carried out on mall that were scattered in other big cities of Indonesia, such as Semarang, Bandung and Jakarta. The consideration is every mall in any city in Indonesia today is said to be able to create quite interesting experiences and a fairly good brand prestige for its visitors. In the future, similar research should be carried out with the object of malls in other big cities in Indonesia with a total number of respondents of at least 250 samples for each major city, so the data obtained will be more representative.

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