

**THE INFLUENCE OF SHOPPING EXPERIENCE, BRAND PRESTIGE,  
AND PERCEIVED VALUE TOWARD THE LOYALTY OF  
TRANSMART'S VISITORS  
A THESIS**

**Presented as Partial Fulfillment of the Requirements  
to obtain the Bachelor Degree in Management Department**



Proposed by:

**ZAHRINA NADINE**

(18311399)

**DEPARTMENT OF MANAGEMENT  
INTERNATIONAL PROGRAM  
FACULTY OF BUSINESS AND ECONOMICS  
UNIVERSITAS ISLAM INDONESIA  
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PRESTIGE, AND PERCEIVED VALUE TOWARD THE  
LOYALTY OF TRANSMART'S VISITORS**

Written by

**Zahrina Nadine**

Student Number: 18311399

Approved by

Content Advisor,



R. R. Ratna Roostika, SE., MAC., Ph.D.

June 07, 2022

Language Advisor,



Ata Muftihah, S.S., S.Pd.

June 06, 2022

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If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.”

Yogyakarta, June 10, 2022

Author,



Zahrina Nadine

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**A BACHELOR DEGREE THESIS**

By:

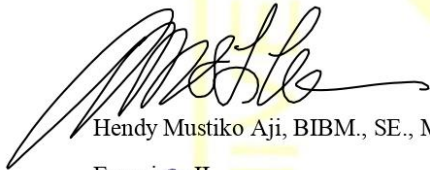
**ZAHRINA NADINE**

Student Number: 18311399

Defended before the Board of Examiners  
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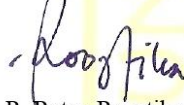
Examiner I



Hendy Mustiko Aji, BIBM., SE., M.Sc.

June 23, 2022

Examiner II



R.R. Ratna Roostika, SE., MAC., Ph.D.

June 23, 2022

Yogyakarta, June 23, 2022

International Program  
Faculty of Business and Economics  
Universitas Islam Indonesia

Dean



(Prof. Dr. Jaka Sriyana, S.E., M.Si.)

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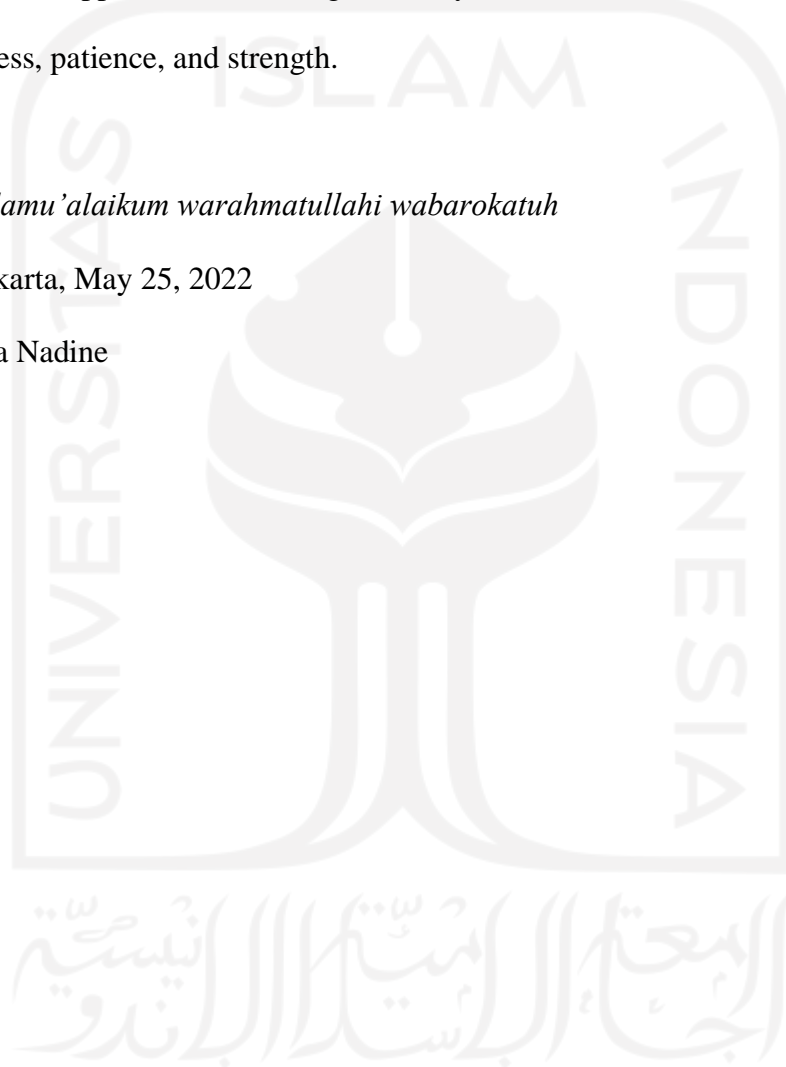
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## ABSTRACT

*The purpose of this research is to explore the effectiveness of education experience, entertainment experience, esthetics experience, escapist experience, brand prestige, and perceived value on Transmart visitors' loyalty in Indonesia. The population of this study was comprised of customers who visited Transmart. Several Transmart branches located in big cities in Indonesia were chosen for the survey, including Yogyakarta, Semarang, Surabaya, Bandung, and Jakarta. The survey was carried out over a nine-week period from January to March 2022. The information was obtained through the use of an online survey constructed with Google Forms which was filled out by 250 respondents. The data used in this study were statistically analyzed using SmartPLS and AMOS 22. According to the study's findings, the education experience, entertainment experience, esthetics experience, and escapist experience have a positive effect on brand prestige for Transmart visitors in Indonesia. Secondly, brand prestige even has a positive effect on Transmart visitors' perceived value, and perceived value has a positive effect on Transmart visitor loyalty.*

**Keywords:** *Education Experience, Entertainment Experience, Esthetics Experience, Escapist Experience, Brand Prestige, Perceived Value, Loyalty*

## ABSTRAK

Tujuan dari penelitian ini adalah untuk mengeksplorasi efektivitas pengalaman pendidikan, pengalaman hiburan, pengalaman estetika, pengalaman *escapist*, prestise merek, dan persepsi nilai terhadap loyalitas pengunjung Transmart di Indonesia. Populasi penelitian ini adalah pelanggan yang berkunjung ke Transmart. Beberapa cabang Transmart yang berlokasi di kota-kota besar di Indonesia dipilih untuk survei, antara lain Yogyakarta, Semarang, Surabaya, Bandung, dan Jakarta. Survei ini dilakukan selama sembilan minggu dari Januari hingga Maret 2022. Data diperoleh melalui penggunaan survei online dengan Google Forms yang diikuti oleh 250 responden. Data yang digunakan dalam penelitian ini dianalisis secara statistik menggunakan SmartPLS dan AMOS 22. Berdasarkan temuan penelitian, pengalaman pendidikan, pengalaman hiburan, pengalaman estetika, dan pengalaman *escapist* berpengaruh positif terhadap prestise merek bagi pengunjung Transmart. Kedua, prestise merek bahkan berpengaruh positif terhadap persepsi nilai pengunjung Transmart, dan persepsi nilai berpengaruh positif terhadap loyalitas pengunjung Transmart.

**Kata kunci** : Pengalaman Pendidikan, Pengalaman Hiburan, Pengalaman Estetika, Pengalaman *Escapist*, Prestise Merek, Persepsi Nilai, Loyalitas

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## CHAPTER I

### INTRODUCTION

#### 1.1. Background

Fundamentally, one of the most essential parts of the economy is the existence of intermediaries in the marketing channels or in other words they can be called retailers (Hameli, 2018). Retailing is defined by (Kotler & Armstrong, 2018) as "all activities for selling goods or services directly to ultimate buyers for their personal, non-business use", whereas Aydn in Hameli (2018) defines retailing as "all activities that add value to products and services sold to consumers for personal use and households".

Even if there is some uncertainty about how retailing will evolve in the future, few would argue that retail store remains the most important destinations for in-store shopping. However, the reason for visiting shopping malls or retail store has shifted from just shopping to shopping and other potentially interesting experiences (Sadachar & Fiore, 2018)

Summarized by Kulbyte (2021), customers' loyalty is no longer only determined by price or product. Instead, they remain loyal to companies because of the offered experiences, since they will leave if the company is unable to meet their increasing demands. According to (H. Lee et al., 2019; Pine & Gilmore, 1998) Concept of Experience Economy developed in 1999, there are four dimensions of experiences: education, escapism, esthetics, and entertainment (Lee et al., 2019) The experiences that Transmart implements can be described within these four sectors: the cinema provided in several branches of Transmart can offer a fun and

exciting experience (entertainment); visitors who come from various social classes come to Transmart to get an educational experience by learning about fashion trends and the latest technological developments (Singh et al., 2014). For instance, Trans Studio Mini offers various learning opportunities (education); the atmosphere provided by the unique artwork and architecture can stimulate visitors' minds and emotions (esthetics); and the element of fantasy can invite visitors to retreat – both physically and mentally – from their daily lives (escapism).

Furthermore, the supporting factor after the educational experience, entertainment experience, esthetics experience, and escapism experience is brand prestige. The brand prestige that visitors get comes from the various experiences they get since brand prestige is one of the reasons for someone to make a purchase. Alden et al. in (Helkkula & Kelleher, 2010) concluded that customers will tend to buy or consume an item with a prestigious brand as a symbol to show social status, wealth, or power. This tendency occurs because goods are rarely owned and are very strongly attached to a person's personal concept and social image. The concepts of customer experience and customer value are profoundly intertwined because customer perceived value influences cumulative customer experience and vice versa (Musso & Druica, 2014). Moreover, According to Musso & Druica, (2014) creating a valuable experience for consumers is one of the goals in building a business and has a positive impact on customer loyalty. The perception of value owned by mall visitors is also believed to be a factor supporting loyalty for mall visitors.

