ABSTRACT

The Influence of Shopping Mall Attributes And Social Values Toward Customer Loyalty Through Shopping Well Being and Moderated by Fashionable Oriented Lifestyle:

(Customer Study at Platinum Category Shopping Mall in Surabaya)

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The purpose of this study is to define shopping well being of customers who shop at platinum category shopping mall in Surabaya. This study is also analyzing the influence of shopping mall attributes as external stimuli and social values as internal stimuli toward customer loyalty directly and through shopping well being as the intervening variable and moderated by fashionable oriented lifestyle. Total respondents are 200 person using non probability and convenience sampling technique for data collection. Next structural equation modelling with Amos 18 is used to analyze the research data.

The findings revealed two groups of high and low fashionable oriented lifestyle along with their shopping behaviors. The similarities of their shopping behavior are on the significant influence of shopping mall attributes toward shopping well being and the non significant influence of social values toward customer loyalty. Moreover the differences of their shopping behavior are on the influence of social values toward shopping well being, on the influence of shopping mall attributes toward customer loyalty, and on the influence of shopping well being towards customer loyalty.

In addition the result show the moderated roles of fashionable oriented lifestyle on the influence of shopping mall attributes toward shopping well being and toward customer loyalty; and also on the influence of shopping well being towards customer loyalty.

Keywords: