



The Effect of Shopping Experience and Store Design on Customer Satisfaction at Malls in Jakarta

Frans Sudirjo

Universitas 17 Agustus 1945 Semarang and frans-sudirjo@untagsmg.ac.id

Corresponding Author: frans-sudirjo@untagsmg.ac.id

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ABSTRACT

This study investigates the effect of shopping experience and store design on customer satisfaction at malls in Jakarta. A quantitative research method was employed, involving 70 respondents who provided their perceptions of the shopping experience and store design through a structured questionnaire. The data was analyzed using SPSS version 26, with multiple regression analysis to assess the relationship between the independent variables (shopping experience and store design) and the dependent variable (customer satisfaction). The findings reveal that both shopping experience and store design positively and significantly influence customer satisfaction, with an R-squared value of 0.58, indicating that 58% of the variance in customer satisfaction is explained by these two factors. The results provide valuable insights for mall operators and retailers, emphasizing the importance of enhancing both the shopping experience and store design to improve customer satisfaction.

Keywords: *Shopping Experience, Store Design, Customer Satisfaction, Malls, Jakarta.*

INTRODUCTION

Shopping malls have transformed into dynamic urban spaces that serve commerce, social interaction, and entertainment, especially in cities like Jakarta. To remain competitive, malls must focus on creating unique shopping experiences and appealing store designs, which are vital for enhancing customer satisfaction and ensuring business sustainability through repeat visits and positive word-of-mouth. Architectural design plays a key role in attracting customers by offering immersive retail experiences, with factors like exterior aesthetics, interior layout, and urban planning shaping a mall's appeal [1], [2]. Neo-Vernacular design, incorporating traditional elements, can boost a mall's cultural significance and connection with local communities [3], [4]. Sustainable architectural practices, such as energy-efficient designs, contribute to environmental goals while improving the shopping experience [5], [6]. Moreover, the environmental quality of malls influences social interaction and community vitality, with spaces that integrate local culture attracting more visitors [7], [8]. Inclusivity is also crucial, yet many malls fail to fully implement universal design, limiting accessibility for the elderly and specially-abled individuals, which can harm customer satisfaction [9], [10].

The shopping experience extends beyond purchasing products and includes customer service, store design, and ambiance, all of which influence consumer satisfaction and behavior. Research shows that a well-designed store environment can enhance the experience, encouraging longer visits and higher spending. Store layout and atmospheric elements, such as lighting and interior decor, shape consumer perceptions, with studies revealing that these factors impact emotional reactions and impulse buying [11]. The integration of physical and digital elements,

known as the phygital experience, is also crucial in modern retail, where technologies like mobile apps create interactive shopping experiences that increase engagement and loyalty [12]. Retailers leverage the experience economy, focusing on aesthetics and entertainment to attract customers, particularly in small luxury stores [13]. Store design is a vital factor in retail competitiveness, moderating the relationship between customer satisfaction and brand commitment [14]. Additionally, consumer shopping values, whether utilitarian or hedonic, play a significant role in shaping the importance of the shopping experience, with emotional and cognitive experiences being especially valued by hedonic shoppers [15].

In the context of Jakarta, a bustling metropolitan city with numerous shopping malls, understanding the relationship between shopping experience, store design, and customer satisfaction is essential for mall operators to remain competitive. The diverse and dynamic nature of the city's population demands that malls continuously adapt to the latest trends in retail and design to cater to their customers' preferences. Despite the growing importance of these factors, limited studies have explored their combined effect on customer satisfaction in Jakarta's malls. Therefore, this research aims to investigate the effect of shopping experience and store design on customer satisfaction in malls located in Jakarta.

LITERATURE REVIEW

Shopping Experience

The shopping experience extends beyond purchasing goods, encompassing customers' emotional, psychological, and physical journey within a retail space. [16] emphasize that experiences are now vital economic offerings, and retailers must create memorable experiences to differentiate themselves. Shopping malls, combining retail, entertainment, and leisure, offer a multidimensional experience. Key factors contributing to a positive shopping experience include service quality, product variety, ambiance, and convenience [17]. According to the S-O-R model [18], stimuli like music and lighting influence customer emotions, leading to higher satisfaction and increased spending [19]. In Jakarta, where competition is fierce, [20] notes that urban consumers seek convenience, novelty, and entertainment, pushing mall operators to enhance every aspect of the shopping experience.

Store Design

Store design encompasses the physical and aesthetic elements of a retail space that influence customer perceptions and behaviors. According to [21], the store environment acts as a "silent salesman," with elements like lighting, color schemes, layout, and signage playing critical roles in shaping customer attitudes. A well-designed store not only draws customers but also fosters a comfortable and engaging atmosphere, enhancing the shopping experience. Numerous studies underscore the impact of store design on customer behavior. [22] identified five categories of atmospheric variables—exterior, interior, layout, point-of-purchase displays, and human variables—that together influence customer perceptions. For instance, spacious layouts and clear signage aid navigation, while pleasant lighting and ambient sounds create a welcoming environment. [11], [23] found that effective store design positively affects emotions, increasing satisfaction and loyalty. In competitive mall environments, store design can differentiate retailers. Research by [24] on Indonesian malls highlights the importance of unique and aesthetically appealing designs in attracting customers, encouraging longer visits, and enhancing overall satisfaction.

