INFLUENCE OF MALL PERSONALITY AND FASHION ORIENTATION TOWARD SHOPPING VALUE AND MALL PATRONAGE INTENTION

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ABSTRACT

This study aims to prove the effect of mall personality and fashion orientation towards shopping value and mall patronage intentions for mall consumer in Surabaya. This type of research is causal research with quantitative approach. This study using purposive sampling approach, which is a sampling technique based on the consideration or personal judgment of researchers associated with the characteristics of the population according to the research sample. The characteristics is respondents who shopped for fashion at the mall with minimum frequency once a month and have their own favorite mall to shop for these needs.

Respondents in this study amounted to 170 people. The analysis in this study using a model of SEM (Structural Equation Modeling) and processed using SPSS software version 18.0 for Windows and Amos version 22.0 for Windows for testing Measurement and Structural Model. The result of this study indicate that all the hypothesis were supported and have positive significantly effect such as fashion orientation has positive and significant effect on shopping value and mall personality, mall personality has positive and significant effect on shopping value and the last correlation is shopping value has positive and significant effect on mall patronage intentions.

Keywords: mall personality, fashion orientation, shopping value, and mall patronage intentions.

INTRODUCTION

Surabaya is the second core cities in Indonesia with an area of 350.54 km2 and is the largest city with a total population of 2.7 million people (www.bps.go.id). This capital of East Java is also a city with larges shopping centers (malls and plaza) in Indonesia after Jakarta..

In a study of Li et al. (2003) mentioned that along with economic growth increasing, many global businesses and property developers saw a new business opportunity in which one of them is the construction of shopping malls in major cities. Similarly in Indonesia, economy the third quarter of 2015 grew by 4.73 per cent increase compared to the second quarter of 2015 (www.bps.go.id)

Economic growth increased in the city of Surabaya, making the business in the city of Surabaya, also carried a variety of development and one of them is a concern in recent years is the number of shopping mall development continues to grow. Based on data from the outstanding amount of the construction of malls and plazas officially recorded in the city of Surabaya website (www.surabaya.go.id) amounted 12 malls and other shopping centers with a total reaches 33 shopping center / shopping mall (www.infosby.asia).

This study has background of empirical and theoretical. From the empirical side through some facts and news from the media relating to research title that among them there are 14 new mall will be built in Surabaya in the past two years, the period 2016 until 2018. Thus the authors suspect that there was a link mall patronage intentions so strong that the global businessmen dare to simultaneously build a shopping mall at the same time in the middle of the uncertain economy.

The increasing growth of the middle class in Indonesia also have an impact on shopping patterns change society from traditional markets to modern shopping malls such as, minimarket, supermarket, and mall. This has led to an increasing number of mall visitors which is very significant, especially in the last three years since 2014, and relating to the mall began her conscious consumers if each mall has its own personality or the personality-alone proved by public opinion in an open forum like www.tripadvisor.co.id.

Other news is the fashion retail industry contributed 7.28% of total national GDP and increasing the economic crisis in Indonesia that is being rolled (www.viva.co.id). It is proved and should be further investigated whether consumers mall in Indonesia has a high fashion orientation and also whether it relates to the assessment of personality mall.

LITERATUR REVIEW

Theoretically authors found inconsistency theories about mall personality and mall patronage intentions. Among the studies that existed before the mall personality, there is a gap in which some researchers argue that the mall does not have the image and personality of its own but get it from the store or tenants in it. According to Burns (1992), and Rafik Kirkup (1994) image of the main tenant (anchor tenants) and secondary tenants is believed to transfer the image to all parts of the shopping mall.

Some research (Bearden, 1997; Downs, 1970; Finn and Louviere, 1996; Lindquist, 1974/1975) and even continued to argue whether the shopping mall has an image or personality of each. But recent research, Chebat et al. (2006) in his experiments showed that the mall has a personality (mall personality) that actually have an impact on the perception of the retail stores that exist in it. In this study, researchers wanted to examine more deeply about their mall personality in Surabaya.

As for the mall patronage intentions (Pacelle, 1997) said that after the second world war, mall patronage began to decline with the level of sales that are not able to accompany the growth of inflation. The decline in patronage of the mall due to the lack of differentiation (Allard, Babin & Chebat, 2009), increasing time pressures faced by consumers (Wakefield & Baker, 1998), and intense competition from a variety of recreational activities in addition to shopping (Reimers & Clulow, 2009). Mall face competition continues to grow not just from competitors other mall but also increasingly popular of online shop, selling through television, as well as direct sales (Ahmed, Ghingold & Dahari, 2007; Kim, 2002; Lotz, Eastlick, Mishra & Shim, 2010) which offers greater comfort and convenience. In this study, researchers will examine more deeply about their intentions on public patronage mall in Surabaya as well as whether it has to do with shopping value received by each consumer.