According to Ladhari et al., 2008, loyal consumers are the ones who willing to spend more money even though the price is higher than expected, who are already have trust in the brand, and consider the brand's products first (priority is given to the brand) and who have little interest to change to another brand. The shopping mall, despite its name, is more than just a place to shop. It is also a social and recreational space (Reimers & Clulow, 2004; Warnaby & Medway, 2013). Moreover, (Kanaka & Roostika, 2020) discussed the possibility of combining retail and entertainment formats to attract mall visitors by aligning the image of the goods-services entertainment mix offered with customers' achievement orientations.

This study aims to determine the effect of education experience, entertainment experience, esthetics experience, escapism experience, brand prestige, and perceived value on Transmart visitor loyalty. Previously, there was no research that discussed the education experience, entertainment, hedonic value, and social value of the visitor loyalty in the context of the retail business by inserting the mediating variable of brand prestige. Previous research conducted by (Kim et al., 2019; Sulaiman et al., 2020) in the context of retail business only looked at the effect of store atmosphere and store image and store location on customer loyalty. Another research conducted by (Baek et al., 2010) took place in South Korea with the target of grocerant customers, whereas this research targeted Transmart's customers in Indonesia.

The research gap in this study is that there are still some that show inconsistent results in previous studies including research conducted by Kanaka &



Roostika (2020) which shows that the education experience, entertainment experience, esthetics experience, and escapist experience has a significant effect on the brand prestige, in contrast to research from Kim et al. (2019) which shows that education experience and esthetics experience has no significant effect on brand prestige.

As for the perceived value variable in Kim et al. (2019) showed significant results on the customer loyalty. On the other side, research from (Suhartanto et al., 2020) showed that perceived value had no significant effect on customer loyalty.

From previous studies, there are still some that show inconsistent results so that the research needs to be re-examined and developed in conditions, times, and places that are certainly different considering the amount of competition in the business or business world which results in companies needing to maintain satisfaction from their customers so that they will create customer loyalty. Based on these reasons, the researcher is interested in conducting a study entitled “The Influence of Shopping Experience, Brand Prestige, and Perceived Value Towards The Loyalty of Visitors of Transmart”.

## **1.2. Problem Formulation**

According to the research background written on the previous pages above, the researcher has decided several research problems. Below here are the formulations of the research problem:

1. Does education experience have a positive influence on the brand prestige of the visitors of Transmart?

2. Does the entertainment experience have a positive influence on the brand prestige of the visitors of Transmart?
3. Does the esthetics experience have a positive influence on the brand prestige of the visitors of Transmart?
4. Does the escapist experience have a positive influence on the brand prestige of the visitors of Transmart?
5. Does brand prestige have a positive influence on the perceived value of the visitors of Transmart?
6. Does perceived value have a positive influence on the loyalty of the visitors of Transmart?

### **1.3. Research Objectives**

Regarding to the previous problem formulation, the researcher concludes several objectives of this study as stated below:

1. To investigate that education experience influence on the brand prestige of the visitors of Transmart.
2. To investigate that entertainment experience influence on the brand prestige of the visitors of Transmart.
3. To investigate that esthetics experience influence on the brand prestige of the visitors of Transmart.
4. To investigate that escapist experience influence on the brand prestige of the visitors of Transmart.
5. To investigate that brand prestige influence on the perceived value of the visitors of Transmart.

6. To investigate that perceived value influence on the loyalty of the visitors of Transmart.

#### **1.4. Benefit of Research**

##### **1.4.1. Theoretical Benefit**

As this research is being created, it focuses on the education experience, entertainment experience, esthetics experience, escapist experience, brand prestige, perceived value, and loyalty of the customers. Therefore, this research can assist future researchers by providing additional literature on this topic.

##### **1.4.2. Practical Benefit**

The findings and results of this research are able to help the company to race in the competition of retail business to create better strategies regarding the education experience, entertainment experience, esthetics experience, escapist experience, brand prestige, and perceived value effectiveness toward the loyalty of the potential customers. Moreover, the expertise could also take information from it to create problem solutions of marketing in such scope.

#### **1.5. Systematic of Writing**

This research contains five chapters as a whole. The detail of the systematics of writing will be described below here as follow:

## **Chapter I: Introduction**

This chapter contains the background of this research, the problems formulation of this research, the limitations of this research, the objectives of this research, the benefits of research both theoretical and practical, and the systematics of the research.

## **Chapter II: Literature Review**

This chapter describes the relevant theoretical basis for each variable used in this study. Moreover, this chapter also provides the research framework.

## **Chapter III: Research Methodology**

This chapter explains the methods used in this research which also contains information in terms of population, sample, sampling technique, variables of the research and the testing methods used in this research.

## **Chapter IV: Data Analysis and Discussion**

This chapter contains the results of the data analysis as well as a discussion of the findings based on statistical computations using theoretical concepts. This chapter also presents an interpretation of the research model, which is based on previously existing theories.

## **Chapter V: Conclusions and Recommendations**

This chapter contains conclusions about the results of the analysis of the research that has been done. In addition, this chapter also shows the limitations of the research conducted and recommendations for future research as well as the managerial implications.



## CHAPTER II

### THEORETICAL REVIEW

#### 2.1. General Research Model

In this study setting, there are seven variables that are going to be examined, they are education experience, entertainment experience, esthetics experience, escapism experience, brand prestige, perceived value, and loyalty. These variables are replicated from (Singh et al., 2014) study of the experience, brand prestige, perceived value (functional, hedonic, social, and financial), and loyalty among grocerant customers in South Korea. Nevertheless, there are some modifications. Besides changing the object and location for Indonesian customers, this study also modifies some variables, such as simplifying perceived value dimensions into overall perceived value.

Overall, this research is underlied by the theory of loyalty introduced by Oliver in 1999. Many factors influence consumers to remain loyal to a company, in this study, it was measured through the variables of entertainment experience, education experience, esthetics experience, escapist experience, brand prestige, and perceived value. Oliver (1999) defines loyalty as a deeply held commitment to consistently repurchase a preferred product/service in the future, thereby causing repeated purchases of the same brand, even though situational influences and marketing efforts have the potential to cause switching behavior. (Pine II, Joseph B., Gilmore, 2019) suggests measuring customer loyalty not only by using a multi-item scale or accidentally evaluating customer satisfaction not only through

customer satisfaction from company services but also in the service process. Therefore, it can be concluded that customer loyalty is an attitude that involves the customer's emotions towards a brand by making repeated purchases over a long period of time and under any conditions and voluntarily recommending the brand to others.

According to Oliver (1999), consumer loyalty develops in a progressive and identifiable sequential phase; (1) Cognitive Loyalty or also known as brand image loyalty. Based on their current experiences and information about the brand, the consumer determines how well a brand meets their expectations; (2) Affective Loyalty is also known as emotional loyalty. Thus, cognitive loyalty evolves into an emotional commitment to the brand by the consumer; (3) Conative Loyalty is the stage when the consumer has a strong desire to purchase the brand, which is limited to the consumer's behavioral intention. Repeated events of positive emotions toward the brand influence behavioral intentions; (4) Action Loyalty is where the previous loyalty state's desire and intention have been transformed into realistic loyalty actions or behavior.

## 2.2. Past Empirical Findings

No	Researcher	Paper Title	Hypothesis	Object Context	Result
1	Seoyoung Kim et al. (2019)	Experience, brand prestige, perceived value (functional, hedonic, social, and	H1-1: Education experience has a positive influence on brand prestige among grocerant customers.	Grocerants, experience, brand prestige, value,	H1-1 Not supported H1-2 Supported H1-3 Not supported

No	Researcher	Paper Title	Hypothesis	Object Context	Result
		financial), and loyalty among GROCERANT customers	<p>H1-2: Entertainment experience has a positive influence on brand prestige among grocerant customers.</p> <p>H1-3: Esthetics experience has a positive influence on brand prestige among grocerant customers.</p> <p>H1-4: Escapist experience has a positive influence on brand prestige among grocerant customers.</p> <p>H2-1: Brand prestige has a positive influence on utilitarian value among grocerant customers.</p> <p>H2-2: Brand prestige has a positive influence on hedonic value among grocerant customers.</p> <p>H2-3: Brand prestige has a positive influence on symbolic value among grocerant customers.</p> <p>H2-4: Brand prestige has a positive influence on financial value among grocerant customers.</p> <p>H3-1: Customer perceived utilitarian value has a positive influence on loyalty among grocerant customers.</p> <p>H3-2: Customer perceived hedonic value has a positive</p>	loyalty, restaurants.	<p>H1-4 Supported</p> <p>H2-1 Supported</p> <p>H2-2 Supported</p> <p>H2-3 Supported</p> <p>H2-4 Supported</p> <p>H3-1 Supported</p> <p>H3-2 Supported</p> <p>H3-3 Not supported</p> <p>H3-4 Supported</p>



No	Researcher	Paper Title	Hypothesis	Object Context	Result
			<p>influence on loyalty among grocerant customers.</p> <p>H3-3: Customer perceived social value has a positive influence on loyalty among grocerant customers.</p> <p>H3-4: Customer perceived financial value has a positive influence on loyalty among grocerant customers.</p>		
2	Sojung Lee et al. (2019)	Exploring Theme Park Visitors' Experience on Satisfaction and Revisit Intention: A Utilization of Experience Economy Model	<p>H1-1: Education will have a significant impact on theme park visitors' satisfaction.</p> <p>H1-2: Entertainment will have a significant impact on visitors' satisfaction.</p> <p>H1-3: Escapism will have a significant impact on theme park visitors' satisfaction.</p> <p>H1-4: Esthetic will have a significant impact on theme park visitors' Satisfaction.</p> <p>H2-1: Education will have a significant impact on theme park visitors' revisit intention.</p> <p>H2-2: Entertainment will have a significant impact on visitors' revisit intention.</p> <p>H2-3: Escapism will have a significant impact on theme park visitors' revisit intention.</p>	Experience economy, revisit intention, satisfaction, theme park.	<p>H1-1 Supported</p> <p>H1-2 Not supported</p> <p>H1-3 Not supported</p> <p>H1-4 Supported</p> <p>H2-1 Not supported</p> <p>H2-2 Not supported</p> <p>H2-3 Supported</p> <p>H2-4 Not supported</p> <p>H3 Supported</p>

