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Crafting Loyalty: How Social, Seductive, and Recreational Experiences Shape Mall-Goers' Fidelity Through Visitor Satisfaction

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ABSTRACT

This research aims to analyze the influence of social experience, seductive experience, and recreational experience on mall visitor loyalty which is mediated by visitor satisfaction. This type of research is descriptive research with the research population being Indonesian citizens and 100 respondents were obtained through a sampling technique, namely purposive sampling with criteria (they are Indonesian citizens who come from one of the regions in Java: Jakarta, West Java, Central Java, East Java, and Yogyakarta 2). Have visited the mall in their area at least once. The data analysis technique used in this research is PLS (partial least squares) and from the results of data analysis it is found that social experience and visitor satisfaction partially have a positive influence on visitor loyalty, seductive experience and recreational experience partially have no effect on mall visitor loyalty. Visitor satisfaction can mediate the influence of social experience on mall visitor loyalty, but is unable to partially mediate seductive experience and recreational experience on mall visitor loyalty.

1. Introduction

In this era of globalization, business competition has become very sharp. To win the competition, companies must be able to provide satisfaction to their customers. Satisfaction can be interpreted as a person's feeling of satisfaction, pleasure, and relief due to using or consuming a product/service to obtain a service. The definition of visitor satisfaction, according to (Supriyadi, 2020), is the level of satisfaction a person feels after comparing the performance of the product they feel in front of them. The extent to which mall visitors are satisfied will have a beneficial impact on mall loyalty. Visitors are more likely to return and recommend the mall when they are satisfied with the shopping and other facilities there.

Mall visitor loyalty is loyalty related to visitors' intentions to pay future visits to the mall, make purchases, and recommend the mall to others (Kimet al, 2015). Meanwhile, according to Kotler (2002), visitor loyalty is loyalty that shows the probability of a consumer or visitor making repeat visits within a certain period. As an example of mall visitor loyalty, namely, visitor loyalty in choosing a mall. Every time a visitor wants to visit a mall, the visitor has to make sure he will go to that mall. Every time a visitor wants to shop for basic needs or personal needs, visitors always choose to shop at the mall. Visitor loyalty can be seen from the frequency and consistency of visits to the mall, as well as the possibility of these visitors recommending the mall to others. Loyal visitors tend



to have a closer relationship with the mall and are more likely to spend time and money there.

Social experience is the experience felt by visitors in interacting with the social environment in the mall, such as talking to other people, hanging out with friends, or meeting new people. Shopping is a social phenomenon (Hus et al., 2018; Mehta, 2013). Social experience is an important component of the entire shopping experience process. Humans carry out social shopping activities with friends or family members as companions. Social Experience occurs when visitors realize that the mall is a place where they can socialize with friends or family or with strangers such as other shoppers or mall employees. An illustration of a social event might be meeting friends or relatives accidentally while shopping at H&M in the mall. Because of their closeness, at that time, they greeted each other or sat together to talk and laugh. Or maybe a customer who is sitting in a cafe in a mall meets a stranger who is also a customer and, because of their interest, they become acquainted. Visitors will be more loyal to a mall if it offers social opportunities for them to participate. Social experiences have a beneficial and sizable impact on mall loyalty, according to Gilboa et al. (2020), especially when visitors feel satisfied with the social experience they get when visiting a mall.

A seductive experience is a feeling of being tempted to buy something when arriving at a mall. For example, when we go to the mall with the intention of just walking around and don't want to buy anything, when we arrive at the mall we feel tempted when we see an item and feel like we want to buy that item. This feeling makes us subconsciously feel hypnotized to immediately buy and own it. We can even unknowingly spend large amounts of money without planning to do so. Seductive experience can increase visitor satisfaction because they feel emotionally and cognitively involved with their environment. In the context of a mall, a seductive experience can be managed through attractive interior layout and arrangement, appropriate lighting, pleasant aromas,

appropriate music, and various exciting activities such as art exhibitions, musical performances, or other special events. This experience can give a positive impression to visitors so that they feel happy and comfortable in the mall. Several studies showing the influence of seduction and mall loyalty hypothesized that this relationship would be positive based on segmentation findings about the group of enthusiastic shoppers, known as a group of customers who significantly enjoy shopping and tend to spend a lot of money (Ganeshet al., 2007; Gilboa, 2013). However, on the other hand, research conducted by Gilboa et al., (2020) failed to find a positive impact between seductiveness and loyalty.

