The determination of shopping satisfaction of tourists visiting One Utama shopping mall

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C H R O N I C L E	A B S T R A C T
	Shopping malls are one of the tourism industry's most attractive and dynamic generators of profit. This study focuses on One Utama Shopping Mall, one of the largest and most well-known shopping centres in Malaysia. The research objective is to determine the level of visitor satisfaction at One Utama and understand how it contributes to the mall's growth and retention of clientele. Data are collected by way of stratified random sampling and analysed using SPSS 20.0 software. Results demonstrate a significant relationship between all independent variables related to visitor satisfaction: entertainment activities, management services, and shopping centre design. Moreover, push and pull factors are accounted for in determining motivations for visiting the mall. The conclusions of this study are particularly useful for shopping centre owners and stakeholders looking to promote revenue and growth.

1. Introduction

The business and pastime of shopping has been around for millennia. Trading money for a service or product can be traced back to when humans first began producing their own food. During the medieval period, bazaars where many sellers and traders converged to sell their merchandise flourished in the Middle East. The bazaar was also the perfect venue for social mingling. In a similar way, the modern mall is not only a place where one can be a consumer, but also hang out with family and friends and have fun. For this reason, many malls are extensive in terms of physical layout and variety of shops, restaurants, activities, and services. Some require a full day just to tour the mall in its entirety. As the number of malls continues to grow and competition between them increases, attracting customers is becoming ever more of a challenge. In the last four decades, the size, capacity, products and entertainment offerings of shopping centres have expanded significantly (Morcardo, 2004). Malaysia is truly a shopper's paradise. Its malls host a variety of well-known international brands, with products ranging from designer clothing and accessories to luxury bags, watches and footwear to cutting-edge technology and electronics. There are more than 50 mega shopping malls in the country – the greater Kuala Lumpur area has a total of over 20 malls (See Table 1), most of them in the Golden Triangle (near Bukit Bintang). Malaysians' favourite pastime is spending a day at one of these shopping malls, especially on weekends and holidays. The lower floors typically contain the most popular fashion brands while speciality and tech

shops are often found on the upper floors. There also tends to be a cinema, food court, and supermarket somewhere within the mall complex. Hours of operation are usually from 10am to 10pm with restaurants keeping their doors open until midnight or even later (Direct, 2016).

Table 1
List of 20 Largest Shopping Malls in the World

No.	Shopping Mall	No.	Shopping Mall
1.	New South China Mall, Dongguan, China	11.	Jamuna Future Park Dhaka, Bangladesh
2.	Golden Resources Mall, Beijing, China	12.	The Dubai Mall, Burj Khalifa
3.	SM City North EDSA, Quezon City, Philippines	13.	West Edmonton Mall, Canada
4.	Isfahan City Centre, Isfahan, Iran	14.	SM Megamall, Manila, Philippines
5.	One Utama, Selangor, Malaysia	15.	Berjaya Times Square, Malaysia
6.	Persian Gulf Complex, Shiraz, Iran	16.	High Street Phoenix, Mumbai, India
7.	Central World, Bangkok, Thailand	17.	Mal Artha Gading, Jakarta, Indonesia
8.	Mid Valley Megamall, Kuala Lumpur, Malaysia	18.	SM City Cebu, Philippines
9.	Cehavir Mall, Istanbul, Turkey	19.	King of Prussia Mall, Pennsylvania
10.	Sunway Pyramid, Subang Jaya, Malaysia	20.	Mall of America, USA

2. An Overview of Shopping Malls in Asia-Pacific

Overall growth in Asia-Pacific is expected to continue along an upward trajectory thanks to both domestic and foreign investments. China and India are considered the countries with the greatest opportunities for shopping mall development. Currently, malls in Europe or North America tend to be bigger than those found in a country like India where any shopping centre of at least 80,000 square feet is considered a mall. Yet unlike in western nations, consumer confidence remains high in Asia and incomes are on the rise. The largest sales in terms of volume can be found in China and Japan, approximately 44%. The 30 largest shopping centres in the world contain an average of 350 stores (Balkhi, 2012). Table 2 presents a list of the top 10 malls in Asia-Pacific.

Table 2
List of the Biggest Malls in the World

Rank	Shopping mall	Year Opened	Shops	Gross Leasable Area
1.	New South China Mall	2005	1000+	659,612 m2 (7,100,000 sq ft)
2.	Golden Resources Mall	2004	1000+	557,419 m2 (6,000,010 sq ft)
3.	SM City North EDSA	1985	1000+	498,000 m2 (5,360,000 sq ft)
4.	SM Megamall	1991	1000+	474,000 m2 (5,100,000 sq ft)
5.	Isfahan City Centre	2012	770+	465,000 m2 (5,010,000 sq ft)
6.	1 Utama	1995	700+	455,000 m2 (4,900,000 sq ft)
7.	Persian Gulf Complex	2012	2500+	450,000 m2 (4,800,000 sq ft)
8.	SM Seaside City Cebu	2015	447	430,000 m2 (4,600,000 sq ft)
9.	Central World	1990	600	429,500 m2 (4,623,000 sq ft)
10.	Istanbul Cevahir Mall	2005	343+	420,000 m2 (4,500,000 sq ft)