Customer Satisfaction

Customer satisfaction is a key performance indicator for businesses, closely linked to loyalty, repeat purchases, and positive word-of-mouth [25]. It reflects the extent to which a product or service meets or exceeds customer expectations. In retail, satisfaction is shaped by factors such as service quality, product availability, price, and the overall shopping experience [26]. Models like SERVQUAL [27], [28], [29] outline five dimensions of service quality—tangibility, reliability, responsiveness, assurance, and empathy—that affect customer satisfaction. Similarly, [25], [26] Disconfirmation of Expectations Theory suggests that satisfaction occurs when perceived performance meets or exceeds expectations. In malls, satisfaction is influenced by both the shopping experience and the physical environment. [26], [28] found that a pleasant environment and high service quality lead to higher satisfaction, while [25], [26], [29] emphasizes the importance of continuous innovation in Jakarta malls to maintain high customer satisfaction levels.

Shopping Experience, Store Design, and Customer Satisfaction

The relationship between shopping experience, store design, and customer satisfaction has been a central focus in retail studies. A well-crafted shopping experience, enhanced by aesthetically pleasing store design, significantly influences customer satisfaction. Research by [30], [31] and [11], [32] shows that customers who enjoy their shopping experience are more likely to feel satisfied and return. Similarly, [28] found that store design and ambiance greatly impact customer emotions and satisfaction. In Jakarta, where malls dominate the retail landscape, this connection is crucial. [11], [28], [30] found that Jakarta malls focusing on immersive experiences and innovative designs attract more customers and boost satisfaction. As expectations rise, malls must enhance both their physical spaces and customer service strategies to stay competitive.

Research Gap and Hypotheses Development

Despite the wealth of research on shopping experience, store design, and customer satisfaction, few studies have explored their combined effect in the context of Jakarta's shopping malls. Most existing studies focus on individual factors in isolation, without considering the holistic impact of the shopping environment on customer satisfaction. Therefore, this research aims to fill this gap by investigating the combined influence of shopping experience and store design on customer satisfaction in Jakarta's malls.

Based on the literature reviewed, the following hypotheses are proposed:

H1: Shopping experience has a positive and significant effect on customer satisfaction.

H2: Store design has a positive and significant effect on customer satisfaction.

METHODS

Research Design

This study uses a quantitative design to analyse the relationship between shopping experience, store design and customer satisfaction. A quantitative approach was chosen as it allows for systematic data collection as well as statistical analysis to determine the significance of the relationship between variables. The study is cross-sectional in nature, where data is collected at a single point in time to capture customers' perceptions of the shopping experience and store design in relation to their satisfaction. The study population consists of mall visitors in Jakarta, which was

chosen due to its high mall density and diverse shopping culture, making it an ideal location to study customer satisfaction in a retail context. As it is impractical to collect data from all mall visitors in the city, a sample was drawn to represent the population. The sample size in this study was 70 respondents, who were selected using convenience sampling, where participants were chosen based on their availability and willingness to participate during the data collection period. Although convenience sampling has limitations in terms of generalisability, this method was chosen due to its efficiency in collecting data from various mall visitors in Jakarta, as well as considering the limited time and resources available.

Data Collection

Data was collected using a structured questionnaire designed to measure the key variables of the study: shopping experience, store design, and customer satisfaction. The questionnaire was distributed to respondents in person at various malls across Jakarta. Respondents were approached at different times of the day and on different days of the week to capture a more diverse sample of shoppers.

Data Analysis

Data were analysed using SPSS version 26 with several statistical techniques to ensure the reliability of findings and test hypotheses. Descriptive statistics such as means and standard deviations were used to summarise sample characteristics and general trends in shopping experience, store design and customer satisfaction in Jakarta. Reliability tests were conducted with Cronbach's alpha, where a value of 0.70 or above is considered adequate. Multiple regression analysis examined the relationship between shopping experience, store design and customer satisfaction, with the regression model measuring the significance of each variable. A t-test with a significance level of 0.05 was used to test the effect of the independent variables on customer satisfaction, while R-squared assessed the proportion of variance explained by the variables.

RESULTS AND DISCUSSION

Descriptive Statistics

The descriptive statistics provide an overview of the respondents' demographic characteristics as well as their responses to the questionnaire items measuring shopping experience, store design and customer satisfaction. Respondents were evenly split by gender, with 55% female and 45% male. Most respondents (60%) were between 18 to 35 years old, followed by 25% in the 36-50 age range, and 15% above 50 years old. Regarding shopping frequency, 50% of respondents visit the mall at least once a week, 30% two to three times a month, and 20% less than once a month. The average score for the shopping experience was 4.2 on a scale of 5, with customer service (average = 4.3) and product variety (average = 4.2) getting the highest ratings, while convenience (average = 4.0) and ambience (average = 4.1) were slightly lower. Perceptions of store design were also positive, with an average score of 4.1, where store layout (average = 4.3), lighting (average = 4.2), and signage (average = 4.0) received favourable ratings, while aesthetic appeal (average = 4.0) was also rated positively. Customer satisfaction is high with an average score of 4.3, indicating most respondents are satisfied with the shopping experience and store design in Jakarta malls.