RESEARCH METHOD

The approach used in this study is a quantitative approach because it is incorporated in the numerical measurement (numercial scale) and using analytical approach. In this study, exogenous variables (exogenous variable) is the fashion orientation. Whereas endogenous variables (endogenous variable) in this study, there are 3 (three), namely mall personality, shopping mall value and patronage intentions. The technique used in this research is the surveys through data collection by distributing questionnaires online through google features forms.

Aras and the measurement scale used in this study using measurement interval which has the same distance and the difference is obvious on the scale. Alternative answers at the level of structured interval measurement in numerical scale that is intended to make the respondents provide an assessment on a statement that would be measured in the 7 level scale, as follows:

Strongly Disagree   1   2   3   4   5   6   7   Strongly Agree

The target of population in this study were respondents who shop for fashion at the mall in the last six months. Characteristics of the population will have a frequency of shopping in mall fashion needs a minimum of once a month, have a favorite mall to shop for the fashion needs, the respondents who live in Surabaya and in the age range 17-45 years. The sampling technique used in this study was a non-probability sampling, where each sample was selected based on assessment and personal comfort (researchers), and the odds of each selected sample of unknown (Zikmund et al., 2013: 392).

Processing the data in this study using Structural Equation Modeling (SEM) with Structural Analysis software (Amos) version 22.0 for Windows. According to Hair et al. (2010: 20) SEM is a statistical model that seeks to explain the relationship between several variables. Testing the validity of any statement made on the questionnaire to see

the results of Pearson correlation with each statement. Furthermore, the statement would be valid if it has a significance value <0.05 (α = 5%) and would say reliable if the Cronbach alpha values > 0.6. After testing the validity and reliability on each statement, then the next will be processing the data analysis techniques Structural Equation Modeling (SEM) using AMOS software versions 22. Measurement model in SEM divided into measurement and structural models (Bollen, 1989). Measurement model connect with latent variable indicator while the model of structural links between latent variables (variables that can not be measured directly and need indicators to measure them) which is independent or dependent..

RESULT AND DISCUSSION

Measurement model in this study were performed using the Amos version 22.0 for Windows. Measurement model analysis conducted by Confirmatory Factor Analysis (CFA) in all study variables and indicators. If the measurement model has a value of Goodness-Of-Fit that meet the criteria of appropriateness, the measurement model worthy of further analysis. Display of measurement data and criteria can be seen as follows:

Table 7
Results of Measurement Model Analysis

No.	Test Matches	Criteria	Results	Information
1.	CMIN/DF	CMIN/DF ≤ 3	1,689	*Good Fit*
2.	GFI	GFI ≥ 0,90	0,784	*Not Fit*
3.	RMSEA	RMSEA ≤ 0,08	0,064	*Good Fit*
4.	CFI	CFI ≥ 0,90	0,926	*Good Fit*
5.	TLI	TLI ≥ 0,90	0,919	*Good Fit*

Source: The results from *Running* Amos 22.0 *for Windows.*

Table 7 shows the test results of the measurement model. It can be seen that the value CMIN / DF is 1,689. This indicates that the value CMIN / DF has a good fit. GFI value is 0.784 and it still not fit. Furthermore, the value of RMSEA is 0.064 thus indicating the value of a good match (good fit). Value CFI and TLI which was respectively 0.926 and 0.919 where the value of both of them is the value of a good fit.

Table 8
Results of Testing Structural Model

No.	Test Matches	Criteria	Results	Information
1.	CMIN/DF	CMIN/DF ≤ 3	1,716	*Good Fit*
2.	GFI	GFI ≥ 0,90	0,780	*Not Fit*
3.	RMSEA	RMSEA ≤ 0,08	0,065	*Good Fit*
4.	CFI	CFI ≥ 0,90	0,923	*Good Fit*
5.	TLI	TLI ≥ 0,90	0,916	*Good Fit*

Sumber: Hasil *Running* Amos 22.0 *for Windows.*

Based on Table 8 shows the test results of the structural model fit, value CMIN / DF have met the criteria of appropriateness and showed a good fit that is 1,716. Furthermore, the value of RMSEA CFI and TLI also showed good results (good fit) because it has met the criteria of compatibility with RMSEA value of 0.065 (good fit), the value of CFI of 0.923 (good fit) and the value of TLI amounted to 0.916 (good fit). But still there is one criterion that indicates the result not fit that GFI value of 0.780.