No	Researcher	Paper Title	Hypothesis	Object Context	Result
			<p>H2-4: Esthetic will have a significant impact on theme park visitors' revisit intention.</p> <p>H3: Theme park visitors' satisfaction will have a positive impact on their revisit intention.</p>		
3	Dwi Suhartanto et al. (2019)	Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation	<p>H1: Experience quality has a direct effect on tourist loyalty.</p> <p>H2: Experience quality has a direct effect on tourist satisfaction.</p> <p>H3: Tourist satisfaction has a direct effect on tourist loyalty.</p> <p>H4: Experience quality has a direct effect on perceived value.</p> <p>H5: Perceived value has a direct effect on tourist satisfaction.</p> <p>H6: Perceived value has a direct effect on tourist loyalty.</p> <p>H7-A: Tourist motivation mediates the relationship between experience quality and tourist loyalty.</p> <p>H7-B Tourist motivation mediates the relationship between perceived value and tourist loyalty.</p> <p>H7-C Tourist motivation mediates the relationship between tourist satisfaction and tourist loyalty.</p>	Tourist loyalty, tourist satisfaction, experience quality, tourist motivation, perceived value, creative tourism	<p>H1 Supported</p> <p>H2 Not supported</p> <p>H3 Supported</p> <p>H4 Supported</p> <p>H5 Supported</p> <p>H6 Not supported</p> <p>H7-A Partially supported</p> <p>H7-B Partially supported</p> <p>H7-C Partially supported</p>
4	Mohammed Ismail El-Adly (2019)	Modelling the relationship between hotel	H1-A: Self-gratification value has a direct positive influence on customer.	Muslim women, religious	H1-A Not supported

No	Researcher	Paper Title	Hypothesis	Object Context	Result
		perceived value, customer satisfaction, and customer loyalty	<p>satisfaction</p> <p>H1-B: Aesthetic value has a direct positive influence on customer satisfaction.</p> <p>H1-C: Price value has a direct positive influence on customer satisfaction.</p> <p>H1-D: Prestige value has a direct positive influence on customer satisfaction.</p> <p>H1-E: Transaction value has a direct positive influence on customer satisfaction.</p> <p>H1-F: Hedonic value has a direct positive influence on customer satisfaction.</p> <p>H1-G: Quality value has a direct positive influence on customer satisfaction.</p> <p>H2-A: Self-gratification value has a direct positive influence on customer loyalty</p> <p>H2-B: Aesthetic value has a direct positive influence on customer loyalty.</p> <p>H2-C: Price value has a direct positive influence on customer loyalty.</p> <p>H2-D: Prestige value has a direct positive influence on customer loyalty.</p>	commitment, dressing style, hijab purchase intention	<p>H1-B Not supported</p> <p>H1-C Supported</p> <p>H1-D Not supported</p> <p>H1-E Supported</p> <p>H1-F Supported</p> <p>H1-G Supported</p> <p>H2-A Supported</p> <p>H2-B Not supported</p> <p>H2-C Supported</p> <p>H2-D Not supported</p> <p>H2-E Supported</p> <p>H2-F Not supported</p> <p>H2-G Supported</p> <p>H3 Supported</p> <p>H4 Partially supported</p>

No	Researcher	Paper Title	Hypothesis	Object Context	Result
			<p>H2-E: Transaction value has a direct positive influence on customer loyalty.</p> <p>H2-F: Hedonic value has a direct positive influence on customer loyalty.</p> <p>H2-G: Quality value has a direct positive influence on customer loyalty.</p> <p>H3: Customer satisfaction has a direct positive influence on customer loyalty.</p> <p>H4: The customer satisfaction positively mediates the relationship between customer perceived value dimensions and customer loyalty.</p>		
5	Jinsoo Hwang and Heesup Han (2013)	Examining strategies for maximizing and utilizing brand prestige in the luxury cruise industry	<p>H1: Luxury cruise passengers' perceptions of food quality have a positive influence on brand prestige.</p> <p>H2: Luxury cruise passengers' perceptions of service quality have a positive influence on brand prestige.</p> <p>H3: Luxury cruise passengers' perceptions of the staff/ crew's physical attractiveness have a positive influence on brand prestige.</p>	Luxury brand, repurchase intention, Tunisian Muslim	<p>H1 Supported</p> <p>H2 Supported</p> <p>H3 Supported</p> <p>H4 Supported</p> <p>H5 Supported</p> <p>H6 Supported</p> <p>H7 Supported</p> <p>H8 Supported</p> <p>H9 Supported</p> <p>H10 Supported</p> <p>H11 Supported</p> <p>H12 Supported</p> <p>H13 Supported</p> <p>H14 Supported</p>

No	Researcher	Paper Title	Hypothesis	Object Context	Result
			<p>H4: Luxury cruise passengers' perceptions of entertainment have a positive influence on brand prestige.</p> <p>H5: Luxury cruise passengers' perceptions of high quality ship facilities have a positive influence on brand prestige</p> <p>H6: Luxury cruise passengers' perceptions of attractive ports of call have a positive influence on brand prestige.</p> <p>H7: Luxury cruise passengers' perceptions of effective programs/places for children have a positive influence on brand prestige.</p> <p>H8: Luxury cruise passengers' perceptions of cabin quality have a positive influence on brand prestige.</p> <p>H9: The perceived brand prestige of a luxury cruise positively affects passengers' well-being perceptions.</p> <p>H10: The perceived brand prestige of a luxury cruise positively affects brand identification.</p> <p>H11: Travelers' well-being perceptions of a luxury cruise</p>		

No	Researcher	Paper Title	Hypothesis	Object Context	Result
			<p>positively affect brand identification.</p> <p>H12: The perceived brand prestige of a luxury cruise positively affects brand loyalty.</p> <p>H13: Travelers' well-being perceptions of a luxury cruise positively affect brand loyalty.</p> <p>H14: The perceived brand identification of a luxury cruise positively affects brand loyalty.</p>		

In the previous ten years, the researcher had mapped papers from international journals on various topics. The first paper is titled "Experience, brand prestige, perceived value (functional, hedonic, social, and financial), and loyalty among grocerant customers" by Kim et al. (2019), which became the main journal to be replicated in this study. Kim et al. (2010) conducted this study to investigate the unique experiences staged in supermarkets using the experience economy, and this study links such experiences to brand prestige, customer perceived value, and loyalty. For the methodology, a mall-intercept survey was used to collect data at the Korean grocerant. Furthermore, because this was the first attempt to investigate grocerant patron behavior, it has a high degree of originality. In conclusion, the findings of this study show that entertainment and escapism have a positive impact on brand prestige, triggering functional, hedonic, social, and financial values. Education and esthetics experience, on the other hand, had no significant influence

on brand prestige. Secondly, the study's findings revealed that the three values (functional, hedonic, and financial) have an impact on loyalty.

The second paper was titled "Exploring Theme Park Visitors' Experience on Satisfaction and Revisit Intention: A Utilization of Experience Economy Model" and was written by Lee et al. (2020). The experience economy model is used in this study to investigate how different types of experiences influence visitors' satisfaction with theme parks in the United States and their intention to return. This study provides a conceptual and specific perspective for understanding the various experiences available to a visitor and their individual impacts on satisfaction and intent to revisit. In summary, a structural equation modeling approach with 530 visitors revealed that educational and esthetic experiences in theme parks significantly influenced visitors' satisfaction, while escapism was the only important experience that led to the intention to revisit. The study's research findings offer concrete recommendations for developing effective programs and promotional materials, which will assist theme park operators in improving their offerings and services and enriching visitors' experiences.

The next prior study was written by Suhartanto et al. (2019) entitled "Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation". Suhartanto et al. (2019) investigated tourist loyalty in creative tourism, including experience quality, perceived value, satisfaction, and motivation as antecedents, and assesses the mediation role of motivation in the development of tourist loyalty. For the methodology, data was collected from four creative tourism attractions in Bandung, Indonesia, using self-administered

questionnaires distributed to tourists after they experienced the attraction. In total, 369 useful questionnaires were collected, and the hypotheses developed were tested using the Partial Least Square method. According to this study, the following factors influence tourist loyalty to a creative attraction: experience quality, perceived value, tourist satisfaction, and tourist motivation. Similarly, this study shows that tourist direct relationship the influence of tourist loyalty determinants (on tourist loyalty). Finally, this study reveals that of the loyalty determinants studied, experience quality has the greatest impact on tourist loyalty. These findings provide both scholars and practitioners of creative attraction businesses with a better understanding of how to develop client loyalty.

The fourth previous study was from El-Adly (2019) entitled “Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty”. In the context of hotels, the study investigated the relationship between the dimensions of customer perceived value, customer satisfaction, and customer loyalty. Using structural equation modeling, the primary procedure of this study was to conceptualize hotel perceived value as a multidimensional construct of seven dimensions with both cognitive and affective aspects. As a result, five of the seven dimensions, namely self-gratification, price, quality, transaction, and hedonic, were discovered to have a significant direct positive effect on customer satisfaction and/or customer loyalty. Two dimensions of hotel perceived value (aesthetics and prestige) were found to have no significant direct positive effect on either customer satisfaction or customer loyalty. It was also discovered that four hotel perceived value dimensions (hedonic, price, quality, and transaction) had an



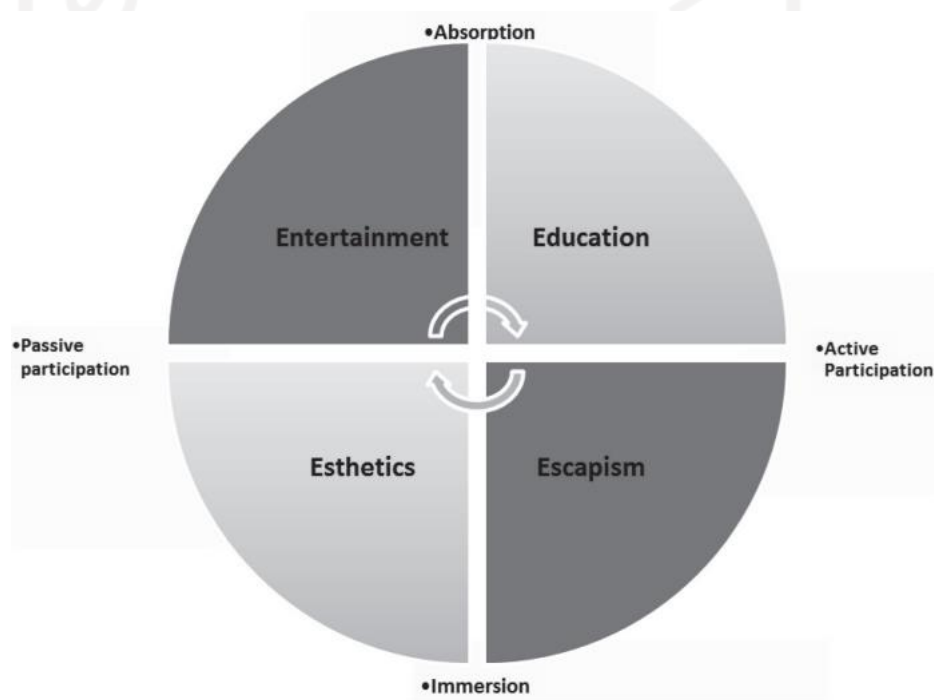
indirect significant positive effect on customer loyalty via customer satisfaction as a mediator. Finally, customer satisfaction was discovered to have a direct positive effect on customer loyalty.

The last previous study was from Hwang and Han (2014) entitled “Examining strategies for maximizing and utilizing brand prestige in the luxury cruise industry”. Hwang and Han (2014) investigated the causes and consequences of brand prestige in the luxury cruise industry in order to provide practical strategies for maximizing and utilizing brand prestige to luxury cruise managers. Based on the existing theoretical foundation, it was hypothesized that eight types of cruise experience factors influence brand prestige formation: food quality, service quality, staff/crew attractiveness, entertainment, ship facilities, ports of call, programs/places for children, and cabin quality. Furthermore, it was suggested that brand prestige can lead to three managerial outcomes: well-being perception, customer brand identification, and brand loyalty. Using empirical data collected from 330 luxury cruise passengers in the United States, a conceptual model was developed and tested. All of the proposed hypotheses were statistically supported, according to the findings.

### **2.3. Variable Definition**

As mentioned above, there are some modifications made in this study. The term experience economy was first coined by (Hwang & Han, 2018) where experience is categorized as the highest form of evolution of a product from the initial form of commodities, goods, and services. Pine and Gilmore (1998) divided the dimensions of experience into four; education, entertainment, escapism, and

esthetics. Education can be interpreted as a learning process or absorption of new information experienced by visitors (consumers) when interacting with festivals or products and services. Secondly, entertainment is a form of activity that attracts attention that can give a sense of pleasure or joy. On the other hand, escapism is a state of entering an imaginary realm to forget or avoid unpleasant realities. Finally, esthetics is a level of art that is related to the sense of beauty.



Source: adapted from Pine and Gilmore (1999)

Building customer experience is an essential part of a marketing strategy because experience is the stage to win the hearts of consumers. Consumers do not just get information and promises like in advertisements, but consumers feel and experience involved with the products or services provided by the company. They feel how the experience provided by the company. After consumers are satisfied with the products or services provided by the company, consumers will provide

good information to other consumers and even consumers do not hesitate to visit again.

### **2.3.1 Education Experience**

According to Pine and Gilmore (1999), experiences are “events that engage the individual in a personal way.” The education experience dimension can be defined as the experience in which the customer absorbs the activity performed with full engagement through the use of psyche or physical engagement (Singh et al., 2014). To simplify, the education experience is the process of learning new information obtained by consumers while interacting with a product and service. Educational experiences indicate activities to engage people to learn new things, such as learning about clothing trends, car models, and the latest technological developments (Singh, 2012).

There have been previous studies that examined and defined the educational experience. According to Cetin & Bilgihan (2016), education-based experiences in tourism are typically associated with engagement with local culture, as tourists value almost everything that is a part of the local culture. Secondly, Lee et al., 2020 stated that in education experience, the consumers learn new things (for example, the history and background of a destination) and expand their skills and knowledge by actively participating in activities in the tourism setting.

### **2.3.2. Entertainment Experience**

Güzel (2014) defines entertainment experience as "positive feelings and emotions as well as pleasant experiences that can entertain the visitors when they visit a tourist destination" in her research. According to Hughes (1996) entertainment is an important component of tourism products, with several tourist destinations well-known for the level, variety, and quality of their entertainment. Guzel (2014) discovered in his research that entertainment is the most powerful determinant of influencing tourists and that the entertainment provided by a destination will influence post-visit behavior. Therefore, the visitors who have been entertained at a destination will not hesitate to return to that location. Generally, people have an entertainment experience when they watch events, performances, or activities (e.g., watching a concert or attending an exhibition). In other words, when performances are offered, they provide entertainment opportunities. The potential for entertainment to significantly improve or enrich the overall experience cannot be overstated (Crick-Furman & Prentice, 2000).

In the previous shopping experience study approaching festival marketing, (Manthiou et al., 2014) stated that a typical entertainment experience occurs when people passively observe the activities and/or performances of others.

### **2.3.3. Esthetics Experience**

Esthetics is defined as "the beauty that can be expressed through elements such as color, photographs, font style, and layout" (H. Lee, Chung, & Jung, 2015). According to Crozier (2012) in (Radder & Han, 2015), the esthetic elements in a

heritage context stem from the heritage infrastructure and location, as well as intangible elements that engage visitors' imaginations through sensory triggers. These elements could include the museum's physical space, color, lighting, methods of directing visitors, and methods of stimulating interest (Rentschler, 2007).

Esthetics is a branch of art concerned with the aesthetic appeal of a tourist attraction. Guzel (2014) discovered in his research that esthetics is the most important factor in a visitor's decision to visit.

#### **2.3.4. Escapist Experience**

Escapist experience is the state of entering an imaginary realm to forget or avoid unpleasant realities. In the tourism literature, escapism is a key motivator for consumers to take vacations and travel (Snepenger et al., 2007). When consumers are bored or stressed in their daily lives, human nature tends to encourage them to seek escape to an environment that can provide relief from the situation (Amsal and Mahardika, 2017). According to Lee et al., (2020) escapist experiences are differentiated by intense immersion and active participation. People experience an escape from their routine life when they are immersed in the environment but actively participate in the events as a new self.

Moreover, according to Kim et al., (2019) escapist experience causes people to diverge to a new self or to be eliminated from their current reality through events.

### **2.3.5. Brand Prestige**

Brand prestige according to Dubois & Czellar (2002) depends on the uniqueness of one's achievements and luxury which refers to refinement, aesthetics, and a luxurious lifestyle. According to Steenkamp et al., (2003) brand prestige can mean something different to different consumers. Erdoğan & Budeyri-Turan in 2012 concluded that brand prestige is important in the ready-to-use goods market in the sense that it fulfills a person's acceptance in his social life as well as in fulfilling the need for his personal identity. As a result, in luxury markets, it is critical to building brand prestige so that consumers willingly accept high prices and make purchasing decisions (Steenkamp et al., 2003).

According to Alden et al. in Baek et al., (2010) customers will tend to buy or use goods with prestigious brands as symbols of social status, wealth, or power because prestigious brands are rarely owned and are strongly attached to one's personal concept and social image. This is supported by the statement of O'Cass & Frost (2002) that prestigious brands differ from non-prestigious brands in influencing consumers' reasons for making purchases, for example for increasing social status and expressing themselves respectively.

### **2.3.6. Perceived Value**

Customer perceived value is the overall customer judgment of a product's or service's benefits, service quality, price, emotional, and social value based on customer perceptions of what is received and provided. This value is the key to customer loyalty, which influences the customer's tendency to purchase ((Moliner et al., 2007; Oliver & DeSarbo, 1988; Zeithaml, 1988)). In general, perceived value

is the consumer's subjective value of some activity or object after considering all of the benefits and costs of that consumption (Babin et al., 1994). When a consumer purchases a product from a company, they do not only receive the product but also a set of values from that company. The brand of a company is a number of values that represent the company itself (Ind, 1997).

Kim et al. (2020) mentioned there are four dimensions of perceived value; functional value, hedonic value, social value and financial value. Delivering value to customers is to develop customer loyalty that can increase the frequency and number of purchases, and avoid consumer behavior that switches from one product to another (Rust et al., 2004). (Kotler & Armstrong, 2018) stated that marketing exists to deliver added value to satisfied customers as well as to build long-term mutually beneficial relationships between product or service providers and customers. (Zeithaml, 1988) adduced that perceived value is defined as a consumer's overall assessment of a utility product or service, based on various benefits and sacrifices.

### **2.3.7. Loyalty**

The ultimate goal for service providers and retailers, according to Roostika (2012) is to ensure that customers will return and repurchase, which is one of the characteristics of loyal customers. It is believed that the ability to retain existing customers is much less expensive than winning new ones. Moreover, Oliver (1999) also defined loyalty as a commitment to repurchase and use a product or service consistently in the future, regardless of situational influences and marketing efforts

that have the potential to lead customers to switch to other products. The inability of the company to respond appropriately to competition or existing market conditions can reduce loyalty and even cause customers to switch brands. According to Reichheld & Sasser (1990), loyal customers are willing to buy more often, spend money to try new products or services, and bring new customers to the company. The rewards of loyalty are long-term and cumulative, so the longer the loyalty of a customer, the greater the profit the company can get from a customer (Griffin, 2005).