Recreational Experience, the definition of Recreational itself basically means light-scale entertainment or activities during free time and is carried out voluntarily as a recovery from work or heavy activities carried out previously. Recreation is a socially acceptable activity that satisfies personal needs without coercion and produces satisfaction and joy for the individual. Leisure is used in society, using free time to do things when tired, such as going to work or recharging batteries for other useful tasks, thereby increasing work efficiency. According to Gilboa et al. (2020), entertainment experiences when visitors come to the mall, usually accompanied by other people, to rest and relax while enjoying entertainment venues and restaurants where food and drinks are served and drinks are sold. It's not surprising that many people choose to visit malls as a place for entertainment. Because in shopping areas or what are usually called malls, visitors can walk around to spend time alone or with friends and family. Not only that, visitors can also enjoy entertainment venues provided by business people. For example, visitors can watch films at the cinema, visitors can play at Timezone which contains various kinds of exciting games, or visitors can enjoy live music and live DJ events held by the mall. Shopping orientation is then hypothesized to influence crowd perception, and, in turn, subsequent affective



responses to the mall shopping experience. Recreational experience can also have a big impact on mall visitor satisfaction. If a visitor has had fun and felt satisfied while at the mall, they are more likely to return and tell others about the mall. For example, malls that offer various activities such as musical performances, art performances, or community events provide various facilities such as children's playgrounds, cinemas, restaurants, and interesting shops that can enhance visitors' recreational experiences. Mall managers must pay attention to these factors in order to increase mall visitor satisfaction. A visitor who is satisfied with the value of a product or service is more likely to remain a customer for a long time. Visitor satisfaction, in turn, can influence visitor loyalty.

2. Literature Review

Experience

Every businessman must be able to create a friendly environment for customers and be aware of their needs because Experience covers all aspects of social life. Meanwhile, according to Schmitt (1999), Experience is an event that occurs as a response to simulation or stimulation, such as efforts before and after a purchase. Experience is often the result of direct observation or participation in an activity, whether real, perceived, or virtual. Today's customers are increasingly demanding; customers need not only high-quality service or high-quality products but also positive experiences that are emotionally moving and memorable. Experience gives customers special memories. Positive memories benefit the company.

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experiences. Experience provides special memories for customers. Positive memories will benefit the company. In addition, consumers share these experiences with others, which makes participation in the consumption of a product or service interesting (Kertajaya, 2010).

Experience mall

According to Verhoef et al. (2009), the mall experience is a unique and specific form of consumer experience that is built and developed through a very complex series of physical, social, and psychological stimuli. As a result of interactions in the mall environment, the mall experience can be defined as what mall visitors experience during their visit to the mall. Consumer motivation to shop may be caused by various reasons (Eroglu, 2005). However, most of the literature fails to differentiate the differences between shopping in general and the mall experience, using the same framework and assumptions interchangeably (Gilboa et al., 2020). Furthermore, scholars who attempt to investigate the mall experience fall short because they apply the same frameworks used to examine shopping practices without including the contextual factors that exist for malls.

Social experience

Kartajaya (2006) states that people are proud when society accepts them because they are part of a certain social group. Positive social experience can improve a person's quality of socializing because humans are basically social in nature. (Gilboa et al., 2020), social experience occurs when visitors view the mall primarily as a place to socialize with family and friends and interact with strangers, both other visitors and mall employees. (Gilboa et al., 2020), social experience occurs when visitors see the mall primarily as a place to socialize with family and friends and interact with strangers, both other visitors and mall employees. For example, social experience, viz., the visitor is at Starbucks in a mall, and the visitor happens to meet a



friend or relative who is also at Starbucks. Because they know each other, they greet each other at this time or sit together to talk, joke, and confide in each other. Visitors can also sit alone at Starbucks, meet new people who don't know each other because they are interested in each other, get to know each other, and become friends. Except that visitors may also meet people they don't like. Therefore, it is important for business managers to pay attention to the factors that influence the social experience of visitors and ensure the creation of a positive social experience in shopping centers. This can help increase visitor satisfaction and loyalty, which in turn can have a positive impact on the success of the mall business.

