

# CONTRIBUTING FACTORS OF INTEREST IN THE SELECTION OF SHOPPING MALLS

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## ARTICLE INFO

## ABSTRACT

### Keywords:

Shopping Malls, facilities, design and product, location, channels

The study's aim was to pinpoint the variables that went into choosing Manado's shopping centers. Two hundred and ten respondents answered a self-made questionnaire to determine the factors influencing the choice of shopping mall, a survey and an in-depth interview were both done. The result of the in-depth interviews yielded 31 factors, which were utilized to generate a 29-item questionnaire. Using exploratory factor analysis and primary factor extraction, four factors clustered the 29 items. Facilities, design and product, location, and channels are four factors that emerge as the contributing factors in choice of shopping centers. Facilities have the highest variance, whereas channels have the lowest variance, which helps to explain the selection of shopping malls. There is no significant relationship between gender and selection of retail centers. The results of the study will aid shopping center owners and retail marketers in understanding why people choose to shop at malls. They can develop their plans for shopping malls based on these pillars.

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## 1. INTRODUCTION

Modern civilization relies heavily on shopping malls to meet its wants for goods and to find fulfilling shopping experiences. With the advent of the internet, many individuals are beginning to shop through websites like Tokopedia, Shopee, and others. But for people, shopping is a physical activity that also serves as amusement (Elmshhara & Soares, 2019).

According to Levy, Weitz, and Pandit (2012), a shopping mall is a sizable shopping area with many outlets/tenants, typically in the shape of a closed building with pedestrians connecting retail locations inside and having an anchor as a landmark or main attraction. Climate-controlled, lighted shopping centers with retail stores on one or both sides of an enclosed away also qualify as shopping malls. The tenant mix, service offerings, promotion and advertising campaigns, and tenant placement are further elements in the retail format for shopping malls, according to Lehew and Fairhurst (2000).

Many scholars research about the selection of shopping malls. According to Arnold and Reynolds (2003), think that motivation and shopping behavior are closely related. According to this reasoning, there are numerous underlying characteristics that appear to be important in luring customers to shopping centers. On the other hand, Singh and Dash (2012) note that shopping malls face fierce competition; thus, they must project a distinct and positive image. Combining multiple features in one location can result in a distinctive impression. The primary services that set shopping malls apart from other shopping locations, such as variety of shops, department stores, targeted centers, spacious parking, accessibility, diverse retail outlets, safety, and leisure. Shopping malls must consider various leisure options, lifestyle goods, and services, such as luxury shopping, game zones, beauty salons, theaters, and food outlets, according to Ibrahim and Ng (2002). On the other hand, Budi, Mohamad, Louis, Lucy, Yudi, and Budi (2020) Product variety, products, pricing, location, mall atmosphere, retail service, and promotion mix are all components of retail marketing.

Finn and Louviere (1996) found six dimensions: merchandise, atmosphere, services, accessibility, anchor tenant, and trendiness. Another study on shopping malls by Rajagopal (2009) discovered attractiveness of higher customer traffic is the ambiance, store assortment, sales promotions, and comparative economic gains. Hu and Jasper (2001) identified five essential factors for experienced and mature consumers in their study. The factors are convenience, choice, crowds, ambiance, parking, and hedonic shopping orientation. Walean, Jangs, and Kawuwung (2023) found service, one roof solution, comfort, exclusivity, ease of access, and price are the factors in selecting shopping malls. According to Leo

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and Philippe (2002), the shopping mall image is a whole thing made up of things like the infrastructure, atmosphere, and retail mix. The image of the shopping mall, according to McGoldrick (2002), is a multidimensional concept made up of both tangible and or functional elements, like its physical features, and intangible attributes, like its atmosphere quality. Similar research was done by Yavas (2003) who identified quality, price, cleanliness, courtesy, assortment, security, store hours, accessibility, and environment as significant qualities for shopping malls.

El-Adly (2007) identified six shopping malls attractiveness factors: comfort, convenience, diversity, entertainment, and mall essence. The image of a shopping malls can be evaluated on five different criteria, according to Hedhli and Chebat (2009): access, price, promotion, store atmosphere, cross-category assortment, and within-category assortment. Dubihlela and Dubihlela (2014) identified the key characteristics of shopping malls that are directly associated to customer satisfaction in their study, these are merchandisers, accessibility, service, conveniences, atmosphere, and entertainment. Other research showed that shopping malls image had been dominated by four key factors: merchandize mix, accessibility, services, and atmospheres (Dennis, Marsland & Cockett, 2001). According to Bailey's (2003) findings in a different survey, Indian shoppers prefer shopping malls because they provide convenient access to a variety of goods under one roof. Patel and Sharma (2009) surveyed to examine the shopping motivation of customers, which is divided into two dimensions utilitarian and hedonic. In their study, Devgan and Kaur (2010) mentioned that the best value for money spent is vital for Indian customers at shopping malls.