Source: (http://top101news.com)

3. Shopping Malls as a Tourism Product in Malaysia

Kuala Lumpur is home to a multitude of luxury malls, stores and street-side stalls, a testament to Malaysians' love of shopping. The total number of malls in Malaysia today has increased more than threefold since the late 1980s to some 360 malls, covering over 100 million square feet of net lettable retail area at a real estate value of over 100 billion Ringgit. Nearly half of these shopping centres can be found in the Klang Valley (Kuala Lumpur and Selangor) while the rest are dotted all over Peninsular Malaysia and

the East Malaysian states of Sabah and Sarawak. Thanks in great part to the promotional initiatives of Secretariat Shopping Malaysia, established by the governmental agency Tourism Malaysia in 2002 in collaboration with major players in the country's retail sector, Malaysia has become one of the most attractive shopping destinations in Asia (Wonderful Malaysia, 2016).

Selangor's 1 Utama and Sunway Pyramid are among the top ten largest shopping centres in the world. CNN recognized 1 Utama as the fourth largest mall globally with over 650 shops, a massive rooftop garden, an indoor rainforest, and the largest indoor rock-climbing facility on the continent. Sporting unique Egyptian-inspired architecture, Sunway Pyramid comprises five thematic shopping areas: Fashion Central, Oasis Boulevard, Asian Avenue, Marrakesh and Kidz Zone. The mall boasts an enormous ice-skating rink and is also easily accessible to the Sunway Lagoon Theme Park. The affluent township of Mutiara Damansara contains a number of other high-end malls including the IPC Shopping Centre anchored by IKEA. In the past several years, new lifestyle malls have joined the Selangor shopping landscape including Empire Shopping Gallery in Subang Jaya and Paradigm Mall in Kelana Jaya (Wonderful Malaysia, 2016).

The 1 Utama mall is strategically located near the trendy E-Curve and IKEA outlets at the centre of the city of Damansara Utama. This prime venue makes for a unique shopping experience for visitors. Other shopping centres in Kuala Lumper such as IOI City Mall, Berjaya Times Square Mall and Suria KLCC similarly differentiate their brand based on location, architectural style, and retail and entertainment options. The Berjaya Times Square Mall, for example, is geared more toward families. Also, the larger the mall is, the more varied the shopping experience it can offer and the greater its capacity to market effectively to customers.

Among the top priorities of every mall establishment are safety and security both for retailers and visitors. Anything from maintenance failures to accidents and emergencies can negatively affect visitor satisfaction, which in turn results in a drop-in sales (Dubihlela, 2014). Another factor that complicates mall intractability is parking. In recent years, there has been an unplanned increase in housing construction in many areas of Kuala Lumpur coupled with a rise in the number of vehicles on the road, especially motorcycles and micro-buses, which have resulted in more traffic jams and undisciplined driving. All this has contributed to a serious lack of free parking spaces at malls such as 1 Utama. There is a need to implement a more regulated system for paid parking wherein, for example, the government could charge vehicle owners and generate income that could be used in the future to build more free parking facilities.

The objectives of this research are (1) to identify the different strategies that can be used to attract customers, (2) understand the different factors that are behind effective marketing, and (3) determine customer satisfaction at the One Utama Shopping Mall and how to encourage customers to revisit the mall in the future.

4. Literature review

4.1. Customer Satisfaction

Customer satisfaction can be defined as an evaluation people make after having chosen to make a particular purchase. It can also be described as the connection between product quality and post-purchase judgments (Day, 1984). Businesses quite often use this concept to measure the successful product and service performance wherein quality exceeds a customer's needs and wants. According to Stamatis (1995) and Hill and Brierley (2017), customer satisfaction is essential to promoting repeat purchases and achieving it requires not simply performing well, but performing above the customer's expectations (Katukurunda et al., 2018; Wbjaj, et al., 2018).

4.2. Factors Studied

4.2.1 Shopping as a Form of Tourism

Shopping is one of the most popular activities for holidaymakers and sometimes even serves as their main reason for travelling in the first place. As international travel continues to become faster and more affordable, people are increasingly willing to choose shopping destinations that are considerably farther from their hometown or country of origin (Correia & Kozak 2016; Timothy, 2005). According to the Travel Industry Association of America (TIA) (2001), an estimated 47% of all shopping person-trips were undertaken by those who cited shopping as their primary or secondary motivation for travelling. Moreover, Timothy (2005) noted that the majority of tourist-generated revenue likely comes from travellers who see shopping as an added attraction to the destination being visited, rather than as a primary motivation.

4.2.1 Leisure Shopping

Before reviewing the literature on leisure shopping, it is useful to note the difference between buying and shopping. While buying refers specifically to the purchase and obtaining of an item from a seller, shopping more broadly comprises browsing, comparing and checking prices, selecting styles, and discussing options with others (Timothy, 2005). Shopping, therefore, is not simply or necessarily about the acquisition of new merchandise. It is often in fact a very multi-dimensional activity that fulfils people's desire to seek out novelty items and experiences as well as spend leisure time with friends and family.