Seductive experience

Seductive itself has the meaning of teasing or tempting. Meanwhile, a seductive experience occurs when visitors see the mall as a proper place. Attracted by seductive experiences, visitors enter malls in search of shopping opportunities that entice them from every window (Gilboa et al., 2020). Seductive experiences are connected to episodes of impulse buying and emotional associations with the mall. For this reason, the atmosphere and interactions between people and employees play an important role. As an example of a seductive experience, one of the mall visitors plans to visit the mall just for a walk. When they saw the bag in one of the mall's retail stores, visitors were interested and wanted to own the bag. When this happens, visitors abandon their initial intention to visit.

Recreational experience

Recreational or recreation itself has the meaning of entertainment. Recreational is a socially acceptable activity that satisfies personal needs without coercion and provides satisfaction and pleasure. Leisure

recreation is used to spend free time in the community after you are tired from work or other useful tasks to recharge your batteries, thereby improving work performance. According to Gilboa et al. (2020), entertainment experiences are when visitors, mostly accompanied by other people, come to shopping centers to rest and relax while enjoying entertainment facilities and food and drinks. It's not surprising that many people like to visit shopping centers as entertainment. In shopping centers or malls, which are often called malls, visitors can spend time alone or with friends and family. Not only that, visitors can also enjoy entertainment venues provided by traders. For example, visitors can watch films in the cinema, visitors can play in the Time Zone with various exciting games, or enjoy live music and DJ events held by the mall.

Loyalty mall

Mall loyalty is defined as visitors' attitudes toward a particular mall and their willingness to recommend that mall to others (Chebat et al., 2009). In other words, mall loyalty is loyalty related to visitors' intentions to visit the mall in the future, make purchases, and recommend the mall to others (Kim et al., 2015). Meanwhile, according to Kotler (2002), visitor loyalty is loyalty that shows the possibility that a consumer or visitor will make repeat visits within a certain period of time. An example of mall loyalty is customer loyalty when choosing a mall. Every time a visitor wants to visit the mall, he makes sure that he goes to the mall. Every time visitors want to buy basic necessities or personal needs, visitors always choose the mall. Visitors from outside Yogyakarta, every time they are in Yogyakarta, always choose this mall over other malls. Visitors can even recommend the mall to other people as a sign of their loyalty to the mall.



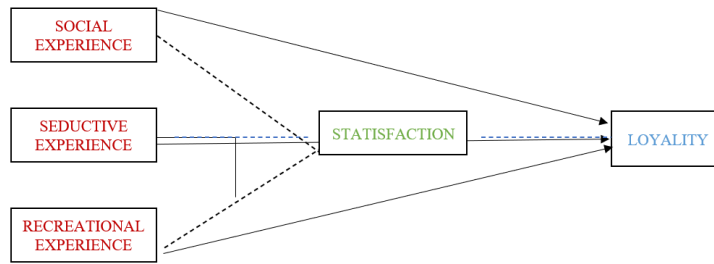


Figure 1. Research framework.

The research hypothesis is:

H1 = Mall visitor satisfaction mediates the impact of social experience on mall visitor loyalty.

H1b = Social experience has a positive effect on mall visitor loyalty.

H2a = Mall visitor satisfaction mediates the impact of seductive experience on mall visitor loyalty.

H2b = Seductive experience has a positive effect on mall visitor loyalty.

H3a = Mall visitor satisfaction mediates the impact of recreational experience on loyalty

H3b = Recreational experience has a positive effect on mall visitor loyalty.

H4 = Satisfaction has a positive effect on mall visitor loyalty.

3. Methods

This research uses a quantitative descriptive approach with the aim of determining the influence of social experience, seductive experience, and recreational experience on mall visitor loyalty which is mediated by visitor satisfaction. The number of respondents in this study was 100 respondents. The sampling in this study used a purposive sampling technique with the criteria: 1) They are Indonesian citizens who come from one of the regions in Java:

Jakarta, West Java, Central Java, East Java, and Yogyakarta. 2). Have visited the mall in their area at least once. The data collection method uses questionnaires or questionnaires. The measuring scale used is a 1 to 5 Likert measuring scale. The data analysis used in this research is PLS (partial least square), the stages in this research use 3 stages, namely outer model testing, inner model testing, and hypothesis testing.