Studies have been conducted to determine the shopping mall preferences of consumers. However, no research had been done in Manado City. Therefore, this study aims to identify the variables that influence the choice of shopping malls. Specifically, to respond to the questions (1) What factors contribute to the selection of a shopping mall? What variables cause the most variance? And (2) do the relevant factors for these respondents connect to gender? Shopping mall owners may use the study's findings and retail marketers to understand better how consumers choose their shopping destinations and to develop strategies for managing their facilities. This study can help shopping malls managers retain customers by providing long-term satisfaction and delight so that they continue to support their businesses. Last but not least, this research can benefit mall developers who plan to develop new shopping malls. The study's implications can help mall developers take these into account as they aim to establish their distinctive competitive advantage in this cutthroat industry. They can also serve as a helpful reference.

## 2. METHOD

The research design method is employed in this study. An independently created questionnaire was used to gather the data. Two processes went into the creation of the self-developed questionnaire, namely: First, interviewing respondents in-depth who have previous experience purchasing at the Manado shopping malls. A 30- to 60-minute interview lasts for each candidate. Every in-depth interview is taped and typed up. The data saturation determined the number of respondents contacted for interviews. The in-depth interview will end, and the items will be turned into a questionnaire if there is no fresh information regarding the interview subject. There were ten respondents total that took part in the in-depth interview. In-depth interviews were used to gather 31 variables, which were then turned into questionnaires. The validity and reliability of the questionnaire were verified with 30 respondents. Utilizing the standardized Cronbach's alpha, reliability was assessed. The questionnaire's construct validity was also tested using the Pearson product-moment correlation. It was discovered that the reliability coefficient was 90%. Two items were eliminated when the coefficient was less than .30 (Spector, 1992). The remaining 29 valid items make up the questionnaire's final iteration.

The criteria were used in choosing the respondents. Those respondents for the survey were those over 15 years who had purchased at shopping malls. This study included 240 respondents. On the other hand, according to the respondent consistency coefficient (Kountur, 2011), 30 respondents are deemed prejudiced and inconsistent in their responses. From the data used in this study, these 30 respondents were left out. We conducted additional analyses using the remaining 210 respondents.

The first research question is what factors influence the choice of a shopping mall? The second research question is, which factors account for the most variance? Exploratory factor analysis with principal factor extraction is for the first and second questions. The third question is, does the selection of shopping malls relate to the gender of the respondent? Independent-samples t-test was used.

### 3. RESULTS AND DISCUSSION

What factors contribute to the choice of shopping centers? What variables cause the most variation? Then, using the IBM SPSS Statistics 26 application, the exploratory factor analysis approach and principal component analysis method were applied. 210 individuals were surveyed on a sample basis on 29 items of a self-developed questionnaire. Bartlett's Test of Sphericity significance value and the Kaiser-Meyer-of-Olkin's Sampling Adequacy (KMO) value were used for data exploration. This study's KMO value was 0.952, higher than the target value of 0.6. KMO scores between 0.80 and 0.89 are applicable, while values between 0.90 and 1.00 are excellent (Beavers et al., 2013). Any data that pass Bartlett's test of sphericity with a significance value of 0.000 or less are suitable for factor analysis. The result shows no creation of an identity matrix, and each variable in this study satisfies the criteria for additional factor analysis (Tabachnick & Fidell, 2013).

Four factors were extracted in total. As indicated by Cronbach's alpha, all of these four factors were internally consistent and well-defined by the variables. The lowest Cronbach's alpha for factors from variable channels was 0.727. As shown in Table 1, indicating that all four of these factors were internally consistent. When the factor's variables are internally consistent or measuring the same thing, Cronbach's alpha is .70 or above (Saunders, Lewis, & Thornhill, 2012). The facilities, the design and product, the location, and the channels are the four elements that go into choosing a shopping mall.

**Table 1** Cronbach's Alpha

No	Factor	Cronbach's alpha
1	Facilities	0.946
2	Design and product	0.912
3	Location	0.866
4	Channels	0.727

Table 2 reveals that the four factors were extracted, accounting for 62.19 percent of the variance in the factors influencing the shopping mall choice in Manado City. The availability of facilities and comfortability make up the highest portion of all criteria, accounting for 50.60 percent of all factors compared to other factors. While factoring 4, or channels 3.45%, accounts for the least variance. The result suggests that there are still 38.81% of loading factors undiscovered.

**Table 2** Total Variance Explained (%)

Component	1	2	3	4
Variance	50.60	4.35	3.78	3.45
Cummulative	50.60	54.95	58.73	62.19

Table 3 displays the variable and factor loadings. Variables are ordered and grouped by size of loading to facilitate interpretation. According to Tabachnic and Fidel (2013), significant loading occurs above 0.45; hence loading below 0.45 or lower was eliminated. The basic facilities variable was removed. The two factors with the most significant loading factors on facilities are the variety of stores ( $r = 0.694$ ) and spacious parking ( $r = 0.667$ ). Attractive interior design (0.789) and attractive visual display (0.747) have the highest loading in the second factor, design and product. Nearness (0.916) and ease of locating desired stores (0.611) have the highest loading on the third factor, location. Various restaurants (0.696) and multiple choice games and entertainment (0.674) have the highest loading on the fourth factor, channel.

**Table 3** Loading of Variables on factors after Varimax rotation:

Variabel	Factor 1	Factor 2	Factor 3	Factor 4
Variety of stores	0.694	0.208	0.249	0.133
Spacious parking	0.667	0.300	0.190	0.392
Pleasant aroma	0.605	0.366	0.199	0.360
Suitable lighting	0.597	0.482	0.136	0.258
Comfortable AC	0.591	0.179	0.328	0.251
Spacious corridors	0.560	0.462	0.218	0.208
Soothing music	0.549	0.473	0.322	0.223
Cleanliness	0.548	0.184	0.405	0.352
Helpful personnel	0.510	0.410	0.290	0.313
One roof solution	0.500	0.390	0.492	0.202
Clean CR	0.482	0.376	0.383	0.046
Basic amenities*	0.438	0.369	0.329	0.429

Attractive interior design	0.323	0.789	0.149	0.151
Attractive visual display	0.275	0.747	0.306	0.229
Attractive building architecture	0.299	0.690	0.289	0.207
Decoration and Layout	0.249	0.634	0.292	0.269
Discount program in mall	0.344	0.580	0.306	0.222
Product of interest	0.478	0.512	0.106	0.214
Sales promotion scheme	0.081	0.497	0.269	0.478
Nearness	0.276	0.247	0.641	-0.046
Ease of locating desired stores	0.106	0.357	0.611	0.273
Security and safety	0.054	0.354	0.595	0.353
Ease of public transportation	0.380	0.059	0.584	0.294
Multiple payment options	0.406	0.282	0.556	0.093
Convenient shopping hours	0.387	0.239	0.545	0.422
Convenient shopping in the mall	0.286	0.098	0.518	0.467
Various restaurants	0.277	0.118	0.176	0.696
Multiple choice of Games and entertainment	0.146	0.214	0.136	0,674
Various stores	0.292	0.303	0.101	0.644

Extraction Method : Principal Component Analysis

Rotation Method : Varimax with Kaiser Normalization

a. Rotation Converged in 11 iteration

\* Nilai Factor Loading < 0.5 removed

As shown in Table 4, the facilities may be described in terms of (a) the availability, such as various stores, spacious parking, one-roof solution, suitable lighting, and spacious corridors; (b) the comfortability, such as soothing music, pleasant aroma, comfortable AC, cleanliness, helpful personnel and clean CR. The design and product may be described in terms of (a) design, such as attractive interior design, attractive visual display, attractive building architecture, and decoration & layout; (b) the product, such as the discount program in the mall, product of interest, and sales promotion scheme. The location may be described in terms of (a) the accessibility such as nearness, ease of locating desired stores, security & safety, ease of public transportation, multiple payment options, convenient shopping hours, and convenient shopping in the malls. The channel may be described in terms of (a) various restaurants, multiple choice for games and entertainment, and various stores.

In detail, loading factors are: (a). The facilities can be characterized by the diversity of stores, spacious parking, pleasant aroma, appropriate lighting, comfortable AC, spacious corridors, soothing music, cleanliness, helpful personnel, one-roof solution, and clean CR. (b). The design and product can be described in terms of attractive interior design, attractive visual display, attractive building architecture, decoration and layout, discount program in the mall, product of interest, and sales promotion scheme. (c). The location can be categorized according to nearness, ease of locating desired stores, security and safety, ease of public transportation, multiple payment options, convenience shopping hours, and convenience shopping in the malls. (d) The channel can be explained in terms of various restaurants, multiple options of games and entertainment, and various stores.