From the results of compatibility tests performed in table 8 shows that there is one index that has the result not fit, that GFI has a value ≤ 0.8 with a value of 0.780. But by Hair et al. (2010: 672) states that the required number of Good Fit Index is about using at least 3-4 index of absolute and incremental indexes in order to do further testing of the research model. Sharma et al. (2005) also says that GFI is one of the refractive index measurement and the worst so it is not recommended for use in testing the suitability of the model. From this argument, the research can proceed by testing hypotheses.

Table 29

Testing Hypothesis

Hypothesis	Relation	*Standardized Estimate*	*Critical Ratio*	*P-Value*	Information
H1	FO → SV	0,785	8,326	***	Significant, Hypothesis supported
H2	FO → SP	0,396	4,112	***	Significant, Hypothesis supported
H3	SP → SV	0,121	2,039	0,041	Significant, Hypothesis supported
H4	SV → INT	0,501	5,643	***	Significant, Hypothesis supported

Information: ***: significant with *p-value* $\leq 0,1$ atau 10%
Source: The results *Running* Amos 22.0 *for Windows*.

Influence of Fashion Orientation* toward *Shopping Value
Based on the structural model, find that fashion orientation variable has an influence on shopping value with the value of the critical ratio of 8.326 and a standardized estimate of 0,074. The first hypothesis or H1 supported and significant with probability level of value P ≤ 0.001 where in this study using $\alpha = 5\%$, so the value of this probability indicates a significant relationship. These results indicate that fashion orientation positive and significant effect on the shopping value, so that the research hypothesis is supported and in line with previous studies conducted by Rahman et al (2015).

According to Rahman et al (2015) shopping value is a way for consumers to assess the feasibility of including the shopping experience of the utilitarian and hedonist. While the fashion orientation is an act that is oriented towards the development of fashion both in terms of fashion, hairdressing, jewelery and including the behavior of the individual.

The research of Kang and Park Poaps (2010) and Rahman et al (2015) indicate that fashion orientation has a relationship associated with shopping value includes components utilitarian and hedonist. This finding is also confirmed by Darley and Johson (1993); Trautmann-Attmann and Johnson (2009) in research of Rahman et al (2015) who said that shopping behavior among girls is strongly influenced by fashion orientation and shoppers who are fashion leaders more involved in the shopping process in general and more concerned with shopping value and environmental of the mall they have visited in more detail.

Based on the finding and testing the relationship between fashion and shopping value orientation that proved significant and positive effect, then found that respondents in Surabaya that has fashion oriented can provide influence and has a strong relationship with shopping value they feel.

Influence of *Fashion Orientation* toward *Mall Personality*

From the test results, it appears that fashion orientation variables had an influence on mall personlity with a critical ratio value of 4.112 and a standardized estimate of 0.051. H2 hypothesis is supported and significant with probability level of value P ≤ 0.001 where in this study using α = 5%, so the value of this probability indicates a significant relationship.

According to Darley and Johnson (1993) in research Rahman et al (2015) stated that fashion orientation and store environment are interconnected. Gutman and Mills (1982) also suggests that the shopper with a high fashion orientation will be more happy to shop at upscale department stores. In this case the perception of the upscale department store is the perception of the personality of a mall (mall personality) that subsequent revelation "upscale department store" is one indicator to measure the mall personality variables (Rahman et al, 2015). In other words, the perception of the personality of fashion shopper has a close relationship with their response to various stimuli associative, including two attributes associated with mall personality that is sophistication and solidity.

Based on the results of hypothesis testing that has been done, also found the results were consistent and in line with research of Rahman *et al* (2015) which is respondents in Surabaya has oriented towards fashion (fashion orientation) will be positive and significant effect on their perception of the personality of mall (mall personality) which often they visit to shop the fashion needs.

Influence of *Mall Personality* toward *Shopping Value*

Based on test results found that the mall personality variable has impact towards shopping value with the critical ratio value of 2.039 and a standardized estimate of 0.089. H3 hypothesis is supported and significantly associated with the probability level P-value ≤ 0.05 is 0.041. These results indicate that mall personlity has positive and significant

effect on shopping value, so that the research hypothesis is supported and in line with previous studies conducted by Rahman et al (2015).