4. Results and Discussion

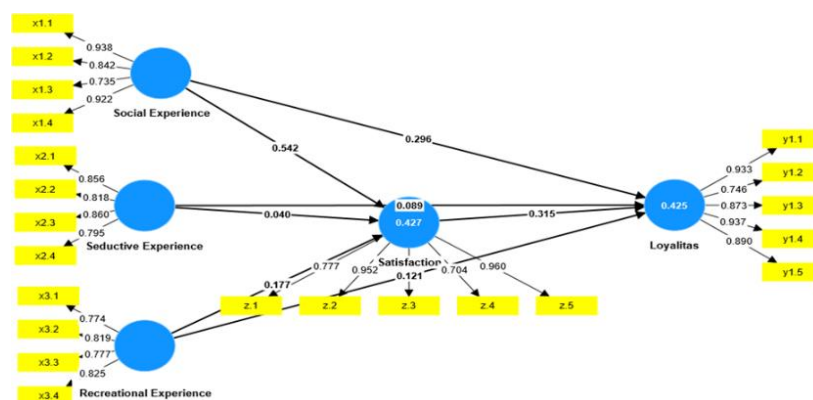


Figure 2. PLS test results.



Table 1. Outer model test results.

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Loyalty	0,925	0,934	0,944	0,772
Recreational experience	0,812	0,817	0,876	0,639
Satisfaction	0,921	0,933	0,943	0,771
Seductive experience	0,853	0,858	0,900	0,693
Social experience	0,883	0,898	0,920	0,745

From Table 1, it is known that the reliability test with the AVE validity test shows a value of > 0.5, and the composite reliability value is > 0.7. So, it is said that the variables are valid and reliable so that they can be used in testing the structural model.

Inner model testing

R-Square is used to evaluate structural models on the dependent construct, Stone-Geisser Q-Square test for Q² predictive relevance, and significance test based on structural path parameter coefficients.

Table 2. R-square.

Variable	R-square	R-square adjusted
Loyalty	0,425	0,401
Satisfaction	0,427	0,409

The R-square value for loyalty was obtained at 0.425, and it can be said that the variables social experience, seductive experience, recreational experience, and satisfaction simultaneously influenced loyalty by 42.50% while the remaining 57.50% was influenced by other variables outside this research. For the satisfaction variable, an R-Square

value of 0.427 was obtained, and it can be interpreted that the social experience, seductive experience, and recreational experience variables simultaneously influence satisfaction by 42.7%, while the remaining 57.3% is influenced by other variables outside this research.

Table 3. Q² predictive relevance.

Variable	Q ² predict	RMSE	MAE
Loyalty	0,311	0,847	0,677
Satisfaction	0,380	0,806	0,653

From the table above, it is known that the Q² value of each variable has a value > 0, namely 0.443 and 0.650, so it is concluded that the variables of Work satisfaction and performance have a strong predictive relevance model.

Hypothesis testing

To determine whether a hypothesis is accepted or rejected, the significance value between the construct, the t-statistic, and the p-value can be considered. In this way, the measurements and standard errors are



not calculated through statistical assumptions but are based on empirical observations. The bootstrap method used in this study accepts that if the p-value

is < 0.05, then Ha is accepted and Ho is rejected, and vice versa.

Table 4. Path coefficients (Mean, STDEV, T-value, P-value).