Consumers who enjoy shopping as a leisure activity or pastime are known as "recreational shoppers" and are generally less likely to know exactly what it is they want to purchase in addition to being less concerned about travelling far distances to reach a shopping destination (Belk et al., 1988). At the same time, the atmosphere of a particular store or mall tends to play an important role in their decision to return since for them shopping is above all a chance to have fun and enjoy their time. Timothy (2005) formulated a three-part typology of the relationship between shopping and leisure. The first type refers to the purchasing of goods that can be used later during leisure time. Belk et al. (1988) included vacation holidays in this category. Secondly, there is shopping done in tandem with recreational activities at the retail establishment or along the way to it. A good example of this type is shopping malls, which often contain movie theatres, video arcades, and restaurants (Belk et al., 1988). Finally, shopping can of course also be a recreational or leisure activity in and of itself.

4.2.2. Tourism and Tourist Shopping Behavior

In the tourism industry, people who travel outside of their usual environment for leisure, business or other purposes are defined as "visitors" (Theobald, 2005). The way they shop as tourists differs from their normal shopping behaviours – for example, "visitors" will often spend money on trinkets and souvenirs of low value just so they can bring something back home as a memory of their trip (Gordon, 1986). Since tourists generally do not have to devote as much attention to their job or obligations at home, they can enjoy their holiday shopping experiences more. Tourists spend approximately a third of their total expenditures on shopping with purchases that include not only souvenirs, but also clothes, jewellery, arts and crafts, books, and electronics (Timothy, 2005; Turner, 2001). In general, these items are not specifically sought after by tourists beforehand, yet rather bought in the moment as a by-product of their travel experiences (Reisinger, 2002).

4.2.3. Wide Range of Attractions and Entertainment

Since the 1960s, researchers have been interested in what determines mall attractability. Seeing as retailing has evolved from simply conducting transactions to offering shoppers an enjoyable and memorable

experience, studies note that many dimensions need to be considered when evaluating the potential ability of malls to encourage positive word-of-mouth communication and repeat customers. These dimensions include, but are not limited to ambience, entertainment facilities, location, variety of shops, customer service, parking options, promotional activities, amenities, food and refreshments, pricing, overall quality, and safety (Haseki, 2013).

4.2.4 Management Services

An effective management is essential for making sure the operations of a mall run smoothly. Services for which management staff are responsible include the cleaning, maintenance, and security of the shopping centre. These services are performed either by directly employed personnel or contractors. For example, mall security staff are typically guards properly trained in preventing crime. Computer automation systems and closed-circuit television are also employed to ensure a high standard of safety for staff and shoppers. As for ensuring that the physical structure and mechanical apparatuses of the mall do not suffer deterioration, it is important to have in place a regular schedule of planned maintenance, which can help to avoid higher costs of lingering repairs down the road (Loo, 1994; Sudari, et. al., 2019).

Since the retail industry is characterized by a high level of interaction between staff and clientele, achieving shopper satisfaction is crucial to building loyalty as well as attracting more potential customers. It is hard to overestimate the power of social media in amplifying the effect of word-of-mouth communications among shoppers about their experiences, especially bad ones. While good customer service may not necessarily win the hearts of all who visit a particular retailer, poor customer service will almost certainly drive people away. Having management and security staff that are efficient, knowledgeable, and visible throughout the mall further serves to enhance customers' satisfaction by giving them peace of mind as they shop (Anderson & Sullivan, 1993; Tham et al., 2018; Azam & Abdullah, 2015).

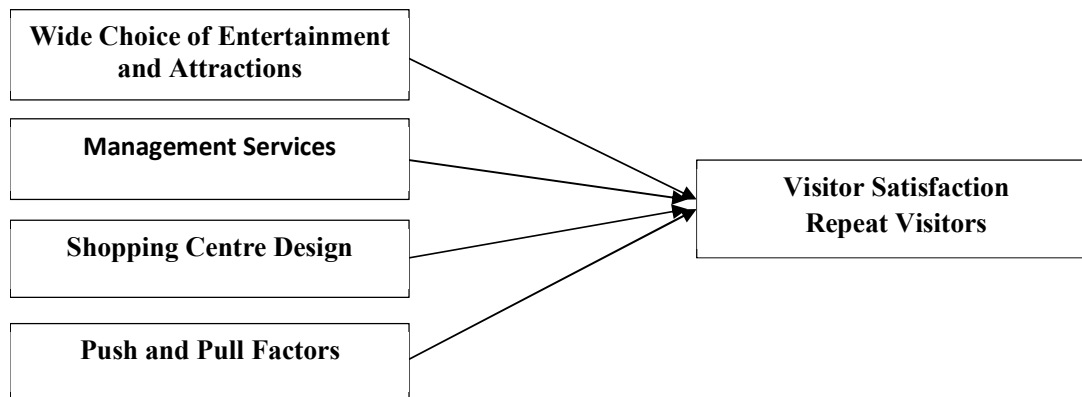### 4.2.5 Shopping Centre Layout and Design

