

CHAPTER V

CONCLUSIONS, LIMITATIONS, AND SUGGESTIONS

5.1. Conclusions

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 atmosphere is proven to have a significant and positive effect on customer loyalty and this means that the more comfortable or interesting ambience that the mall has, it will increase customer loyalty because visitors will enjoy to spent their time and tend to loyal to the mall.
2. Mall atmosphere is proven to have a significant and positive effect on service quality and this means that the better service that the mall provide is prove that the service quality is good.
3. Customer loyalty is proven to have a significant and positive effect on customer satisfaction and this means that if visitors stay loyal to the mall, they feel satisfied when they are hang out or shopping at the mall.
4. Service quality is proven to have a significant and positive effect on customer satisfaction and this means that the better service that the mall provide, visitors will feel satisfied by the services.

5.2. Limitation

Due to the limited number of samples and time of collection, the researcher acknowledges the limitations of this study. This is due several reasons, such as the difficulty in obtaining qualified respondents, respondent's answers that may not be consistent and less objective, the existence of obstacles in the processing of statistical data processing, need to extend the amount of respondents to a larger number of sample sizes because this could generate more reliable and accurate result toward the research, need to broaden and diversify the respondents

as the respondents are mostly from Surabaya-based university students because it's easier to have wider and more representative data, and others. Other than that, because the research was conducted during a pandemic and the enforcement of health protocols in malls, so the state of the mall atmosphere is usually slightly changed and affects customer comfort which ultimately also affects the results of the study.

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 to advice the managing of Mall Atmosphere. The atmosphere should be more comfortable and interesting so that customers can enjoy and feel satisfied while hang out at the mall because ambience is a very important role for the mall. The atmosphere has a huge impact on service quality and customer loyalty because the better ambience that the mall has, it is proven that the service is good and it will make customers or visitors to become loyal.

Also, mall atmosphere includes the physical characteristics of a retail store used to create an image to attract customers by maintaining a clean, orderly store. That means eliminating clutter around the cash register, on the floor, and other areas where customers congregate. Make dusting a priority to keep the merchandise clean. For the public restrooms, keep them sanitary. Try to have bright colors and upbeat pop music playing in the mall. Lighting and trendy fixtures may be all the managers need to create a hip atmosphere for young customers.

5.3.2. Academic Advice

Based on the results of the research conducted, it's recommended that further research should examine the improvement of mall atmosphere and service quality for malls. Further research should add other exogenous variables in order to obtain more information about the antecedent of customer satisfaction. Further research is expected in order to find the influence of mall atmosphere is more appropriate with the visiting range can be reduced which initially 6 months has been the last 3 months and suggest for new model suggestions. For journals in further research is expected to find new journals and variables to know whether the effects are small or large.

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