## **2.4. Hypothesis Development**

### **2.4.1. Education Experience and Brand Prestige**

This study is based on Pine and Gilmore's (1999) classification of the four dimensions of the shopping experience, namely esthetics, entertainment, education, and escapism. Kim 2019's study is a theoretically novel grocerant study that adds new findings to previous experience research. The most notable findings are significant in forming the brand prestige of grocerants. The effect of each dimension of experience, however, varied. This study found that the education experience dimension had no effect on brand prestige, which contradicts previous research by Hwang and Han (2016), which found that all sub-dimensions of experience (entertainment, education, esthetics, escapist) affected brand prestige in the luxury cruise industry. Lastly, in the study of Kanaka and Roostika (2020), education experience has a positive influence on brand prestige. Based on the



hypothesis development of the previous study, therefore this research proposed the hypothesis:

***H1. Education experience has a positive influence on brand prestige among Transmart customers.***

#### **2.4.2. Entertainment Experience and Brand Prestige**

According to Subekti (2020), education is the process of absorbing new information by visitors (consumers) while interacting with products and services. Previous research findings by Kim et al. (2019) demonstrated that, among the four realms of experiences, the strongest relationship was discovered between entertainment and brand prestige, which is consistent with Hwang and Han (2016a). Such findings imply that when customers are entertained by something fun at the grocery store, they form the prestige of the grocerant brand. Similarly, Kanaka and Roostika's (2020) research findings revealed that overall experience has a positive and significant effect on brand prestige. Based on the hypothesis development of the previous study, therefore this research proposed the hypothesis:

***H2. Entertainment experience has a positive influence on brand prestige among Transmart customers.***

#### **2.4.3. Esthetics Experience and Brand Prestige**

Esthetics is a branch of art concerned with the aesthetics of a tourist attraction. Guzel (2014) discovered in his research that esthetics is the most important determinant in tourists' decision to visit. The research findings of Kim et al. (2019) showed an insignificant effects of esthetics experiences on brand

prestige, which is not consistent with previous research findings by Hwang and Han (2016) in the context of the luxury cruise industry and Kanaka and Roostika (2020) in the context of a shopping mall which revealed that the esthetics experience has a significant effect on the brand loyalty. Based on the hypothesis development of the previous study, therefore this research proposed the hypothesis:

***H3. Esthetics experience has a positive influence on brand prestige among Transmart customers.***

#### **2.4.4. Escapist Experience and Brand Prestige**

In the tourism literature, escapism is an important part of motivating consumers to take vacations and travel (Snepenger et al. 2007). When consumers experience boredom or stress in daily life, human nature tends to encourage them to seek escape to an atmosphere that can provide freedom from the situation. According to Kim et al, (2018), as previously explained, entertainment and escapism experiences show a positive influence on brand prestige, but education and esthetics experiences do not have a significant effect on brand prestige. Furthermore, while engaging in the behavior, compulsive buyers can temporarily avoid negative emotions by fantasizing about personal success and social acceptance (Darrat et al., 2016) which leads to a brand's perceived prestige (Hwang and Han, 2016). As a result, the experience will boost perceived brand prestige. Based on the hypothesis development of the previous study, therefore this research proposed the hypothesis:

**H4. *Escapist experience has a positive influence on brand prestige among Transmart customers***

#### **2.4.5. Brand Prestige and Perceived Value**

According to Steenkamp et al., (2002) brand prestige can mean something different to different consumers, a common belief is that prestigious brands are good as they are rarely bought. Javad Taghipourian et al., 2012 explained that brand prestige is a subjective evaluative assessment of a person's high social status. The prestige of a brand can have a positive impact on various consumer perceptions of value.

Kanaka and Roostika's research findings (2020) on the object of mall visitors in Yogyakarta show that brand prestige has a significant effect on overall consumer value perceptions. Similarly, Kim et al. (2019) discovered a positive impact of brand prestige on customer perceived value in grocerants, correlating with previous research (Baek et al., 2010; Chiang & Jang, 2007; Richardson et al., 1994). As the previous studies indicated, a prestigious brand forms customers' positive functional value, hedonic value (Baek et al., 2010), and social value (Hwang and Han, 2016; Vigneron & Johnson (1999)), and financial value Javad Taghipourian et al., 2012. Hence, the following hypotheses are proposed:

**H5. *Brand prestige has a positive influence on consumer perceived value among Transmart customers.***

#### **2.4.6. Perceived Value and Loyalty**

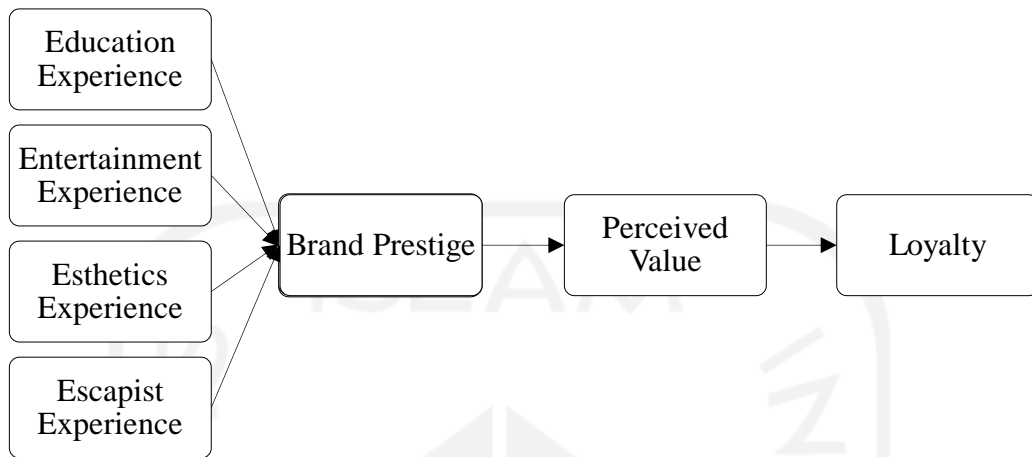
Kotler & Armstrong (2018) stated that marketing exists to deliver added value to satisfied customers as well as to build long-term mutually beneficial relationships between product or service providers and customers. Several studies that examined the effect of perceived value on consumer loyalty showed positive results, both overall (Kanaka and Roostika, 2020) as well as functional value and hedonic value (Kim et al, 2019) and financial value (Kim et al, 2019). Tu et al. (2013) conducted research on the shoe industry and got the results that customer perceived value has an influence on customer loyalty and customer satisfaction. (Lin & Luarn, 2003) also examined the effect of perceived value on customer loyalty and found that perceived value had a positive effect on customer loyalty. However, several studies have also not proven that perceived value has a significant influence on consumer loyalty (Suhartanto et al., 2019). Therefore, the proposed hypothesis for this study is:

**H6. *Consumer perceived value has a positive influence on loyalty among Transmart customers.***

#### **2.5. Conceptual Study Model**

This research model is a replication of the journal Kim et al. (2019) with different research objects. The object of this research is located in Yogyakarta, Semarang, Jakarta, Bandung, and Surabaya. Diagrammatically the research model is as follows:

Figure 2.1. Research Model Framework



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1. Research Design**

This study used quantitative methods to investigate the relationships between the constructs mentioned in the previous chapter. This study attempted to quantify attitudes, behaviors, and other defined variables, as well as generalize findings from a larger sample population. The relationship between education experience, entertainment experience, esthetics experience, escapist experience, brand prestige, perceived value, and loyalty has been investigated by the researcher. The findings of this study were expected to be able to analyze and prove the relationship between the variables used in this study.

This research uses primary data because the data were collected directly from first-hand experience. According to Zikmund et al. (2010), primary data is data that is directly collected from the research object. In this study, the data were obtained by spreading online questionnaires distributed to 250 respondents. The data were distributed directly to respondents by using online questionnaires via Google Form.

#### **3.2. Population and Sample**

##### **3.2.1. Population**

A population is a group or collection of objects or objects that will be generalized from the results of the study (Widiyanto, 2010). This research used the non-probability convenience sampling method. As for more, the

population itself is the Indonesian people who are between the age of 18-60 years old who had experienced visiting Transmart located in big cities in Indonesia, such as Yogyakarta, Semarang, Jakarta, Bandung, and Surabaya.

### 3.2.2. Sample

In terms of sampling techniques, this research uses non-probability sampling with convenience sampling as the technique. The sample in this research was 250 respondents. The determination of the number of samples was based on the provisions of Structural Equation Modeling (SEM). According to Ferdinand (2006), SEM required sample size of 5-10 times the number of observations for each of the estimated parameters or indicators used. The calculations were the following:

$$\begin{aligned}\text{Minimum sample size} &= 5 \times \text{total items} \\ &= 5 \times 25 \\ &= 125 \\ \text{Maximum sample size} &= 10 \times \text{total items} \\ &= 10 \times 25 \\ &= 250\end{aligned}$$

### 3.3. Questionnaire Design

The questionnaires for this study were generated using Google Forms. This study was divided into several sections, the first section is the introduction section which includes the introduction of the researcher and the explanation of the research objective. Second, in the following section, there is descriptive

information in which the respondent was asked about their gender, age, educational background, and monthly expenses. All of the descriptive information was asked briefly, with multiple choices, and the respondents were allowed to choose the answer based on their profile. The last section of this questionnaire is the variables questions. The variables in this study consists of seven variables, education experience, entertainment experience, esthetics experience, and escapist experience of Transmart visitors as an independent variable; brand prestige and perceived value as mediating variables; and Transmart visitor loyalty as the dependent variable. In order to measure those variables, this study used Seven-Point Likert Scale ranging from (1) strongly disagree and (7) strongly agree. The example can be seen as follows:

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- 1 = Strongly disagree
- 2 = Disagree
- 3 = Somewhat disagree
- 4 = Neither agree nor disagree
- 5 = Somewhat agree
- 6 = Agree
- 7 = Strongly agree

### 3.4. Operational Definition and Item Measurement

The study consists of seven variables; education experience, entertainment experience, esthetics experience, and escapist experience of Transmart visitors as



an independent variable; brand prestige and perceived value as mediating variables; and Transmart visitor loyalty as the dependent variable. The following are the details of each operational definition of the variable in question:

### **3.4.1. Independent Variable**

#### **1. Education experience (Hwang and Han, 2016)**

The education experience conceptually defined as the experience in which the customer absorbs the activity performed with full engagement through the use of psyche or physical engagement (Singh et al., 2014). Operationally, education experience in this study refers to the experience in which the Transmart visitors absorb the activity performed with full engagement through the use of psyche or physical engagement and measured with four measurements as shown in the table: This variable is measured by the following indicators:

I can learn many things from visiting Transmart (example: the latest models of clothes, cars, gadgets).
Shopping in Transmart increases my insight.
Transmart provides a real learning experience for me.
Transmart stimulates my curiosity to learn new things.