The overall environment and atmosphere of a shopping centre play a major role in determining a shopper's assessment of the quality of service he or she can expect. Everything from interior decorative features to lighting to floor finishes to air conditioning can enhance the differentiation of a mall (Anderson & Sullivan, 1993). Factors related to the physical layout of the mall also affect customer satisfaction, for example, the relative positioning of retailers and the location of leisure facilities, lifts, and signage (Loo, 1994). Anchor tenants – often a larger department store or retail chain – should be located at the terminal ends of a mall to better attract shoppers. Smaller attractive retailers should be placed at various intervals in between to encourage visitors to walk around more and see everything the shopping centre has to offer. The layout should in general be simple to navigate with shops made easily visible both from vertical and horizontal angles and lifts, escalators, and stairs placed conveniently to minimize crowding and bottlenecks. The purpose of all this is to "maximize the productivity of space in terms of maximizing footfalls within the mall" (Loo, 1994).

4.2.6 Push and Pull Factors

While push factors refer to why visitors want to get away from their normal place of residence, pull factors are the reasons for travelling to a particular destination. Both of these factors have often been characterized as two decisions made at separate points in time with one focusing on whether to go and the other on where to go. Yet some researchers have asserted that "push" and "pull" do not operate independently of each other – instead, when people are deciding about their travel plans, they are simultaneously being influenced by both internal and external forces. The internal or "push" influencers represent those intangible desires of a traveller for escape, relaxation, novelty, adventure and even prestige. Meanwhile, external or "pull" dimensions are seen in the attractiveness of a given destination based on its accommodations, recreational facilities, and cultural and historical sites.

The conceptual framework below organizes the myriad factors that may influence the satisfaction of visitors with their travel experience (Uysal, 2008).

5. Conceptual Framework

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┌─────────────────────────┐
│ Wide Choice of Entertainment │
│     and Attractions      │
└─────────────────────────┘
┌─────────────────────────┐         ┌──────────────────────┐
│   Management Services    │         │  Visitor Satisfaction │
└─────────────────────────┘────────▶│    Repeat Visitors    │
┌─────────────────────────┐         └──────────────────────┘
│  Shopping Centre Design  │
└─────────────────────────┘
┌─────────────────────────┐
│   Push and Pull Factors  │
└─────────────────────────┘
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Fig. 1. Conceptual Framework. Source: Hashed, 2012.

5.1. Research Hypothesis

H1: There is a positive relationship between a variety of choices of entertainment activities at a shopping mall and visitors' satisfaction at One Utama Shopping Mall.

H2: There is a positive relationship between effective management services and visitors' satisfaction at One Utama Shopping Mall.

H3: There is a positive relationship between shopping centre design and visitors' satisfaction at One Utama Shopping Mall.

H4: There is a positive relationship between push and pull factors and visitors' satisfaction at One Utama Shopping Mall.

5.2. Research methodology

This study used quantitative research methods focusing on the Damansara area as a sample location. Data were gathered via paper questionnaires at One Utama Shopping Mall and distributed using stratified random sampling. One hundred questionnaires were collected. These data were subject to quantitative data analysis using the software SPSS 20.0. Frequency analysis, aspects of visitor satisfaction, push and pull factors, management services, and overall customer satisfaction results will be presented in the next part of this paper.

5.3. Data analysis and findings

Frequency Analysis

In the demographics section of the questionnaire, respondents were asked about their gender, marital status, occupation, age, monthly income as well as the products or services they normally purchase at the mall, their general purpose for visiting the mall, how they perceive their preferred brand at the mall, and which shopping mall they regularly visit and how often.

Respondents' Demographic Profiles

Table 3
Summarized Demographic Profiles of Respondents

Demographic Factor	Categories	Freq.	(%)
Gender	Male	46	46.5
	Female	53	53.5
Marital Status	Single	44	44
	Married	43	43.3
	Other	12	12.1
Occupation	Student	27	27.3
	Owns business	16	16.2
	Private sector	24	24.2
	Government sector	17	17.2
	Other	15	15.2
Age	Below 20 years old	19	19.2
	20 – 30 years old	20	20.2
	31 – 40 years old	20	20.2
	41 – 50 years old	20	20.2
	Over 50 years old	20	20.2
Product or Service Normally Purchased	Café/lounge	52	52.5
	Consumer goods	39	39.4
	Skin care products	29	29.3
	Clothes and footwear	51	51.5
	Electronic goods	24	24.2
Shopping Mall Often Visited	One Utama	52	52.5
	Sunway Pyramid	23	23.2
	Mid Valley	24	24.2
Monthly Income	Below 500 RM	16	16.2
	501 – 1000 RM	11	11.1
	1001 – 1500 RM	8	8.1
	1501 – 2000 RM	13	13.1
	Above 2000 RM	51	51.5
Purpose of Visit	I love window shopping	47	47.5
	To hang out with friends	32	32.3
	Food/drink	54	54.5
	Entertainment/recreation	26	26.3
	Business/meeting clients	25	25.3
Frequency of Visits to Shopping Mall	Once a month	39	39.4
	2-3 times a month	41	41.4
	4-5 times a month	16	16.2
	It has been a long time	3	3.0
Perception of Preferred Brand at Mall	High-quality, high-priced brands	25	25.3
	High-quality, low-priced brands	56	56.6
	Low-quality, high-priced brands	12	12.1
	Low-quality, low-priced brands	6	6.1

