

## The Role of Service Quality and Corporate Image towards Revisit Intention through Customer Satisfaction in Mall Olympic Garden (MOG) Malang



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**ABSTRACT:** This study examines the influence of service quality and company image on the intention to revisit customer satisfaction. Employing a quantitative methodology, the research provides explanatory analysis. The sample consists of customers who have visited Mall Olympic Garden (MOG) more than twice, one of the largest modern shopping centers in Malang city. A nonprobability sampling method, specifically simple random sampling, was utilized, with a sample size of 150 respondents. Data were collected through the distribution of Likert-scale questionnaires. Analysis was conducted using Partial Least Squares Structural Equation Modeling (SEM-PLS). The findings reveal a significant relationship between service quality and company image and their impact on the intention to revisit. Furthermore, service quality and company image significantly influence customer satisfaction, increasing the intention to revisit. The mediating role of customer satisfaction is evident in the relationship between service quality, company image, and intention to revisit. These results suggest that modern shopping centers like MOG can sustain their existence amidst the growing trend of online shopping lifestyles by maintaining service quality and company image amidst competition in Malang City's shopping centers.

**KEYWORDS:** Service quality, corporate image, customer satisfaction, revisit intention, shopping center.

### I. INTRODUCTION

The development of business and its competition after the COVID-19 pandemic is going rapidly because so many companies have declined and haven't operated optimally. Kotler (2000) said that to escalate the business competition, each company needs to win by showing their best products or services that meet the always-changing consumer taste. Nowadays, in Indonesia, people's interest in shopping at the modern mall is bigger than going to the local market. Because of that, so many commercial places emerge, such as shopping centres or malls. Modern shopping centres not only consist of retail shops for buying and selling activities, but also supporting facilities, such as entertainment facilities. At the moment, people visit modern malls not only to go shopping but also to take a walk, eat out, and enjoy leisure. Malang City is one of the target areas for shopping centre expansion, for now there are 13 shopping centres in Malang City (malangkota.go.id, 2022).

Mall Olympic Garden (MOG) is one of the biggest shopping centres, trade centres, and also known as one-stop shopping, one-stop service, and one-stop entertainment in Malang City. Integrating shops, hypermarkets, Department stores, Food courts, entertainment areas, game centers, hotels, and sports areas. However, as we may know, every shopping center not only offers strengths but also has some weaknesses. In MOG Malang, one of the weaknesses is the parking area, which is limited and too expensive for Rp10.000 for a car and Rp4.000 for a motorcycle just for 1 first hour; the more you spend time inside, the more expensive you need to pay (Mutmainah, 2023).

As one of the biggest shopping centers in Malang City, MOG needs to face many competitors to keep the intensity of the visitors. Hence, the company needs to keep the company image from every "bad news" that will affect revisiting the visitor's intention or maintain the service quality. Besides, the presence of online shops also become one of the threats that offline stores like MOG need to face. Many people shop online, leaving the offline store dull and with few visitors. Also, the price is usually cheaper online. That will make shopping mall visitors lose interest because they think it's less efficient than shopping online (Yoga in compass.com, 2017).

Wulanjani dan Derriawan (2017) explained that revisit intention is a behavioral intention or customer desire to visit the places again, give positive word-of-mouth, stay longer than expected, and shop more than expected. Cakici et al. (2019) found that satisfaction positively influences revisiting intention in restaurant customers. As we may know, management needs to make an effort to confirm that good service quality is in accordance with the needs offered to consumers.

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Therefore, service quality is an activity given by one party to another party which is basically intangible and does not result in ownership of anything (Kotler, 2000). Gounaris et al. (2018) explained that service quality has a positive effect on satisfaction, and according to Sao (2023), there are strong and positive effects on customer loyalty and satisfaction. Meanwhile, Oktariani (2019) found that service quality didn't significantly affect revisit intention.

According to Lawrence Sutajo (2004), corporate image become one of the guides for many people to make various important decisions, and all corporations have their own image in the community. Thus, the company image is an important factor for consumers in making decisions because this will impact consumer satisfaction and intention to revisit.

Meanwhile, customer satisfaction includes the happiness or sadness that customers feel and how they compare the perceived and expected performance (results) of a product or service (Tjiptono, 2016). Vassiliadis et al. (2021) explained that his research is consistent with other research, which shows a positive relationship between product/service quality, visitor satisfaction, and intention to return. With that background, this research uses customer satisfaction as an intervening variable, an indirect effect that needs further research between service quality, corporate image, and revisit intention.

