

ABSTRACT

There is relatively stable economic growth over the last 7 years, with the growth of 5.01% in 2017. Along with the economic development, in terms of demographic development, Indonesia is also experiencing an increase. Surabaya is a big market with a population of 2,765,487 people. With that amount of, the mall continue to grow as a result of the growing number population. As a result, retail market that grows nationally is not only profitable for large retailers, but also the small retailers who serve local community. The growth in the retail industry leads to the growth in Shopping Malls, especially in Surabaya. Nowadays, mall does not only serve the purpose as the place where consumers need to shop. Mall visitors who come to a mall began to demand new atmosphere that is different from other shopping centers. The reason behind this is the increasing lifestyle of the various visitors to have mall as a place to hang out and eat with friends or relatives, watch movies, browse stores and visiting events held within the mall. Galaxy Mall is one of the renowned mall in Surabaya. Galaxy Mall, is strategically located in Dharmahusada Indah Timur road in the Eastern part of Surabaya. Galaxy Mall specifically targets the high income earners of the neighboring area.

The purpose of this research is to identify the factors that have the most significant influence among Mall Atmosphere, Mall Design, Mall Employees through Self-Congruity, Store Image, Utilitarian Value and Hedonic Value towards the Mall Patronage in Galaxy Mall Surabaya, which is aimed to use the 8 variables to identify the Mall Patronage of customers.

This study uses a quantitative approach to the analysis technique of Structural Equation Model (SEM) and the AMOS 22.0 software. The questionnaire distributed to 195 respondents in the sample in which the characteristics of respondents that consists of men and women in the age range 18-60 years, who have visited Galaxy Mall at least twice in the last two months. The sampling method used in this research that is snowball sampling method.

The results can be described as follows; Mall Design variable has a significant effect on Self-Congruity variable with regression coefficient value of 0.276 and the C.R. value of 2.959; Mall Atmosphere variable has significant effect on Self-Congruity variable with regression coefficient value of 0.604 and C.R. value of 4.823; Mall Employees variable has a significant effect on Self-Congruity variable with regression coefficient value of 0.376 and C.R. value of 3.9; Self-Congruity variable has significant effect on Store's image variable with regression coefficient value of 0.786 and C.R. value of 7.59; Store's Image variable has a significant effect on the Utilitarian value variable with regression coefficient value of 0.88 and C.R. value of 7.914; Store's Image variable has a significant effect on Hedonic Value variable with regression coefficient value of 0.832 and C.R. value of 9.465; Utilitarian Value variable does not have a significant effect on Mall Patronage variable with regression coefficient value of 0.669 and C.R. value of 3.867; Hedonic Value variable has a significant effect on Mall Patronage variable with regression coefficient value of 0.669 and C.R. value of 3.867.

Keywords: Mall Atmosphere, Mall Design, Mall Employees, Self-Congruity, Store Image, Utilitarian Value, Hedonic Value, Mall Patronage, Galaxy Mall Surabaya.