	Original sample (O)	Sample means (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P-value
Motivation -> Work satisfaction	0.336	0.342	0.090	3,723	0.000
Motivation -> Performance	-0.004	-0.002	0.020	0.180	0.857
Leadership -> Work satisfaction	0.099	0.095	0.128	0.771	0.441
Leadership -> Performance	0.354	0.356	0.047	7,588	0.000
Organizational Culture -> Work satisfaction	0.481	0.482	0.116	4,156	0.000
Organizational culture -> Performance	0.587	0.599	0.044	13,213	0.000
Work satisfaction -> Performance	0.114	0.098	0.095	0.128	0.000

From the table above, it can be concluded that:

H1a = Mall visitor satisfaction mediates the impact of social experience on mall visitor loyalty. The hypothesis is accepted because the p-value obtained is 0.013 or less than 5% alpha or 0.05

H1b = Social experience has a positive effect on mall visitor loyalty. The hypothesis was accepted because the original sample value was 0.294 with a p-value obtained of 0.019 or less than 5% alpha or 0.05.

H2a = Mall visitor satisfaction mediates the impact of seductive experience on mall visitor loyalty. The hypothesis was rejected because the p-value obtained was 0.687 or greater than the alpha of 5% or 0.05

H2b = Seductive experience has a positive effect on mall visitor loyalty. The hypothesis was rejected because the p-value obtained was 0.380 or greater than the alpha of 5% or 0.05

H3a = Mall visitor satisfaction mediates the impact of recreational experience on mall visitor loyalty. The hypothesis was rejected because the p-value obtained was 0.110 or greater than the alpha of 5% or 0.05

H3b = Recreational experience has a positive effect on

mall visitor loyalty. The hypothesis was rejected because the p-value obtained was 0.194 or greater than the alpha of 5% or 0.05.

H4 = Satisfaction has a positive effect on mall visitor loyalty. The hypothesis was accepted because the original sample value was 0.317 with a p-value obtained of 0.009 or less than 5% alpha or 0.05.

The relationship between social experience and visitor loyalty

Based on the research results, there is a positive relationship between social experience and mall visitor loyalty. Hypothesis H1b is accepted because the p-value obtained (0.019) is less than the significance level (0.05). Thus, it can be concluded that the better the social experience experienced by mall visitors, the higher their level of loyalty to the mall.

The relationship between seductive experience and visitor loyalty

Based on the research results, there is no significant relationship between Seductive Experience



(an experience that attracts attention) and mall visitor loyalty. Hypothesis H2b was rejected because the p-value obtained (0.380) was greater than the significance level (0.05). This shows that experiences that attract attention do not have a significant effect on the level of loyalty of mall visitors.

Recreational experience with visitor loyalty

Based on the research results, there is no significant relationship between recreational experience and mall visitor loyalty. Hypothesis H3b was rejected because the p-value obtained (0.194) was greater than the significance level (0.05). This shows that recreational experiences do not have a significant influence on the level of loyalty of mall visitors.

The role of satisfaction in mediating the variables of social experience, seductive experience, recreational experience, and visitor loyalty

Based on the research results, mall visitor satisfaction has a mediating role in the relationship between social experience and visitor loyalty (H1a). However, there is no significant evidence that mall visitor satisfaction mediates the relationship between Seductive Experience and Visitor Loyalty (H2a), nor between Recreational Experience and Visitor Loyalty (H3a).

The relationship between satisfaction and visitor loyalty

Based on the research results, there is a positive relationship between mall visitor satisfaction and visitor loyalty. Hypothesis H4 is accepted because the p-value obtained (0.009) is less than the significance level (0.05). Thus, it can be concluded that the more satisfied mall visitors are, the higher their level of loyalty to the mall.

5. Conclusion

There is a positive relationship between social experience and mall visitor loyalty. Thus, it can be

concluded that the better the social experience experienced by mall visitors, the higher their level of loyalty to the mall. There is no significant relationship between seductive experience (an experience that attracts attention) and mall visitor loyalty. This shows that experiences that attract attention do not have a significant effect on the level of loyalty of mall visitors. There is no significant relationship between recreational experience and mall visitor loyalty. This shows that recreational experiences do not have a significant influence on the level of loyalty of mall visitors. Mall visitor satisfaction has a mediating role in the relationship between social experience and visitor loyalty. However, there is no significant evidence that mall visitor satisfaction mediates the relationship between seductive experience and visitor loyalty, nor between recreational experience and visitor loyalty. Based on the research results, there is a positive relationship between mall visitor satisfaction and visitor loyalty. Thus, it can be concluded that the more satisfied mall visitors are, the higher their level of loyalty to the mall.

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