#### **2. Entertainment experience (Lee et al., 2019)**

Güzel (2014) defines entertainment experience as "positive feelings and emotions as well as pleasant experiences that can entertain the visitors when they visit a tourist destination" in her research. Operationally, the entertainment experience in this study refers to the positive feelings and emotions as well as pleasant experiences that can entertain the Transmart visitors when they visit Transmart. This variable is measured by the following indicators:

The facilities in Transmart caught my attention (example: cinema, concert, fashion show etc).
The facilities in Transmart are entertaining.
The facilities in Transmart are fun

### 3. Esthetics experience (Lee et al., 2019; Hwang and Han, 2016)

According to Crozier (2012), the esthetic elements in a heritage context stem from the heritage infrastructure and location, as well as intangible elements that engage visitors' imaginations through sensory triggers. Operationally, the esthetics experience in this study refers to the heritage infrastructure and location, as well as intangible elements that engage the Transmart visitors' imaginations through their sensory triggers. This variable is measured by the following indicators:

Transmart is quite interesting to spend free time.
The setting of Transmart's decoration is interesting.
The setting of Transmart is designed beautifully and in detail.
The atmosphere in Transmart makes me comfortable.

### 4. Escapist experience (Suhartanto et al, 2019; Lee et al., 2019)

Escapist experience is the state of entering an imaginary realm to forget or avoid unpleasant realities (Snepenger et al. 2007). According to Lee et al., (2020) escapist experiences are differentiated by intense immersion and active participation. People experience an escape from their routine life when they are immersed in the environment but actively participate in the events as a new self. Operationally, the esthetics experience in this study refers to the state when the customer visits Transmart to forget or avoid their unpleasant realities for a while. This variable is measured by the following indicators:

By visiting Transmart, I can forget my daily tasks for a moment.
By visiting Transmart, I feel I can escape from my daily activities.
By visiting Transmart, I feel fresh.

### 3.4.2. Mediating Variable

#### 1. Brand Prestige (Hwang and Han, 2016)

Erdoğan & Büdeyri-Turan (2012) concluded that brand prestige is important in the ready-to-use goods market in the sense that fulfills a person's acceptance in his social life as well as in fulfilling the need for his personal identity. Operationally, the brand prestige in this study refers to the sense that fulfills the Transmart visitors' acceptance in their social life as well as in fulfilling the need for his personal identity when visiting Transmart. This variable is measured by the following indicators:

Transmart is one of the most prestigious malls.
Transmart has a high status.
Transmart is a place for middle and upper-class shopping.

#### 2. Perceived Value (Suhartanto et al., 2019; Yrjölä et al., 2019)

Moliner et al. (2007) defined customer perceived value as the overall customer judgment of a product's or service's benefits, service quality, price, emotional, and social value based on customer perceptions of what is received and provided. Operationally, perceived value in this study refers to the overall customer judgment of Transmart's product's or service's benefits, service quality, price, emotional, and social value based on customer perceptions of what is received and provided in Transmart. This variable is measured by the following indicators:

Visiting Transmart has a good value for money.
Joining a shopping trip helps me be accepted by the peer group that I engaged with.
Joining a shopping trip makes a good impression on other people.
Visiting Transmart is economical.

### 3.4.3. Dependent Variable

#### 1.Loyalty (Lee, et al., 2019; Yrjölä, et al., 2019)

Oliver (1999) defined loyalty as a commitment to repurchase and use a product or service consistently in the future, regardless of situational influences and marketing efforts that have the potential to lead customers to switch to other products. Operationally, loyalty in this study refers to the commitment of Transmart visitors to repurchase and use Transmart products or service consistently in the future. This variable is measured by the following indicators:

If possible, I will shop again in Transmart.
I have a strong intention to go back to shopping in Transmart.
Transmart will remain a shopping choice in the future.
I will still shop in Transmart even though there are newer malls.

### 3.5. Data Analysis

The technical analysis for this study was Structural Equation Modelling (SEM), with the conceptual model of this study consisting of four independent variables, two mediating variables, and one dependent variable.

### **3.5.1. Respondent's Characteristic**

In this section, the demographic characteristics of the respondents are explained. The demographic characteristics consist of gender, age, education level, monthly expenses, area of origin, and occupation.

### **3.5.2. Descriptive Analysis**

A descriptive analysis is a brief summary of a set of data that can represent the entire population or a sample. This is done to determine and describe the average responses to each questionnaire item and indicator.

### **3.5.3. Structural Equation Model Analysis**

#### **1. Normality Test**

The normality test must be carried out first before testing the hypothesis to find out whether the normality assumption is met. If the assumption of normality is met, it can be further processed for SEM modeling. The normality test was carried out to evaluate whether the data were included in the standard normal distribution or close to it. Normality evaluation was carried out using a critical ratio skewness value of  $\pm 2.58$  at a significance level of 0.01. The data is said to be normally distributed if the critical ratio skewness value is below the value of 2.58 (Ghozali, 2014).

#### **2. Outliers Test**

Outliers are observations or data that have distinct characteristics that distinguish them from other observations and appear as extreme values, both for a variable and for a combination of variables. Outliers can be assessed using multivariate outlier analysis, as indicated by the Mahalanobis Distance

value. Detection of multivariate outliers is done by taking into account the value of the Mahalanobis distance. The criteria used are based on the Chi-square value of the degree of freedom at a significance level of  $p < 0.001$  (Ghozali, 2014).

### **3. Confirmatory Analysis or Goodness of Fit Criteria**

The objective of Confirmatory Factor Analysis (CFA) is to determine whether the indicators that comprise the latent variable are significant and valid. The CFA measurement is based on the reliability of the loading factor and the validity of the questionnaire indicators. The validity test determines whether the variable (indicator) can or cannot reflect the latent variable. The validity test value that meets the criteria must have a loading factor greater than 0.50 ( $\geq 0.5$ ). The reliability test, on the other hand, is used in this research to determine the consistency of the measurement. In this case, the value of Cronbach's Alpha is used to assess its acceptability. If the Cronbach Alpha is greater than 0.6 ( $\geq 0.6$ ), the data is considered reliable.

The goodness of fit test is essential for determining the suitability of a model used in this study. There are some suitability indices and cut-off values that can be used to determine whether a model is acceptable or not. There are several types of goodness of fit criteria. They are listed below:

#### **a. Likelihood Ratio Chi-Square**

The fundamental measure of overall fit is the Likelihood Ratio Chi-Square ( $X^2$ ). The probability value ( $p$ ) is less than the significance level ( $\alpha$ ) when the chi-square value is greater than the degree of

freedom. Because the input covariance matrix between predictions and real observations does not show a significant difference, the smaller the chi-square value, the better (Ghozali, 2014).

**b. CMIN/DF**

CMIN/DF is the chi-square value divided by the degree of freedom. The ratio value in measuring fit is  $< 2$  (Ghozali, 2014).

**c. GFI (Goodness of Fit Index)**

The GFI criteria are non-statistical measures with values ranging from 0 (poor fit) to 1.0 (perfect fit). The GFI fit is indicated by the higher GFI value. Some researchers suggest a value above 90% as a good measure of fit (Ghozali, 2014).

**d. RMSEA (Root Mean Square Error of Approximation)**

RMSEA is a measure that improves if there is a tendency for the chi square statistic to reject the model with a large number of samples. The acceptable RMSEA size is between 0.05 to 0.08 (Ghozali, 2014).

**e. AGFI (Adjusted Goodness of Fit Index)**

Adjusted goodness-of-fit (AGFI) is a development of GFI that is adjusted to the ratio of the degree of freedom for the proposed model with the degree of freedom for the null model. The recommended value is the same or  $> 0.90$  (Ghozali, 2014).

**f. TLI (Tucker Lewis Index)**

TLI is an assessment that combines the size of parsimony into a comparison index between the tested and baseline models. The TLI

value is between 0 and 1.0. TLI values greater than 0.90 are recommended (Ghozali, 2014).

**g. NFI (Normed Fit Index)**

NFI shows the size of the proportion of the proposed model and the null model. The NFI value ranges from 0 (no fit at all) to 1.0 (perfect fit). The recommended NFI value is  $> 0.90$  (Ghozali, 2014).





### **3.6. Pilot Test**

Furthermore, the pilot test is the first step in conducting an analysis. The pilot test, as previously stated, is used to assess the validity and reliability of the variables and measurements used in the questionnaire. The pilot test yielded fifty data points, which were then analyzed using SmartPLS. According to Purwanto et al. (2021). SmartPLS or Smart Partial Least Square is statistical software with the same goal of testing the relationship between variables, both among latent variables and with indicator variables. The use of Smart PLS is recommended to the limited number of samples while the model built is quite complex.

The validity test is used in this study to assess the accuracy of the variables. If the value of a corrected item of total correlation is greater than 0.5 ( $\geq 0.5$ ), the data is considered valid. The reliability test, on the other hand, is used in this research to determine the consistency of the measurement. In this case, the value of Cronbach's Alpha is used to assess its acceptability. If the Cronbach Alpha is greater than 0.6 ( $\geq 0.6$ ), the data is considered reliable.

As a result, before distributing the questionnaire to collect data, the researcher conducted a pilot test to test the validity and reliability of the variables and indicators used in this study. The questionnaire was distributed to 50 people for the pilot test. The data collected from respondents was then analyzed for validity and reliability in relation to the limitations described above. The number of the statements in the questionnaires was evaluated as follows:

- 1) Education Experience has four indicators.

- 2) Entertainment Experience has three indicators.
- 3) Esthetics Experience has four indicators.
- 4) Escapist Experience has three indicators.
- 5) Brand Prestige has three indicators.
- 6) Perceived Value has four indicators.
- 7) Loyalty has three indicators.