Fischer and Arnold (1990); Sherry (1990) in research Rahman et al (2015) have revealed that the activity of shopping may cost both hedonic and utilitarian aspects for consumers. In the context of a retail or shopping mall environments, shopper not only focus on the utilitarian aspects like ease that they have access to and navigation of the mall, but also seek hedonic benefits such as the experience of the mall atmosphere. As an example in research Michon et al (2015) found that perceptions of shopper fashion to the mall sophistication can positively influence their perceptions of the quality of the product or utilitarian value other words, retail shopping environment are similarly same with the value of shopping (shopping value) both utilitarian and hedonic , Therefore Rahman et al say that it is very common that mall personality can affect the perception of the shopping value overall.

Based on the finding and testing the relation between the mall personality and shopping value proved significant and positive, indicating that the study is in line with research of Rahman et al (2015) and found the result that the perception of respondents in Surabaya to the mall, they regularly visit for shopping fashion needs will affect positively and significantly to the shopping value (value shopping)

Influence of *Shopping Value* toward *Mall Patronage Intentions*

The next hypothesis described in Figure 6 is H4 which describes the relationship between shopping value to the mall patronage intentions with the value of the critical ratio of 5.643, standardized estimate of 0.106 and a probability level of $P \leq 0.001$ where in this study using $\alpha = 5\%$, so the value of this probability indicates a significant relationship. Based on these values, the hypothesis H4 otherwise supported and in line with research conducted by Rahman et al (2015) which states that the shopping value will positively and significantly impact to the mall patronage intentions.

Rahman et al (2015) says that mall patronage intentions are certain loyalty to the mall, the desire to return visit the mall, and willing to recommend the mall to others. The findings of the relationship between the shopping mall value and patronage intentions start from retailers and shopping mall owners who want to retain old customers while also attracting new customers. Jin and Kim (2003) in research Rahman et al (2015) explains that the results of the shop (shopping value) can be expressed in the level of excitement, satisfaction and involvement of the consumer.

CONCLUSION AND RECOMMENDATION

CONCLUSION

Based on the results of testing that has been done and discussed in the previous chapter, the conclusion that can be obtained from four hypotheses were examined using SEM with AMOS program version 22.0 for windows, it was found that the overall hypothesis can be accepted and supported. Here are the explanations:

1. Fashion Orientation has a significant positive effect on shopping value on respondents in Surabaya.

2. Fashion Orientation has a significant positive effect on the respondents' personality mall in Surabaya.

3. Mall personality has a significant positive effect on shopping value on respondents in Surabaya.

4. The value of Shopping mall has a significant positive effect on patronage intentions among respondents in Surabaya.

Thus the model used in this study showed a good fit with the reality or the real world, as evidenced by the overall hypothesis is supported and has a significant and positive correlations.

RECOMMENDATION

For Mall Management

In this study, fashion orientation variable has greater effect toward shopping value than the mall personality variable, though both have the same effect positive and significant relationship. Thus it can be a recommendation for the mall to be more selective in choosing tenants which is selling fashion products, so they can give a good value of shopping for consumers. In addition, the mall management can also urges every tenant fashion to explore his show window so as not to seem monotonous and always have a new innovation every period, maximum of 2 weeks.

The next correlations that have positive and significant impact is the value of shopping (shopping value) towards the mall patronage intentions. From these results, the mall management should pay more attention towards utilitarian aspects such as ease of access for consumers and navigation mall, this can be like a road map so consumers can quickly find places they want to go. While from hedonic aspects, which is experience about the atmosphere, the mall should further explore the interior of the mall structure design as unique as possible, such as a wall mural, a mosaic fashion, and others idea so the mall itself can give a visual experience that unique and different for every consumers.

For Future Research

Future studies are expected to use cluster-based to categorize mall which is oriented only with fashion products and more specific not general (many product and mixed category) so they can know the different characteristics more detail as well as using the number of larger samples and other regions not only Surabaya so that the results can be generalized better.