## II. METHODS

This current research uses a quantitative method to examine the revisit intention of consumers in Mall Olympic Garden (MOG) Malang. The research sample used a non-probability sampling method to 150 consumers that already visited Mall Olympic Garden (MOG) Malang once or more. The sample is obtained through sample calculations 5-10 times the number of parameters, according to Hair et al. (2014). Meanwhile, the measurement scale for the questionnaire uses a continuous rating scale. Data analysis was carried out using PLS-SEM (Partial Least Square - Structural Equation Modeling) software because this research is a latent variable that can be measured based on its indicators so that the author can analyze it with clear and detailed calculations.

## III. RESULTS

### a. Respondent Characteristics

initially, the questionnaire was distributed to 150 respondents whose customers visited MOG more than twice. Furthermore, the characteristics are summarized as presented in Table 1.

Characteristics	Category	N	Percentage
Gender	Female	113	75%
	Male	37	25%
Age	15-24	22	15%
	25-40	125	83%
	>35	3	2%
Education	Senior High School	47	31%
	Diploma	11	7%
	Bachelor	85	57%
	Postgraduate	5	3%
	Others	2	2%
Jobs	Student	27	18%
	College Student	64	43%
	PNS	3	2%
	Private Sector	44	29%
	Others	12	8%
Frequency	3-5 times	26	17%
	>6 times	124	83%

From the data in Table 1 above, it is known that the difference between male and female customers is very different; most are aged 25-40 years, have a bachelor's degree, have an occupation as a college student, and have visited MOG more than 6 times.

### b. Validity and Reliability

To achieve the results of this study, first, researchers need to conduct validity and reliability tests of online questionnaires to 150 respondents, with 26 questions. The validity test was carried out using SEM PLS and found that each loading factor was greater than 0.7. This shows that these indicators are valid. Meanwhile, the reliability test shows that composite reliability has very good results, as seen from the composite reliability values, all of which have results of more than 0.7.

### c. Hypothesis Test

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In PLS, statistical testing of each hypothesized relationship is conducted using simulation. Therefore, in this case, the bootstrap method is carried out on the samples to be tested. Test results using bootstrapping from PLS analysis are as follows.

### Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
CI -> CS	0,167	0,171	0,05	3,347	0,001
CI -> RI	0,188	0,191	0,069	2,727	0,007
CS -> RI	0,295	0,301	0,081	3,628	0,000
SQ -> CS	0,708	0,708	0,05	14,259	0,000
SQ -> RI	0,415	0,408	0,091	4,568	0,000

### Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
CI -> CS -> RI	0,049	0,049	0,015	3,282	0,001
SQ -> CS -> RI	0,209	0,214	0,065	3,22	0,001

All direct and indirect relationships had P values below 0.05, so they were declared to have a significant effect. Service Quality has a significant effect on Revisit Intention directly, as well as through Customer Satisfaction. Likewise, Corporate Image also significantly influences Revisit Intention directly, as well as through Customer Satisfaction.

## IV. DISCUSSION

### a. The Effect of Service Quality towards Revisit Intention

Service quality variables positively and significantly affect the revisit intention variable. It was explained that the quality of service provided by service providers can meet customer expectations and needs, so the quality of service obtained impacts the intention to revisit in the future through the three indicators in this research. The results of research that support the influence of service quality on intention to revisit are researched by Li (2020) entitled *The Influence of Service Quality, Self-service Technology, and Company Image on Customer Satisfaction and Intention to Revisit among Luxury Hotels in Kuala Lumpur, Malaysia*, stating that service quality has a positive and significant effect on revisit intention. This can be interpreted as saying that the quality of service in a company providing products and services impacts repeat visit intentions.

### b. The effect of Corporate Image towards Revisit Intention

The corporate Image variable positively and significantly affects the revisit intention variable. Corporate image can help service businesses compete in highly competitive situations because corporate image plays an important role in high competition, and service offerings are synonymous with attracting and retaining customers. A strong corporate image influences revisit intention. The research results that support this research, according to Bunmas et al. (2020) with the title *Empirical Research on Factors that Influence Perceptions of Quality Service, Corporate Image, and Customer Satisfaction with Customers' Revisit Intention Plastic Surgery Clinics in Chonburi, Thailand*, stated that corporate image influences the revisit intention. This agrees with the results of this research, which state that the corporate image of a service company has an impact on revisit intention.