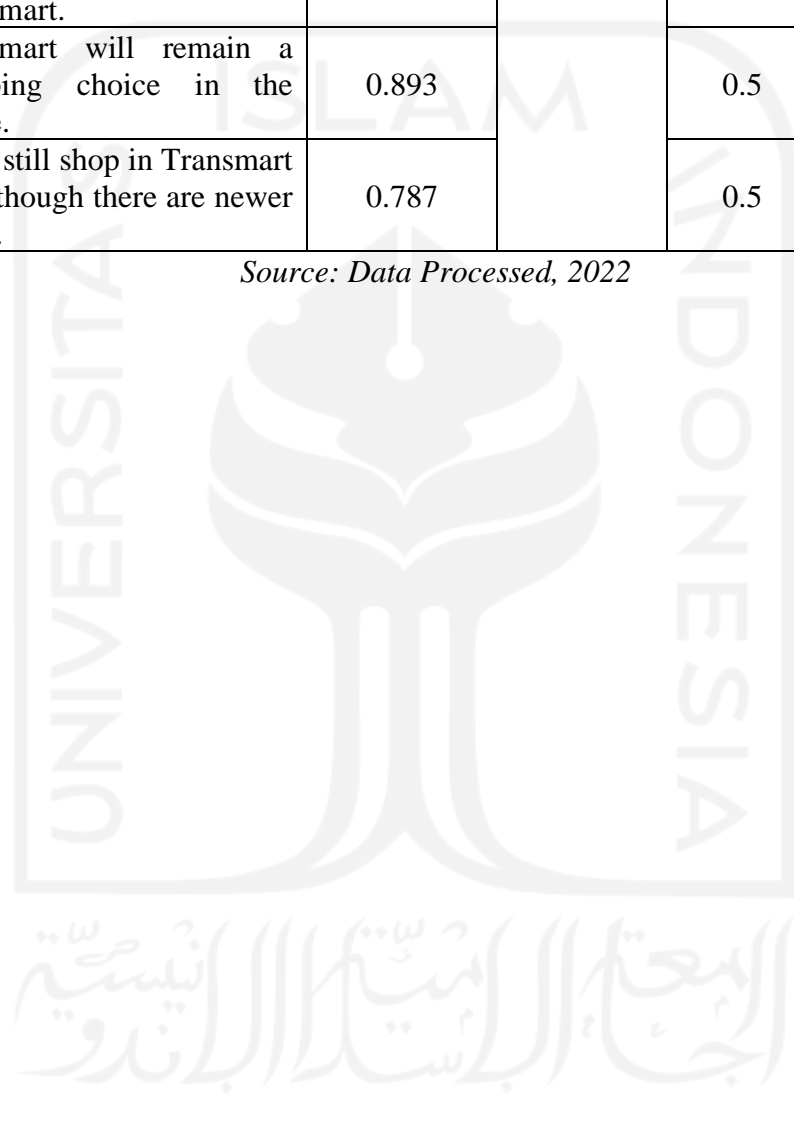
**Table 3.1. Pilot Test Result**

Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
<b>Education Experience</b>		0.894	0.6	<b>Reliable</b>
I can learn many things from visiting Transmart (example: the latest models of clothes, cars, gadgets).	0.852		0.5	
Shopping in Transmart increases my insight.	0.893		0.5	
Transmart provides a real learning experience for me.	0.909		0.5	
Transmart stimulates my curiosity to learn new things.	0.816		0.5	
<b>Entertainment Experience</b>		0.940	0.6	<b>Reliable</b>
The facilities in Transmart caught my attention (example: cinema, concert, fashion show etc.)	0.941		0.5	
The facilities in Transmart are entertaining.	0.685		0.5	
The facilities in Transmart are fun.	0.903		0.5	
<b>Esthetics Experience</b>		0.875	0.6	<b>Reliable</b>

Transmart is quite interesting to spend free time.	0.818		0.5	
The setting of Transmart's decoration is interesting.	0.851		0.5	
The setting of Transmart is designed beautifully and in detail.	0.875		0.5	
The atmosphere in Transmart makes me comfortable.	0.863		0.5	
<b>Escapist Experience</b>		0.881	0.6	<b>Reliable</b>
By visiting Transmart, I can forget my daily tasks for a moment.	0.845		0.5	
By visiting Transmart, I feel I can escape from my daily activities.	0.916		0.5	
By visiting Transmart, I feel fresh.	0.925		0.5	
<b>Brand Prestige</b>		0.824	0.6	<b>Reliable</b>
Transmart is one of the most prestigious malls.	0.930		0.5	
Transmart has a high status.	0.907		0.5	
Transmart is a place for middle and upper-class shopping.	0.685		0.5	
<b>Perceived Value</b>		0.737	0.6	<b>Reliable</b>
Visiting Transmart has a good value for money.	0.723		0.5	
Joining a shopping trip helps me be accepted by the peer group that I engaged with.	0.851		0.5	
Joining a shopping trip makes a good impression on other people.	0.650		0.5	
Visiting Transmart is economical.	0.761		0.5	

<b>Loyalty</b>		0.877	0.6	<b>Reliable</b>
If possible, I will shop again in Transmart.	0.845		0.5	
I have a strong intention to go back to shopping in Transmart.	0.890		0.5	
Transmart will remain a shopping choice in the future.	0.893		0.5	
I will still shop in Transmart even though there are newer malls.	0.787		0.5	

*Source: Data Processed, 2022*



## CHAPTER IV

### DATA ANALYSIS AND DISCUSSION

This chapter explains the data analysis of this study. This research was conducted through a Google Form questionnaire with approximately 250 respondents participated in this research.

The result of this research analysis was presented through descriptive analysis of respondents' characteristics, descriptive analysis of the responses, elaboration of validity and reliability test, normality test, outlier, the goodness of fit measurement, and hypothesis testing for the model. Structural Equation Modeling (SEM) was used as a tool for data analysis in this research. More precisely, AMOS software version 22.0 was used to analyze the data collected.

#### 4.1 Statistic Descriptive

This section describes the descriptive data of respondents that have been obtained from the survey. Descriptive data is presented to see the profile of the research data and its relationship with the variables used in this study.

##### 4.1.1. Respondent's Classification Based on Gender

In this classification, respondents are differentiated based on their gender. The following table exhibits the frequency and percentage of each gender.

**Table 4.1**  
*Respondent's Classification Based on Gender*

No.	Gender	Number (Person)	Percentage
1	Male	101	40.4%
2	Female	149	59.6%

*Source: Data Processed, 2022*

Based on the table above, it can be seen that the majority of the respondents in this study were females. The data showed that 59.6% of the respondents were females. Meanwhile, male respondents were around 40.4%. From the table above, it can be concluded that the difference between male and female respondents is approximately 19.2% and most of them are females.

#### **4.1.2. Respondent's Classification Based on Age**

On respondents' classification based on age, respondents are classified as follows:

**Table 4.2**

*Respondents' Classification Based on Age*

No.	Age	Number (Person)	Percentage
1	< 20	21	8.4%
2	20 – 29	138	55.2%
3	30 - 39	19	7.6%
4	> 40	72	28.8%

*Source: Data Processed, 2022*

From the table above, it can be seen that the majority of respondents in this study were 20 - 39 years old or around 55.2%. Meanwhile, respondents who are under 20 years old are 8.4%, 30-39 years old are 20.3%, and above 40 years old are 28.8%. To sum up, the majority of Transmart customers who contributed to this study were 25-35 years old.

#### 4.1.3. Respondent's Classification Based on Educational Backgrounds

Based on educational backgrounds, the respondents in this research are classified into four backgrounds. The following table exhibits the frequency and percentage of each background of education:

**Table 4.3**

*Respondents' Classification Based on Educational Backgrounds*

No.	Educational Backgrounds	Number (Person)	Percentage
1	High school	42	16.8%
2	Diploma	16	6.4%
3	Bachelor	147	58.8%
4	Postgraduate	45	18%

*Source: Data Processed, 2022*

Based on Table 4.3, it can be seen that the respondents in this study mostly had a bachelor's degree with 147 respondents or 58.8%. The second highest position was respondents with postgraduate with 45 respondents or 18%. Moreover, for high school respondents, there were 42 people or 16.8%. Lastly, in

the lowest position were respondents with a diploma background with the number of 16 respondents or 6.4%. Regarding to this data, it revealed that the majority of Transmart customers already got their bachelor's degree.

#### 4.1.4. Respondents' Classification Based on Monthly Expenses

In this classification, the respondents in this research are divided into four different categories. The detail of each category is shown in the following table.

**Table 4.4**

*Respondents' Classification Based on Monthly Expenses*

No.	Monthly Expenses	Number (Person)	Percentage
1	< IDR2,000,000	77	30.8%
2	IDR2,000,000 – 5,000,000	103	41.2%
3	IDR5,000,000 – 10,000,000	43	17.2%
4	> IDR10,000,000	27	10.8%

*Source: Data Processed, 2022*

Based on Table 4.4, it can be seen that the majority of respondents who contributed to this study were those who spent IDR2,000,000 – 5,000,000 each month. Secondly, 77 people or 30.8% of the respondents spent less than IDR2,000,000 monthly. The data showed that the number of respondents who spent IDR5,000,000 – 10,000,000 each month are 17.2% or 43 people. Lastly, respondents with monthly expenses more than IDR10,000,000 are 10.8 % or 27 people.



#### 4.1.5. Respondents' Classification Based on Area of Origin

On respondents' classification based on the area of origin. In this study, the respondents focused on five provinces in Java, the respondents are listed as follows:

**Table 4.5**

*Respondents' Classification Based on Area of Origin*

No.	Province	Number (Person)	Percentage
1	Special Region of Yogyakarta	126	50.4%
2	Central Java	31	12.4%
3	East Java	21	8.4%
4	West Java	49	19.6%
5	Special Capital Region of Jakarta	23	9.2%

*Source: Data Processed, 2022*

#### 4.2 Descriptive Analysis

Based on the data collected, the answers from the respondents have been recapitulated and then analyzed to find out the descriptive answers to each variable.