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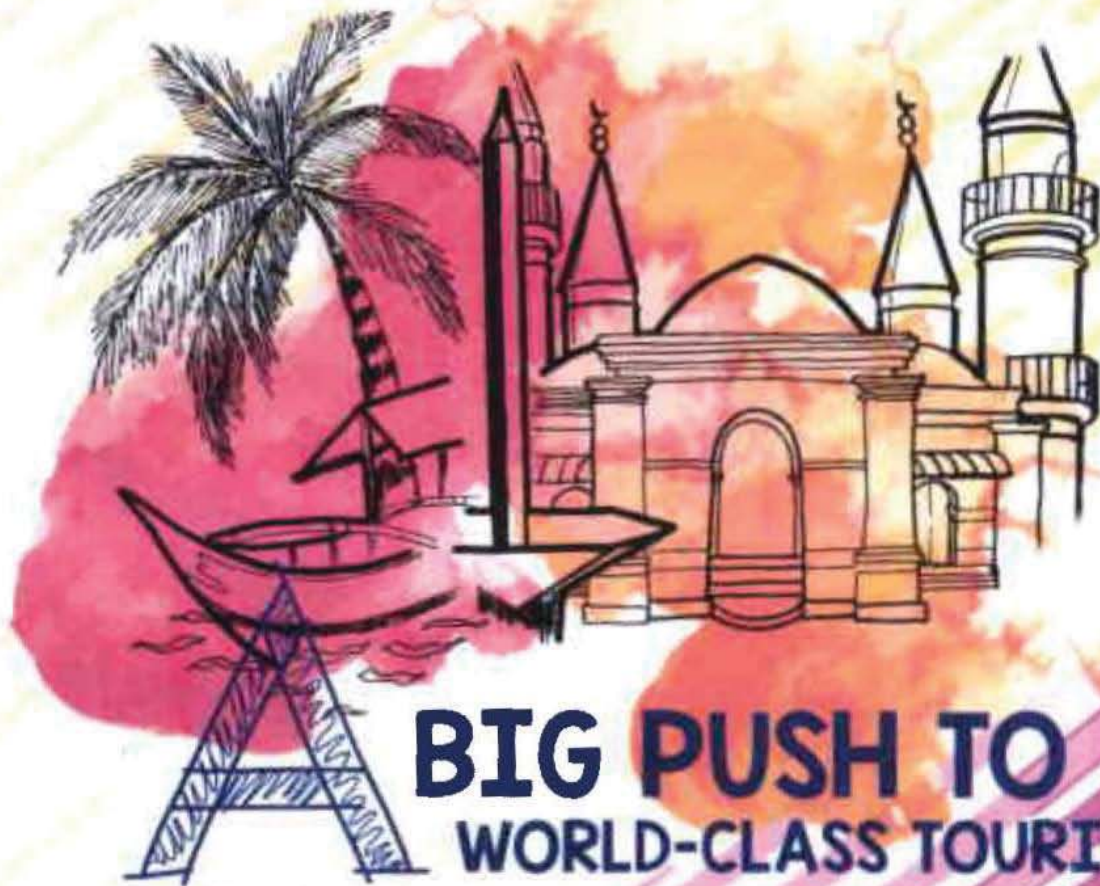
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FOREWORD

We are delighted to welcome you to 14th International Symposium on Management (INSYMA) Tanjung Pinang, Riau, Indonesia. The high quality of the papers and the discussion represent the thinking and experience of researchers, academics and practitioners in the particular fields. Their contributions helped to make the conference as outstanding as it has been.

This proceeding is a compilation of papers submitted for the 14th International Symposium on Management (INSYMA) conducted by the Department of Management, the Faculty of Business and Economics, University of Surabaya (UBAYA) themed **"A BIG PUSH TO WORLD-CLASS TOURISM: STRATEGIC ANALYSIS AND OPPORTUNITIES"**. The conference organizers have put together both the latest research and provide an opportunity to make friendship and new acquaintances.

The 14th INSYMA is a means for participants consisting of researchers, academics and practitioners to have a discussion forum. The event is expected to enable participants in sharing initiatives, ideas and efforts from the results of research and discussion concerning how to create a Big Push in a strategy to deal with all the challenges and find opportunities in the tourism industry of each country to be a world-class tourism.

In this opportunity, we would like to say that we are greatly honored by all presenters and participants' presence both from Indonesia and from other country. We would like to share our grateful to the Sponsorship and partnership in this 14th INSYMA. This theme represents strategic analysis and opportunities of implementation that will extend far beyond the sector, as tourism enhances province's reputation as a premier destination to visit, invest, work–live, and integration with the global community. The strength of tourism destination product will be counted and will continue to find ways how economic integration in tourism

sector can achieve the sustainability of: growth of economic, prosperity and welfare to all countries.

Finally, we would like to thank the researchers for their willingness to share their research and ideas. Without their efforts, this proceeding would not possible. The committees and editors deserve special thanks for their outstanding effort in reviewing and preparing the event and manuscripts for publication. We hope that this compilation of papers can enrich our perspective in Tourism strategic analysis and opportunities.

Tanjung Pinang, March 3rd, 2017
Prita Ayu Kusumawardhany
Chairwoman of 14th INSYMA

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