CHAPTER 5
CONCLUSION AND DISCUSSION

5.1. Conclusion

Based on the result of research analysis and discussion in accordance with the purpose of the research, the conclusion can be drawn as follows:

1. Mall environment is proven to have a significant and positive effect on mall value. The respondent's response on mall environment determines the consumer favorability on mall value of Marvell City Surabaya. Thus the first hypothesis which states that mall environment has effect on mall value at Marvell city Surabaya.

2. Mall environment is proven to have a significant and positive effect on customer satisfaction. The respondent's response on mall environment determines the consumer favorability on customer satisfaction of Marvell City Surabaya. Thus the second hypothesis which states that mall environment has effect on customer satisfaction at Marvell city Surabaya.

3. Mall environment is proven to have a significant and positive effect on customer loyalty. The respondent's response on mall environment determines the consumer favorability on customer loyalty of Marvell City Surabaya. Thus the third hypothesis which states that mall environment has effect on customer loyalty at Marvell city Surabaya.

4. Mall value is proven to have a significant and positive effect on customer satisfaction. The respondent's response on mall value determines the consumer favorability on customer satisfaction of Marvell City Surabaya. Thus the second hypothesis which states that mall value has effect on customer satisfaction at Marvell city Surabaya.

5. Mall value is proven to have a significant and positive effect on customer loyalty. The respondent's response on mall value determines the consumer favorability on customer loyalty of Marvell City Surabaya. Thus the second

hypothesis which states that mall value has effect on customer loyalty at Marvell city Surabaya.

6. Customer satisfaction is proven to have a significant and positive effect on customer loyalty. The respondent's response on Customer satisfaction determines the consumer favorability on customer loyalty of Marvell City Surabaya. Thus the second hypothesis which states that customer satisfaction has effect on customer loyalty at Marvell city Surabaya.

5.2. Limitation

The limitations of this study are the factors that the factors that influence customer loyalty in this study consist of only four variables, namely Mall Environment, Mall Value, Customer Satisfaction, and Customer loyalty. While there are still many other factors that can influence customer loyalty.

5.3. Recommendation

Based on the research that has been done, the suggestion that can be given are as follows.

5.3.1. Practical Advice

Based on the results of the research conducted, it is recommended that:

1. Advice for managing Mall Environment

   In the mall environment variable, it can prepare a more comfortable seat, so that mall visitors can sit comfortably while waiting for their families to hang out.

2. Advice for managing Mall Value

   Increasing the customer perceived of mall (Mall Value) by continuing to provide value so Marvell City can meets the customer expectation.

3. Advice for managing Customer Satisfaction

   In the variable customer satisfaction, it can further improve the quality of security and comfort of the mall so that visitors have a good experience and feel satisfied when visiting the mall.

4. Advice for managing Customer Loyalty

In the variable Customer Loyalty, it can further improve the performance of the mall to keep the customers shop in the Marvell City and recommend Marvell City to others.

5.3.2 Academic Advice

Based on the results of the research conducted, it is recommended that further research to further examine the Mall Value variable in accordance with the reference journal in Adly and Eid's (2016) research with the object of the research, mall. In the next study, it is expected that research in order to find out the influence of Mall Value is more appropriate with the way the visiting range can be reduced which initially 6 months has been the last 3 months. For journals used in further research, it is expected to be able to find new journals and new variables, to find out whether the effects are small or large.

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