

**THE EFFECT OF MALL ATMOSPHERE AND
SERVICE QUALITY ON CUSTOMER LOYALTY
THROUGH CUSTOMER SATISFACTION OF
CIPUTRA WORLD MALL SURABAYA**



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MALL SURABAYA**

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APPROVAL PAGE

THESIS

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FOREWORDS

All praises to Jesus Christ, for His abundant blessings and guidance so the researcher was able to complete the thesis entitled “The Effect of Mall Atmosphere and Service Quality on Customer Loyalty through Customer Satisfaction of Ciputra World Mall Surabaya”. This thesis was made to meet the requirements to obtain the title of Bachelor of Management at Business Faculty Widya Mandala Catholic University Surabaya. During the writing process of this thesis, researcher has received a massive amount of help, guidance, advice and support from various sources. Thus, the researcher would like to express gratitude to:

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Surabaya,
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TABLE OF CONTENT

	PAGE
COVER PAGE	i
APPROVAL PAGE	ii
VALIDATION PAGE	iii
AUTHENTICITY STATEMENT AND PUBLICATION APPROVAL OF SCIENTIFIC PAPERS	iv
FOREWORDS.....	v
TABLE OF CONTENT.....	vii
LIST OF TABLES.....	ix
LIST OF FIGURES.....	x
LIST OF APPENDIXES	xi
ABSTRAK.....	xii
ABSTRACT.....	xiii
CHAPTER 1: INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Questions	5
1.3 Research Objectives	5
1.4 Significance of the Study.....	6
1.5 Writing Systematic	6
CHAPTER 2: LITERATURE REVIEW	8
2.1 Theoretical Foundation.....	8
2.2 Previous Research	13
2.3 Relationships between Variables	16
2.4 Research Framework.....	19
CHAPTER 3 RESEARCH METHOD	20
3.1 Research Design.....	20
3.2 Variable Identification, Operational Definition, and	

Variable Measurement	20
3.3 Type and Source of Data	23
3.4 Tools and Data Collection Methods.....	23
3.5 Population, Sample, and Sampling Techniques.....	23
3.6 Data Analysis Technique.....	25
CHAPTER 4: DISCUSSION AND ANALYSIS	32
4.1 Research Object General Description	32
4.2 Descriptive Statistic	35
4.3 Data Analysis.....	39
4.4 Hypothesis Testing.....	48
4.5 Discussion.....	50
CHAPTER 5: CONCLUSION, LIMITATION, AND SUGGESTIONS	53
5.1 Conclusion.....	53
5.2 Limitation	53
5.3 Suggestion	54
REFERENCES	
APPENDIX	

LIST OF TABLES

	PAGE
Table 1.1 Transactions Growth of Shopping Malls in 2017	2
Table 2.1 Comparison of past research and current research	14
Table 3.1 Rule of Thumb in Outer Model Measurements.....	28
Table 3.2 Rule of Thumb in Inner Model Measurements	30
Table 4.1 Respondent Characteristics Based on Location	32
Table 4.2 Respondent Characteristics Based on Gender.....	33
Table 4.3 Respondent Characteristics Based on Age	33
Table 4.4 Respondent Characteristics Based on Occupation	34
Table 4.5 Respondent Characteristics Based on Frequency.....	34
Table 4.6 Interval Ratings	35
Table 4.7 Descriptive Statistics Variable of Mall Atmosphere (MA).....	36
Table 4.8 Descriptive Statistics Variable of Service Quality (SQ)	37
Table 4.9 Descriptive Statistics Variable of Customer Loyalty (CL)	38
Table 4.10 Descriptive Statistics Variable of Customer Satisfaction (CS)	38
Table 4.11 Outer Loading	41
Table 4.12 Average Variance Extracted (AVE).....	42
Table 4.13 Discriminant Validity – Cross Loading	43
Table 4.14 Square Root AVE.....	44
Table 4.15 Cronbach’s Alpha and Composite Reliability	44
Table 4.16 R-Square Value	45
Table 4.17 F-Square Effect Size Test Result (f^2).....	46
Table 4.18 Predictive Relevance (Q^2).....	47
Table 4.19 Path Coefficient	48
Table 4.20 Hypothesis Testing	48

LIST OF FIGURES

	PAGE
Figure 2.1 Service Quality Dimension.....	11
Figure 2.2 Research Framework.....	19
Figure 4.1 Output SmartPLS 3.0.....	39

LIST OF APPENDIXES

- Appendix 1a. Questionnaire in Bahasa (Kuesioner)
- Appendix 1b. Questionnaire in English
- Appendix 2 Respondents' Responses
- Appendix 3 Resppndents' Characteristics
- Appendix 4 Descriptive Statistics Variable
- Appendix 5 Output SmartPLS 3.0
- Appendix 6 Convergent Validity – Outer Loading
- Appendix 7 Convergent Validity – Average Variance Extracted (AVE)
- Appendix 8a Discriminant Validity – Cross Loading
- Appendix 8b Discriminant Validity – Root Square AVE
- Appendix 9 Cronbach's Alpha and Composite Reliability
- Appendix 10 R-Square Value
- Appendix 11 F-Square Effect Size Test Result (f^2)
- Appendix 12 Predictive Relevance (Q^2)
- Appendix 13 Path Coefficient
- Appendix 14 Hypothesis Testing

ABSTRAK

Di era globalisasi saat ini, perilaku manusia semakin konsumtif dan sering menghabiskan waktunya di mal. Saat berbelanja di mall ada beberapa faktor yang mempengaruhi kita untuk berbelanja kembali dan melakukan pembelian berulang atau biasa disebut loyalitas pelanggan (*customer loyalty*). Penelitian ini bertujuan untuk mengetahui pengaruh *mall atmosphere* dan *service quality* terhadap *customer loyalty* melalui *customer satisfaction*. Penelitian ini menggunakan teknik analisis SEM dengan bantuan Partial Least Square (PLS).

Objek penelitian ini adalah konsumen Mal Ciputra World Surabaya yang berusia diatas 17 tahun dengan jumlah sampel 148 responden. Hasil penelitian ini menunjukkan bahwa *mall atmosphere* berpengaruh positif terhadap *customer loyalty*, *mall atmosphere* berpengaruh positif terhadap *service quality*, *customer loyalty* berpengaruh positif terhadap *customer satisfaction*, dan *service quality* berpengaruh positif terhadap *customer satisfaction*.

Kata Kunci: *Mall Atmosphere, Service Quality, Customer Loyalty, Customer Satisfaction*

ABSTRACT

In the current era of globalization, human behavior is becoming increasingly consumptive and often spends their time in malls. When shopping at the mall there are several factors that influence us to shop again and make repeat purchases or commonly called customer loyalty. This study aims to determine the effect of mall atmosphere and service quality on customer loyalty through customer satisfaction. This study uses SEM analysis techniques with the help of Partial Least Square (PLS).

The object of this research is the consumers of Ciputra World Mall Surabaya, with the age above 17 years and with a sample size of 148 respondents. The results of this study indicate that mall atmosphere has a positive effect on customer loyalty, mall atmosphere has a positive effect on service quality, customer loyalty has a positive effect on customer satisfaction, and service quality has a positive effect on customer satisfaction.

Keywords: Mall Atmosphere, Service Quality, Customer Loyalty, Customer Satisfaction