### c. The Effect of Service Quality towards Customer Satisfaction

Service quality has a positive and significant effect on customer satisfaction. Every interaction and customer exchange with a service provider requires service quality to satisfy needs. The level of service a company or service provider provides can be measured using the following five indicators: reliability, responsiveness, guarantee, empathy, and physical evidence. This measurement also applies to service marketing. According to the results of Sao et al. (2020) in their research entitled *Analysis of Customer Loyalty, Customer Satisfaction and Service Quality at Dlf Mall India*, the results highlight the importance of providing high-quality service and satisfying customer needs to build long-term relationships with customers. This can be in line with the results of this research, which show that the quality of service in a service company impacts customer satisfaction.

### d. The Effect of Corporate Image towards Customer Satisfaction

Corporate Image variable has a positive and significant effect on the customer satisfaction variable. Corporate image is a perception that refers to the point of view produced or felt by certain people based on fragmented experiences or information. The resulting positive image attracts new customers unfamiliar with the company to get to know the company or its products and services, ultimately forming a transaction experience. As a result, the corporate image generated by the services provided is very important for the purchasing decision process of existing and potential customers. According to Chien et al. (2019) in their research entitled *Corporate Image as a Mediator between Service Quality and Customer Satisfaction: Differences between Categorized Exhibitors*,

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corporate image positively and significantly influences satisfaction. This can be in line with the results of this research, which show that the corporate image of a service corporation has an impact on customer satisfaction.

### e. The effect of Customer Satisfaction towards Revisit Intention

Customer satisfaction has a positive and significant effect on revisit intention. Business relationships with customers include pre-sales and post-sales processes in modern marketing understanding. The key to not losing customers is satisfied customers. Satisfied customers leave positive comments about the business, recommend it to others, intend to revisit it, and pay less attention to competing products and advertising. According to research by Cakici et al. (2018) titled *The Impact of Price Fairness and Satisfaction on Loyalty: The Mediating Effect of Intention to Return*, the results state that satisfaction positively affects intention to return. This is in accordance with the research results that customer satisfaction in a service company impacts revisit intention.

### f. The effect of Service Quality towards Revisit Intention through Customer Satisfaction

Service quality positively and significantly affects revisit intention through customer satisfaction. The perceived quality of service influences customer satisfaction. Customer satisfaction is an interesting problem because, in the service industry, customer retention and revisit intention are more important than attracting new customers. Bunmas et al.'s (2020) *Empirical Research on Factors that Influence Perceptions of Service Quality, Corporate Image, and Customer Satisfaction on Customers' Intention to Revisit Plastic Surgery Clinics in Chonburi, Thailand*, argues that customer-perceived service quality and satisfaction are statistically significant on revisiting intention to the clinic plastic surgery. This is in accordance with the results of this research, which show that the quality of service in a service company impacts revisit intention through customer satisfaction.

### g. The effect of Corporate Image towards Revisit Intention through Customer Satisfaction

Corporate image positively and significantly affects revisit intention through customer satisfaction. The corporate image relates to the business name, architecture, product variety, traditions, ideology, and impression of quality communicated by each employee interacting with the organization's clients. A positive corporate image can increase customer trust in the corporation so that customers feel comfortable in making transactions and interacting with the corporation. One of the studies that supports this research is Khoo et al. (2020) with the title *A study on service quality, corporate image, customer satisfaction, revisit intention and word of mouth: evidence from the KTV Industry* states that corporate image and customer satisfaction were also found to be significant on revisit intention.

## V. CONCLUSION

Based on the result of research on the role of service quality and corporate image towards revisit intention through customer satisfaction of visitor MOG, the following conclusions are drawn:

- a. Service Quality is able to increase revisit intention to visit MOG, with the relationship as the strongest influence.
- b. The corporate image also significantly affects customer revisit intention to MOG.
- c. Service quality can have a positive impact on customer satisfaction when visiting MOG.
- d. The corporate image also significantly affects customer satisfaction when visiting MOG.
- e. Service quality is able to influence revisit intention through customer satisfaction to visit MOG, and also the corporate image is able to influence revisit intention through customer satisfaction to visit MOG.

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