Does the gender of the respondents play a part in the determining factors? An independent-sample t-test was used to compare the mean scores of male and female respondents on the variables impacting their selection of shopping malls. According to the study, there was no evidence of a gender difference ( $t(210) = 0.230, p = .81$ ).

**Table 4** Factors contribute to the selection of shopping mall

Factor	Variabels
<b>Factor 1 - Facilities</b>	
	<b>The availability</b>
	<ul style="list-style-type: none"> <li>• Various stores</li> <li>• Spacious parking</li> <li>• One roof solution</li> <li>• Suitable lighting</li> <li>• Spacious corridors</li> </ul>
	<b>The Comfortability</b>
	<ul style="list-style-type: none"> <li>• Soothing music</li> <li>• Pleasant aroma</li> </ul>

	<ul style="list-style-type: none"> <li>• Comfortable AC</li> <li>• Cleanliness</li> <li>• Helpful personnel</li> <li>• Clean CR</li> </ul>
<b>Factor 2 – Design and product</b>	<p><b>Design</b></p> <ul style="list-style-type: none"> <li>• Attractive interior design</li> <li>• Attractive visual display</li> <li>• Attractive building architecture</li> <li>• Decoration and layout</li> </ul> <p><b>Product</b></p> <ul style="list-style-type: none"> <li>• Discounts program in mall</li> <li>• Product of interest</li> <li>• Sales promotion scheme</li> </ul>
<b>Factor 3 – Location</b>	<p><b>Accessibility</b></p> <ul style="list-style-type: none"> <li>• Nearness</li> <li>• Ease locating desired stores</li> <li>• Security and Safety</li> <li>• Ease of public transportation</li> <li>• Multiple payment option</li> <li>• Convenient shopping hours</li> <li>• Convenient shopping in the mall</li> </ul>
<b>Factor 4 – Channels</b>	<p><b>Stores</b></p> <ul style="list-style-type: none"> <li>• Various restaurants</li> <li>• Multiple options of Games and entertainment</li> <li>• Various stores</li> </ul>

Shopping malls selection is influenced by four criteria. They are facilities, design & product, location, and channels. According to how important it is to clarify the selection of shopping malls, they are ranked. The research's findings are consistent with those made by Finn and Louviere (1996), who found that factors influencing the choice of shopping malls include the goods, the atmosphere, the services, and accessibility; McGoldrick (2002); Yavas; and El. Adly (2007); who identified physical features, quality, price, cleanliness, courtesy, assortment, security, store hours, accessibility, and atmosphere. Walean, Jangs, and Kawuwung (2023) found service, one roof solution, comfort, exclusivity, ease of access, and price. The facilities factor's overall variance is 50.60%, which means that the selection of shopping malls is heavily on facilities provided by malls. Facilities are divided into groups based on their availability and comfort. The finding is consistent with research by Hu and Jasper (2001) and El-Adly (2007).

#### 4. CONCLUSION

In the age of information and technology, people are savvy and have a variety of shopping options outside malls. In the cutthroat competition, a shopping malls needs to stand out from the competition. For businesses to create tactics to entice customers to visit their shopping malls, it is essential to understand variables in the selection of shopping malls. This study tries to pinpoint important criteria for deciding which Manado shopping centers to visit. This research has three objective to be meet. All three of the research objectives have been accomplished through the data analysis and findings. Studying the variables influencing mall selection is the first goal. Four criteria were identified by this research: channels, locations, design & product, and facilities. The second objective is to identify the variables that contribute the most variance. According to this study, the facilities, followed by design and product, location, and channels, have the most impact. The third objective is to identify the pertinent gender-related elements for these respondents. The study concluded that there was no proof of a gender difference. The study's findings offer management of shopping malls useful guidance on how to enhance their ability to compete with rival shopping malls. The conclusions and suggestions are (1). Shopping malls provide good facilities to the customers in terms of availability dan comfort, and this feature has the greatest value of 50.60 percent. The availability features includes a variety of stores, spacious parking, one-roof solution, suitable lighting, and spacious corridors. The comfort features include soothing music, a pleasant aroma, comfortable air conditioning, cleanliness, helpful staff, and a clean CR.

Considerations for design & product, location, and channels are equally crucial. (2). The questionnaire could only be completed by those with internet connection because it was only made available online. It is suggested that future research to combine online and offline survey techniques to avoid the problem of not reaching potential respondents. (3). Since the combined variance of the four components is 62.19 percent, future research must address the 38.81 percent of factors that were not examined in this study.

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