ABSTRACT

We propose a conceptual model that explains the psychological process by which shopper-based mall equity generates mall loyalty. We collected data from shoppers in Kediri Mall (N = 100) using structural equation modelling analysis. The empirical results were generally supportive of the model: Mall loyalty was significantly predicted by the commitment that shoppers held toward the mall; and that commitment was not significantly predicted by shopper's positive awareness of the mall's characteristics, but supported by shopper's self-congruity. The latter construct, inturn, was significantly predicted by mall image dimensions such as the mall's quality of the services found in the mall, while convenience, environment, and mall's quality of the product was not significantly predicted shopper's self-congruity.