Results from the demographic part of the questionnaire indicated that 53.5% of respondents were female, while 46.5% were male. 44.4% were single, 43.3% married, and 12.1% other. 27.3% were students, 24.2% worked in the private sector, 17.2% worked in the government sector, 16.2% owned their own business, and 15.2% were listed as other. Respondents were almost equally distributed across each of the five age categories. For products or services normally purchased, 52.2% selected the café/lounge, 51.5% clothes and footwear, 29.3% skin care products, and 24.2% electronic goods. Over half of respondents (52.5%) preferred to shop at One Utama Shopping Mall followed by 24.2% at Mid Valley Megamall and 23.2% at Sunway Pyramid. Around half of respondents (51.1%) reported an income range of over 2000 ringgit, 13.1% 1501-2000 ringgit, and 8.1% 1001-1500 ringgit. Those citing food and drink as their purpose for coming to the mall represented 54.5% of all respondents, followed by 47.2% who visited for window shopping, 32.3% for hanging out with friends, 26.3% for entertainment/recreation, and 25.3% for business and meeting clients. Respondents who visited the mall in the range of 2-3 times a month made up 41.4% of the total sample, followed by 39.4% who visited once a month and 16.2% who visited 4-5 times a month. Most of the respondents (56.6%) preferred high-quality, low-priced brands, 25.3% high-quality, high-priced brands, 12.1% low-quality, high-priced brands, and only 6.1% low-quality, low-priced brands.

Aspects in Determining Visitor Satisfaction at the Shopping Mall

In this section, the data are displayed in tables. They include the percentage of respondents that rated a series of statements "excellent," "good," "average," "poor" or "very poor."

Wide Choice of Entertainment and Attractions

Table 4
Respondents' Views on Mall Entertainment and Attractions

Item	Excellent	Good	Average	Poor	Very Poor
I find this shopping mall enjoyable.	31.3	52.5	16.2	0.0	0.0
There is an element of fun and a variety of entertainment options at this mall.	31.3	50.5	18.2	0.0	0.0
The shopping mall has a variety of choices.	45.5	45.5	8.1	1.0	0.0
Were you able to find all the items you were looking for?	29.3	50.5	20.2	0.0	0.0
Shops in this mall provide a good assortment of products.	37.4	47.5	14.1	1.0	0.0

As shown in Table 4, 52.5% of respondents evaluated the enjoyability of the shopping mall as good, 31.3% as excellent, and 16.2% as average. Nearly half of respondents (50.5%) rated the mall's entertainment options as good, followed by 31.3% as excellent, and 18.2% as average. An equal number of respondents (45.5%) rated the mall's variety of choices as excellent and good respectively, followed by 8.1% as average. 50.5% of respondents evaluated their ability to find all the items they were looking for as good, 29.3% as excellent, and 20.2% as average. 47.5% of respondents rated the assortment of products at the mall as good, 37.4% as excellent and 14.1% as average.

Management Services

Table 5
Respondents' Views on Mall Management Services

Item	Excellent	Good	Average	Poor	Very Poor
Is it easy to find convenient parking?	17.2	30.3	30.3	20.2	2.0
Service provided fits the customer's needs and wants.	26.3	51.5	18.2	4.0	0.0
Service provided is flexible enough to accommodate all customers.	24.2	52.5	20.2	3.0	0.0
Cleanliness of hallways and stairwells.	28.3	46.5	22.2	3.0	0.0
How do you rate public areas in this mall?	28.3	48.5	20.2	3.0	0.0
Service centre points are conveniently located.	21.2	53.5	22.2	3.0	0.0
Shopping stores are easy to reach.	20.2	59.6	17.2	3.0	0.0
The shopping mall environment is comfortable and the facilities are safe for visitors.	27.3	58.6	14.1	0.0	0.0
Shopping information is easy to find.	33.3	46.5	19.2	1.0	0.0
Digital signage in this mall is very impressive.	23.2	50.5	22.2	4.0	0.0
Attractiveness of the building and its layout is unique.	28.3	47.5	22.2	2.0	0.0

As the results in Table 5 indicate, 30.3% respondents rated the convenience of parking in the basement as good and average respectively, followed by 20.2% as poor, and 17.2% as excellent. Nearly half of respondents (51.5%) evaluated the degree to which services fit the customer's needs and wants as good and average respectively, 26.3% as excellent, and 18.2% as average. Most respondents (52.5%) reviewed the flexibility and accommodating nature of the service they received as good, 24.2% as excellent, and 20.2% as average. 46.5% of respondents rated the cleanliness of hallways and stairwells as good, 28.3% as excellent, and 22.2% as average. A satisfactory number of respondents (48.5%) rated the public areas in the mall as good, 28.3% as excellent, and 20.2% as average. 53.5% of respondents evaluated the convenience of the service centre points in terms of location as good, 22.2% as average, and 21.2% as excellent. A significant number of respondents (59.6%) rated the ease of finding and reaching stores as good, 20.2% as excellent, and 17.2% as average. 58.6% of respondents viewed the comfortability and safety of the mall and its facilities as good, 27.3% as excellent, and 14.1% as average. A majority of respondents thought information about the mall and its stores was easy to find, digital signage in the mall was impressive, and the building and its layout were uniquely attractive.

Push and Pull Factors (Motivation)

Table 6
Respondents' Views on Push and Pull Factors

Item	Excellent	Good	Average	Poor	Very Poor
The customer service ambience at the mall is welcoming and helpful.	11.1	62.6	22.2	3.0	1.0
The quality of service at this shopping mall is excellent.	20.2	58.6	18.2	3.0	.0.0
Promotions in this mall are affordable.	25.3	56.6	16.2	2.0	0.0
Distance from my house.	23.2	44.4	15.2	13.1	4.0
Air conditioning and soothing background music.	29.3	46.5	18.2	6.1	0.0

The customer service ambience at the mall received very positive reviews, with 60.6% of respondents evaluating it as good, 22.2% as average, and 11.1% as excellent. 58.6% rated the quality of service as good, 20.2% as excellent, and 18.2% as average. A majority of respondents (56.6%) reviewed the affordability of mall promotions as good, 25.3% as excellent, and 16.2% as average. 44.4% of respondents evaluated the distance of the mall from their house as good, 23.2% as excellent, 15.2% as average, and 13.1% as poor. Finally, 46.5% of respondents saw the air conditioning and soothing background music in the mall as good, 29.3% as excellent, and 18.2% as average.

Overall Customer Satisfaction

Ten questions were asked to examine whether or not respondents were satisfied overall with the variety of services provided to them at the mall.

Table 7
Overall Customer Satisfaction

Item	S. Agree	Agree	Neutral	Disagree	S. Disagree
I am satisfied with the customer service.	19.2	57.6	22.2	0.0	1.0
I am satisfied with the facilities.	28.3	54.5	17.2	0.0	0.0
I am satisfied with the availability of parking.	20.2	28.3	36.4	14.1	1.0
I am satisfied with the variety of choices.	33.3	54.5	12.1	0.0	0.0
I am satisfied with the safety and security at the mall.	23.2	59.6	17.2	0.0	0.0
I am satisfied with the price of products.	31.3	50.5	15.2	1.0	2.0
I am satisfied with the variety of food options.	39.4	44.4	14.1	2.0	0.0
I am satisfied with accessibility to the mall.	28.3	52.5	18.2	1.0	0.0
I am satisfied with the design of the mall.	34.3	37.4	23.2	5.1	0.0
I am planning to re-visit this mall.	39.4	47.5	11.1	2.0	0.0

A majority of respondents (57.6%) agreed that they were satisfied with the customer service received at the mall while 22.2% indicated a neutral rating and 19.2% were in strong agreement. 54.5% of respondents agreed that they were satisfied with the facilities, 28.3% strongly agreed, and 17.2% were neutral. Regarding the availability of parking, half of respondents were satisfied, 36.4% were neutral, and 14.1% disagreed. 54.5% of respondents agreed that they were satisfied with the variety of choices found at the mall while 33% strongly agreed. Most visitors (59.6%) agreed that they were satisfied with safety and security at the mall and 23.2% strongly agreed. Nearly half of respondents (50.5%) agreed that they were satisfied with the price of products, 31.3% strongly agreed, and 15.2% were neutral. As for the variety of food options available, 44.4% of respondents agreed that they were satisfied, 39.4% strongly agreed, and 14.1% were neutral. Over half of respondents agreed they were satisfied with accessibility to the mall, 25.3% strongly agreed, and 18.2% were neutral. Concerning the design of the mall, 37.4% agreed that they were satisfied, 34.3% strongly agreed, and 23.2% remained neutral. Lastly, a majority of respondents indicated that they agreed (47.5%) or strongly agreed (39.4%) that they were satisfied with their shopping experience and planned to re-visit the mall in the future.

