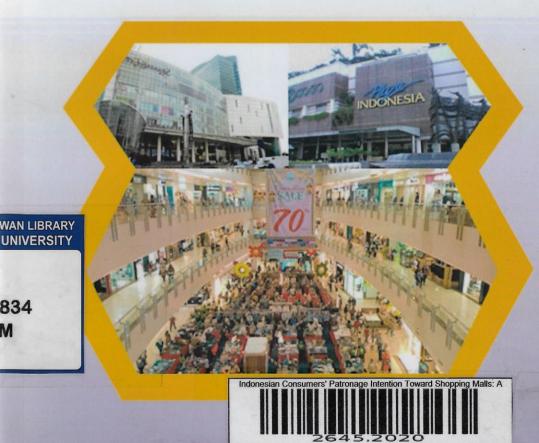


INDONESIAN CONSUMERS' PATRONAGE INTENTION TOWARD SHOPPING MALLS

(A CASE OF SHOPPING MALLS IN CENTRAL JAKARTA)



Farugi Ismael and Suresh Kumar, S.T., M.Si.

.834 M

2645.2020

EK: Consumer behavior

658.834 1SM

INDONESIAN CONSUMERS' PATRONAGE INTENTION TOWARD SHOPPING MALLS

(A CASE OF SHOPPING MALLS IN CENTRAL JAKARTA)

FARUQI ISMAEL
SURESH KUMAR

CV. Rasi Terbit



INDONESIAN CONSUMERS' PATRONAGE INTENTION TOWARD SHOPPING MALLS

Copyright 2020

@ by. Faruqi Ismael and Suresh Kumar, S.T., M.Si.

Published by:

Rasibook

CV. Rasi Terbit

Email: penerbitrasibook@gmail.com

Website: www.rasibook.com

Published: January, 2020

ISBN: 978-623-7214-73-1

TABLE OF CONTENTS

PREFACE	v
TABLE OF CONTENTS	vii
LIST OF TABLES	
LIST OF FIGURES	xii
ABSTRACT	xiii
CHAPTER I INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Identification	
1.3 Problem Statement	
1.4 Research Objective	
1.5 Research Limitation	11
1.6 Significance of the Study	12
CHAPTER II LITERATURE REVIEW	13
2.1 Mall Patronage Intention	13
2.2 Willingness to Buy from Retailer	
2.3 Satisfaction	
2.4 Trust	19
2.5 Perceived Value	21
2.6 Perceived Value Associated with Retail Stores Retail Stores Aspect in the Mall	
1. Emotional Value	24
2. Social Value	25
3. Sensory Appeal Value	25

2.7 Perceived Value Associated with Retail Stores in t Mall	he 26
Perceived Quality Value	
2. Perceived Price Value	
3. Service Quality Value	
4. Perceived Pester-free Value	28
2.8 Perceived Value Associated with Non-Retail Store in the Mall	he
Perceived Efficiency Value	29
Convenience Orientation	29
2.9 Hypothesis Development	32
The Relationship of Perceived Value and Willingnes to buy from the Retail Store	ss 32
The Relationship of Perceived Value and Satisfaction with the Mall	n
The Relationship of Perceived Value and Trust with the Mall	th
The Relationship of Convenience Orientation and Trust with the Mall	nd
The Relationship of Convenience Orientation an Satisfaction with the Mall	d
The Relationship of Satisfaction with the Mall an Trust with the Mall	d
7. The Relationship of Satisfaction with the Mall an Willingness to Buy from the Retail Store	Ь
The Relationship Willingness to Buy from Reta Store and Mall Patronage Intention	il
The Relationship Satisfaction with the Mall and Ma Patronage Intention	11
The Relationship Trust with the Mall and Patronage Intention with the Mall4	9
2.10 Previous Study41	1
2.11 Theoretical Framework49	9
2.12 Hypothesis	

0	APTER III RESEARCH METHOD	53
	3.1 Research Approach	53
	3.2 Sampling Design	
	3.2.1 Target Population	54
	3.2.2 Sample Size	55
	3.2.3 Sampling Technique	56
	3.3 Data Gathering	58
	3.3.1 Instrument	58
	3.3.2. Operationalization of Variables	58
	3.4 Validity and Reliability	69
	3.4.1 Validity	69
	3.4.2 Reliability Test	75
	3.5 Data Analysis	78
	3.5.1 Respondents Profile	78
	3.5.2 Descriptive Analysis	79
	3.5.3 Inferential Analysis	79
СН	IAPTER IV ANALYSIS AND INTERPRETATION	90
	4.1 Data Analysis	90
	4.1.1 Respondents Profile	
	4.2 Questionnaire Analysis	97
	4.3 Inferential Analysis	10
	4.3.1 Assessing the Identification of the Structu Model (Model Fit)	
	4.3.2 Choosing the Input Matrix Types and Estimat the Proposed Model 1	
	4.4 Interpretation of Result	28

CHAPTER V CONCLUSION AND RECOMMENDAT	TION141
5.1 Conclusion	
5.2 Recommendation	143
5.2.1 Managerial Implication	143
5.2.2 Future Research	145
REFERENCES	147

This monograph is expected to find out what factors that are being concerned by customers to choose a shopping mall. Based on the previous studies some variables are considered very important to determine customers' intention to choose a shopping mall, they are perceived value, convenience orientation, trust, customer satisfaction and willingness to buy. Hence, to confirm the previous studies, quantitative method is employed with a survey as a tool to collect data. Since DKI Jakarta has the highest number of shopping malls and it is the capital city of Indonesia where many Indonesians from various races live, hence DKI Jakarta is taken as the place of study to represent Indonesia as a whole.

Suresh Kumar is a senior lecturer at President University, Indonesia with 10 years of experience in teaching and research. His research interests are in entrepreneurship, retail business, hospitality and tourism, and wealth management. Currently, he serves as Head of Business Administration at President University, Indonesia.

Faruqi Ismail is a graduate student of Business Administration, President University. Currently, he serves as Indonesia Marketing Officer at Coowry LTD.

ADAM I PRES



Rasibook

CV. Rasi Terbit
Email:penerbitrasibook@gmail.com