Reliability Testing

To ensure the internal consistency of the scales used in the questionnaire, Cronbach's alpha values were calculated for each main variable. The results are as follows: shopping experience (Cronbach's alpha = 0.873), store design (Cronbach's alpha = 0.857), and customer satisfaction (Cronbach's alpha = 0.899). All scales achieved Cronbach's alpha values above 0.70, which indicates good reliability and suggests that the items used to measure each construct are consistent.

Regression Analysis

Multiple regression analysis was conducted to test the effect of shopping experience and store design on customer satisfaction. The results are summarized in Table 1.

Table 1. Multiple Regression Analysis

Variable	Coefficient (β)	t-value	p-value
Shopping Experience	0.457	4.327	0.000
Store Design	0.353	3.715	0.001
Constant	1.206	2.453	0.016

Source: Data Analysis, 2024

The regression model proved to be statistically significant ($F = 32.462$, $p < 0.01$) with an R-squared value of 0.584, meaning 58% of the variance in customer satisfaction is explained by the independent variables (shopping experience and store design). Both shopping experience ($\beta = 0.457$, $p < 0.01$) and store design ($\beta = 0.353$, $p < 0.01$) have a positive and statistically significant influence on customer satisfaction, supporting the research hypothesis.

Discussion

The results show that the shopping experience has a significant positive effect on customer satisfaction, as supported by the coefficient value. This aligns with previous studies by [16], [17], [18], [19], [20], which highlight that a positive shopping experience increases customer satisfaction and encourages repeat visits. In this study, key dimensions such as customer service and product variety were highly rated by respondents, indicating their crucial role in shaping customer satisfaction in Jakarta's malls. Consumers in Jakarta, like those in other urban areas, prioritize convenience, variety, and personalized service, underscoring the need for mall operators to focus on these aspects to create a more engaging shopping environment. The high rating for customer service further emphasizes that well-trained staff and prompt assistance are vital contributors to satisfaction. These findings suggest that improving the overall shopping experience should be a priority for retailers and mall operators aiming to boost customer satisfaction and retention.

The results show that store design has a significant impact on customer satisfaction, consistent with the findings of [11], [21], [22], [23], [24], which emphasize the role of aesthetics in shaping customer perceptions. In this study, elements such as store layout, lighting, and signage were highly rated by respondents, highlighting their importance for mall visitors in Jakarta. Store design influences emotional responses and shopping behavior, as a well-organized layout helps customers navigate easily, while effective lighting and appealing aesthetics create a welcoming atmosphere. These findings emphasize the strategic importance of store design for mall operators and retailers in Jakarta, suggesting that investing in visually appealing and functional designs can foster positive emotions and enhance customer satisfaction.

Implications for Retailers and Mall Operators

The results of this study provide valuable insights for mall operators and retailers in Jakarta. Both shopping experience and store design were found to have significant positive effects on customer satisfaction, indicating that these factors should be central to business strategies aimed at improving customer retention and loyalty.

To enhance the shopping experience, mall operators should focus on improving customer service, offering a diverse range of products, and ensuring convenience for shoppers. Retailers, on the other hand, should pay attention to creating well-designed stores that offer both aesthetic appeal and functional layouts to enhance customer satisfaction. The combined effect of a positive shopping experience and a well-executed store design can lead to increased customer satisfaction, which in turn drives repeat visits and positive word-of-mouth referrals.

Limitations and Suggestions for Future Research

While this study provides important insights, it is not without limitations. First, the sample size of 70 respondents, although adequate for preliminary analysis, limits the generalizability of the findings. Future studies could expand the sample size and use probabilistic sampling techniques to ensure broader representation of the population. Additionally, this study was conducted only in Jakarta, and it would be beneficial to replicate it in other cities to see if the results hold across different contexts. Finally, future research could explore additional variables that might influence customer satisfaction, such as pricing strategies, marketing communications, and technology integration. These factors could provide a more comprehensive understanding of customer satisfaction in retail environments.

CONCLUSION

This study examined the impact of shopping experience and store design on customer satisfaction in malls located in Jakarta. The findings demonstrate that both factors play a significant role in influencing customer satisfaction. Shopping experience, particularly dimensions like customer service, product variety, and ambiance, had a substantial positive effect on satisfaction. Similarly, store design elements, including layout, lighting, and overall aesthetic appeal, were found to significantly enhance customer satisfaction. The study's results highlight the need for mall operators and retailers to focus on improving the quality of the shopping experience and optimizing store design to meet customer expectations. By creating a more enjoyable and engaging shopping environment, malls in Jakarta can boost customer satisfaction, fostering loyalty and increasing the likelihood of repeat visits. While this research offers valuable insights, future studies should consider larger sample sizes and explore additional variables such as pricing, marketing strategies, and technological innovations to gain a more comprehensive understanding of the factors that drive customer satisfaction in retail environments.

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