Central Tendencies Measurement of Constructs

Table 8

Descriptive Analysis

No.	Item	N	Min	Max	Mean	Std. Deviation
	WIDE CHOICE OF ENTERTAINMENT AND ATTRACTIONS					
W1	I find this shopping mall enjoyable.	9	3.00	5.00	4.1515	.67557
W2	There is an element of fun and a variety of entertainment options at this mall.	9	3.00	5.00	4.1313	.69468
W3	The shopping mall has a variety of choices.	9	2.00	5.00	4.3535	.67481
W4	Were you able to find all the items you were looking for?	9	3.00	5.00	4.0909	.70118
W5	Shops in this mall provide a good assortment of products.	9	2.00	5.00	4.2121	.71817
	MANAGEMENT SERVICES					
M1	Is it easy to find convenient parking?	9	1.00	5.00	3.4040	1.05868
M2	Service provided fits the customer's needs and wants.	9	2.00	5.00	4.0000	.78246
M3	Service provided is flexible enough to accommodate all customers.	9	2.00	5.00	3.9798	.75566
M4	Cleanliness of hallways and stairwells.	9	2.00	5.00	4.0000	.79539
M5	How do you rate public areas in this mall?	9	2.00	5.00	4.0202	.78220
	SHOPPING CENTRE DESIGN					
S1	Service centre points are conveniently located.	9	2.00	5.00	3.9293	.74577
S2	Shopping stores are easy to reach.	9	2.00	5.00	3.9697	.70645
S3	The shopping mall environment is comfortable and the facilities are safe for visitors.	9	3.00	5.00	4.1313	.63320
S4	Shopping information is easy to find.	9	2.00	5.00	4.1212	.74605
S5	Digital signage in this mall is very impressive.	9	2.00	5.00	3.9293	.78575
S6	Attractiveness of the building and its layout is unique.	9	2.00	5.00	4.0202	.76904
	PUSH AND PULL FACTORS (MOTIVATION)					
P1	The customer service ambience at the mall is welcoming and helpful.	9	1.00	5.00	3.7980	.71400
P2	The quality of service at this shopping mall is excellent.	9	2.00	5.00	3.9596	.71313
P3	Promotions in this mall are affordable.	9	2.00	5.00	4.0505	.70528
P4	Distance from my house.	9	1.00	5.00	3.6970	1.09222
P5	Air conditioning and soothing background music.	9	2.00	5.00	3.9899	.85111

Table 8 shows that most respondents agreed with item W3 at a mean value of 4.3535. W5 had the second highest mean value at 4.2121. W1 had the third highest at 4.1515, followed by W2 at 4.1313 and S4 at 4.1212. The sixth highest mean value was W5 at 4.0909, followed by P3 at 4.0505. Both M5 and S6 had the eighth highest mean value at 4.0202 while M2 and M4 ranked ninth highest at 4.0000. Next, P5 had a mean value of 3.9899, M3 a mean value of 3.9798, S3 a mean value of 3.9697, P2 a mean value of 3.9596 and both S1 and S5 a mean value of 3.9293. The bottom three mean value rankings were P1 at 3.7980, P4 at 3.6970, and M1 at 3.4040.

Scale Measurement

Table 9

Reliability Analysis

No.	Variables	Cronbach's Alpha	Number of Items
1	- Wide Choice of Entertainment and Attractions - Management Services - Shopping Centre Design - Push and Pull Factors (Motivation)	0.940	21
2	- Overall Customer Satisfaction	0.884	10

The following variables had the highest Cronbach's Alpha values at 0.940: wide choice of entertainment and attractions, management services, shopping centre design, and push and pull factors. The variable of overall customer satisfaction was the second highest at 0.884. As the overall Cronbach's Alpha value was more than 0.80, it can therefore be concluded that the questionnaire used in this research was good and consistent.

Hypothesis 1

H[1]: There is a positive relationship between a variety of choices of entertainment activities and visitors' satisfaction at One Utama Shopping Mall.

Table 10
Correlation with Wide Choice of Entertainment and Attractions

		Wide choice of entertainment and attractions (I find this shopping mall enjoyable).	There is an element of fun and a variety of entertainment options at this mall.	The shopping mall has a variety of choices.	Were you able to find all the items you were looking for?	Shops in this mall provide a good assortment of products.
Wide choice of entertainment and attractions (I find this shopping mall enjoyable).	Pearson Correlation	1	.675(**)	.441(**)	.531(**)	.438(**)
	Sig. (2-tailed)		.000	.000	.000	.000
	N	99	99	99	99	99
There is an element of fun and a variety of entertainment options at this mall.	Pearson Correlation	.675(**)	1	.531(**)	.541(**)	.516(**)
	Sig. (2-tailed)	.000		.000	.000	.000
	N	99	99	99	99	99
The shopping mall has a variety of choices.	Pearson Correlation	.441(**)	.531(**)	1	.535(**)	.539(**)
	Sig. (2-tailed)	.000	.000		.000	.000
	N	99	99	99	99	99
Were you able to find all the items that you were looking for?	Pearson Correlation	.531(**)	.541(**)	.535(**)	1	.630(**)
	Sig. (2-tailed)	.000	.000	.000		.000
	N	99	99	99	99	99
Shops in this mall provide a good assortment of products.	Pearson Correlation	.438(**)	.516(**)	.539(**)	.630(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	99	99	99	99	99

** Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 2

H^2: There is a positive relationship between effective management services and visitors' satisfaction at One Utama Shopping Mall.

Table 11
Correlation with Management Services

		Management Services (Is it easy to find convenient parking?)	Service provided fits the customer's needs and wants.	Service provided is flexible enough to accommodate all customers.	Cleanliness of hallways and stairwells.	How do you rate public areas in this mall?
Management services (Is it easy to find convenient parking?)	Pearson Correlation	1	.616(**)	.546(**)	.509(**)	.458(**)
	Sig. (2-tailed)		.000	.000	.000	.000
	N	99	99	99	99	99
Service provided fits the customer's needs and wants.	Pearson Correlation	.616(**)	1	.708(**)	.623(**)	.600(**)
	Sig. (2-tailed)	.000		.000	.000	.000
	N	99	99	99	99	99
Service provided is flexible enough to accommodate all customers.	Pearson Correlation	.546(**)	.708(**)	1	.543(**)	.605(**)
	Sig. (2-tailed)	.000	.000		.000	.000
	N	99	99	99	99	99
Cleanliness of hallways and stairwells.	Pearson Correlation	.509(**)	.623(**)	.543(**)	1	.623(**)
	Sig. (2-tailed)	.000	.000	.000		.000
	N	99	99	99	99	99
How do you rate public areas in this mall?	Pearson Correlation	.458(**)	.600(**)	.605(**)	.623(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	99	99	99	99	99

** Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 3

H^3: There is a positive relationship between shopping centre design and visitors' satisfaction at One Utama Shopping Mall.

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Table 12
Correlation with Shopping Centre Design

		Shopping Centre Design (Service centre points are conveniently located).	Shopping stores are easy to reach.	The shopping mall environment is comfortable and the facilities are safe for visitors.	Shopping information is easy to find.	Digital signage in this mall is very impressive.	Attractiveness of the building and its layout is unique.
Shopping Centre Design (Service centre points are conveniently located).	Pearson Correlation	1	.654(**)	.495(**)	.437(**)	.374(**)	.412(**)
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	99	99	99	99	99	99
Shopping stores are easy to reach.	Pearson Correlation	.654(**)	1	.556(**)	.375(**)	.272(**)	.396(**)
	Sig. (2-tailed)	.000		.000	.000	.006	.000
	N	99	99	99	99	99	99
The shopping mall environment is comfortable and the facilities are safe for visitors.	Pearson Correlation	.495(**)	.556(**)	1	.441(**)	.470(**)	.393(**)
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	99	99	99	99	99	99
Shopping information is easy to find.	Pearson Correlation	.437(**)	.375(**)	.441(**)	1	.624(**)	.423(**)
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	99	99	99	99	99	99
Digital signage in this mall is very impressive.	Pearson Correlation	.374(**)	.272(**)	.470(**)	.624(**)	1	.610(**)
	Sig. (2-tailed)	.000	.006	.000	.000		.000
	N	99	99	99	99	99	99
Attractiveness of the building and its layout is unique.	Pearson Correlation	.412(**)	.396(**)	.393(**)	.423(**)	.610(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	99	99	99	99	99	99

** Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 4

H4: There is a positive relationship between push and pull factors and visitors' satisfaction at One Utama Shopping Mall.

Table 13
Correlation with Push and Pull Factors (Motivation)

		Push and Pull Factors (Motivation) The customer service ambience at the mall is welcoming and helpful.	The quality of service at this shopping mall is excellent.	Promotions in this mall are affordable.	Distance from my house.	Air conditioning and soothing background music.
Push and Pull Factors (Motivation) The customer service ambience at the mall is welcoming and helpful.	Pearson Correlation	1	.725(**)	.689(**)	.562(**)	.484(**)
	Sig. (2-tailed)		.000	.000	.000	.000
	N	99	99	99	99	99
The quality of service at this shopping mall is excellent.	Pearson Correlation	.725(**)	1	.572(**)	.416(**)	.487(**)
	Sig. (2-tailed)	.000		.000	.000	.000
	N	99	99	99	99	99
Promotions in this mall are affordable.	Pearson Correlation	.689(**)	.572(**)	1	.404(**)	.409(**)
	Sig. (2-tailed)	.000	.000		.000	.000
	N	99	99	99	99	99
Distance from my house.	Pearson Correlation	.562(**)	.416(**)	.404(**)	1	.491(**)
	Sig. (2-tailed)	.000	.000	.000		.000
	N	99	99	99	99	99
Air conditioning and soothing background music.	Pearson Correlation	.484(**)	.487(**)	.409(**)	.491(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	99	99	99	99	99

** Correlation is significant at the 0.01 level (2-tailed).

As we can observe from the results of Table 10 to Table 13, all hypotheses of the survey have been approved and there were positive and meaningful correlations between the variables of the survey.

6. Conclusion

Shopping is one of the most enjoyable activities, especially when one is on holiday, and provides a major attraction and basic motivation for travel. The aim of this research was to study customer satisfaction at One Utama Shopping Mall. This research focused on variables that could increase satisfaction among visitors such as wide choice of entertainment and attractions, management services, mall design, and push and pull factors. Results showed that visitors were satisfied with the cleanliness, safety and security, parking lots, and services provided at the mall. Its strategic and convenient location, accessible layout, and unique design also attracted visitors. Overall satisfaction was high among respondents who had recently visited One Utama and the majority of them expressed their desire to visit again. This research will enable One Utama management staff to locate weaknesses at their shopping centre and develop new and improved business strategies.

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