The assessment of this respondent is based on the following criteria:

Lowest perception score = 1

Highest perception score = 7

$$\text{Interval} = \frac{7-1}{7} = 0.86$$

With the detailed interval as follows:

1.00 – 1.85 = Strongly Disagree

1.86 – 2.72 = Disagree

2.73 – 3.59 = Somewhat Disagree

3.60 – 4.46 = Neither agree nor disagree (Fair)

4.47 – 5.33 = Somewhat Agree

5.34 – 6.20 = Agree

> 6.21 = Strongly Agree

#### 4.2.1. Education Experience

The result of the descriptive analysis of Education Experience can be seen in Table 4.6 as follows:

**Table 4.6**

*Descriptive Analysis of Education Experience*

<b>Educational Experience</b>	<b>Mean</b>	<b>Category</b>
I can learn many things from visiting Transmart (example: the latest models of clothes, cars, gadgets).	5.16	Somewhat Agree
Shopping in Transmart increases my insight.	5.14	Somewhat Agree
Transmart provides a real learning experience for me.	5.16	Somewhat Agree
Transmart stimulates my curiosity to learn new things.	5.26	Somewhat Agree

*Source: Data Processed, 2022*

Based on Table 4.6, it can be seen that the average assessment of 250 respondents of Transmart customers for Education Experience indicators was 5.18. Among the four indicators of Education Experience, the fourth indicator which was

“Transmart stimulates my curiosity to learn new things.” had the highest mean with the value of 5.26 and was considered as “Somewhat Agree” category. Secondly, the first and third indicator had the same value which was 5.16 and was considered as “Somewhat Agree”. The indicator with the lowest mean was the second indicator, “Shopping in Transmart increases my insight.” with 5.14 value and was considered as “Somewhat Agree”.

Therefore, the result indicated that the respondents’ perception toward Education Experience was “Somewhat Agree”.

#### 4.2.2. Entertainment Experience

The result of the descriptive analysis of Entertainment Experience can be seen in the Table 4.7 as follows:

**Table 4.7**

*Descriptive Analysis of Entertainment Experience*

<b>Entertainment Experience</b>	<b>Mean</b>	<b>Category</b>
The facilities in Transmart caught my attention (example: cinema, concert, fashion show etc.)	5.06	Somewhat Agree
The facilities in Transmart are entertaining.	5.08	Somewhat Agree
The facilities in Transmart are fun.	5.16	Somewhat Agree

*Source: Data Processed, 2022*

Based on the descriptive analysis results as presented in Table 4.7, the average assessment of 250 respondents based on the Entertainment Experience variable was 5.1 and was considered as “Somewhat Agree”. The highest mean in this variable was the third indicator “The facilities in Transmart are fun.” with the value of 5.16 and was considered as “Somewhat Agree”. Meanwhile, the lowest mean was the first indicator with the value of 5.06 but still considered as

“Somewhat Agree”. From the result, it can be concluded that the respondents’ perception toward Entertainment Experience was “Somewhat Agree”.

#### 4.2.3. Esthetics Experience

The result of the descriptive analysis of Esthetics Experience can be seen in Table 4.8 as follows:

**Table 4.8**

*Descriptive Analysis of Esthetics Experience*

<b>Educational Experience</b>	<b>Mean</b>	<b>Category</b>
Transmart is quite interesting to spend free time.	5.12	Somewhat Agree
The setting of Transmart’s decoration is interesting.	5.10	Somewhat Agree
The setting of Transmart’s is designed beautifully and in detail.	5.05	Somewhat Agree
The atmosphere in Transmart makes me comfortable.	5.07	Somewhat Agree

*Source: Data Processed, 2022*

Table 4.8 showed that the average assessment of 250 respondents of the Esthetics Experience variable was 5.085 and it was considered as “Somewhat Agree”. The highest mean of this indicator was the first indicator which was “Transmart is quite interesting to spend free time.” with the mean of 5.12. Meanwhile, the third indicator “The setting of Transmart’s designed beautifully and details.” had the lowest mean with the value of 5.05 and was still considered as “Somewhat Agree”. Hence, it can be concluded that the respondents’ perception toward Esthetics Experience on Transmart Customers was “Somewhat Agree”.

#### 4.2.4. Escapist Experience

The result of the descriptive analysis of Escapist Experience can be seen in Table 4.9 as follows:

**Table 4.9**

*Descriptive Analysis of Escapist Experience*

<b>Educational Experience</b>	<b>Mean</b>	<b>Category</b>
By visiting Transmart, I can forget my daily tasks for a moment.	5.11	Somewhat Agree
By visiting Transmart, I feel I can escape from my daily activities.	5.13	Somewhat Agree
By visiting Transmart, I feel fresh.	5.12	Somewhat Agree

*Source: Data Processed, 2022*

From Table 4.10, the result of descriptive analysis of satisfaction variable showed that the average assessment of 250 respondents was 5.12 and it was considered as “Somewhat Agree”. The highest mean in this variable was the second indicator “By visiting Transmart, I feel I can escape from my daily activities.” with the value of 5.13 and was considered as “Somewhat Agree”. Meanwhile, the lowest mean was the first indicator “By visiting Transmart, I can forget for a moment of my daily tasks.” with 5.11 and was considered as “Somewhat Agree”. From the result, it can be concluded that the respondents’ perception toward satisfaction was “Somewhat Agree”.

#### 4.2.5. Brand Prestige

The result of the descriptive analysis of Escapist Experience can be seen in Table 4.10 as follows:

**Table 4.10**

*Descriptive Analysis of Brand Prestige*

<b>Educational Experience</b>	<b>Mean</b>	<b>Category</b>
Transmart is one of the most prestigious malls.	5.01	Somewhat Agree
Transmart has a high status.	5.11	Somewhat Agree
Transmart is a place for middle and upper-class shopping.	5.05	Somewhat Agree

*Source: Data Processed, 2022*

Regarding to Table 4.10, it can be seen that the average assessment of 250 respondents of Transmart customers for Brand Prestige indicators was 5.056. Among the three indicators of Brand Prestige, the second indicator which was “Transmart has a high status.” had the highest mean with the value of 5.11 and was considered as “Somewhat Agree” category. The indicators with the lowest mean was the first indicator, “Transmart is one of the most prestigious malls.” with 5.01 value and was considered as “Somewhat Agree”.

Therefore, the result indicated that the respondents’ perception toward Brand Prestige was “Somewhat Agree”.

**4.2.6. Perceived Value**

The result of the descriptive analysis of Perceived Value can be seen in Table 4.11 as follows:

**Table 4.11**

*Descriptive Analysis of Perceived Value*

<b>Educational Experience</b>	<b>Mean</b>	<b>Category</b>
Visiting Transmart has a good value for money.	5.02	Somewhat Agree

Joining a shopping trip helps me be accepted by the peer group that I engaged with.	5.10	Somewhat Agree
Joining a shopping trip makes a good impression on other people.	5.09	Somewhat Agree
Visiting Transmart is economical.	5.04	Somewhat Agree

*Source: Data Processed, 2022*

Concerning to the descriptive analysis results as presented in Table 4.11, the average assessment of 250 respondents based on the Perceived Value variable was 5.0625 and was considered as “Somewhat Agree”. The highest mean in this variable was the second indicator “Joining a shopping trip helps me be accepted by the peer group that I engaged with.” with the value of 5.10 and was considered as “Somewhat Agree”. On the other hand, the lowest mean was the first indicator “Visiting Transmart has a good value for money.” with a value of 5.02 but still considered as “Somewhat Agree”. From the result, it can be concluded that the respondents’ perception toward Perceived Value was “Somewhat Agree”.

#### **4.2.7. Loyalty**

The result of descriptive analysis of Loyalty can be seen in Table 4.12 as follows:

**Table 4.12**

*Descriptive Analysis of Loyalty*

<b>Educational Experience</b>	<b>Mean</b>	<b>Category</b>
If possible, I will shop again in Transmart.	5.04	Somewhat Agree
I have a strong intention to go back to shopping in Transmart.	5.07	Somewhat Agree
Transmart will remain a shopping choice in the future.	5.06	Somewhat Agree
I will still shop in Transmart even though there are newer malls.	5.08	Somewhat Agree

*Source: Data Processed, 2022*

Based on the descriptive analysis as presented in Table 4.11, it showed that the average assessment of 250 respondents of the Loyalty variable was 5.0625 and it was considered as “Somewhat agree”. Among the four indicators of Loyalty, the fourth indicator which was “I will still shop in Transmart even though there are newer malls.” had the highest mean with the value of 5.08 and it was considered as “Somewhat Agree” category. For the indicator with the lowest mean was the first indicator “If possible, I will shop again in Transmart.” with 5.04 value and it was considered as “Somewhat Agree”. Therefore, the result indicated that the respondents’ perception toward Loyalty was “Somewhat agree”.

#### **4.3. Reliability and Validity Analysis**

This analysis was conducted to determine whether the research data had met the valid and reliable criteria. In this study, there are 25 lists of statements that represent each variable with a total of 250 respondents using the AMOS version 22 application. According to Purwanto et al. (2021), the use of statistical software such as Amos dominates most quantitative research in the social sciences, especially in the field of marketing. In the implementation, the use of Amos software for research in the field of marketing was carried out by Rahi, S., & Abd Ghani, M. (2018) who examined a structural equation modeling (SEM-AMOS) to investigate brand loyalty and customer intentions towards internet banking adoption.

The results of the validity and reliability tests of each variable are shown below:

**Table 4.14**



*Validity and Reliability Test*

<b>Variable</b>	<b>Code</b>	<b>Factor Loading</b>	<b>Construct Reliability</b>
<b>Education Experience</b>	ED1	0,939	0,960
	ED2	0,912	
	ED3	0,924	
	ED4	0,926	
<b>Entertainment Experience</b>	EN1	0,936	0,951
	EN2	0,910	
	EN3	0,945	
<b>Esthetics Experience</b>	EST1	0,947	0,969
	EST2	0,936	
	EST3	0,945	
	EST4	0,939	
<b>Escapist Experience</b>	ESC1	0,938	0,955
	ESC2	0,932	
	ESC3	0,937	
<b>Brand Prestige</b>	BP1	0,916	0,947
	BP2	0,937	
	BP3	0,923	
<b>Perceived Value</b>	PV1	0,944	0,964
	PV2	0,929	
	PV3	0,934	
	PV4	0,924	
<b>Loyalty</b>	LO1	0,929	0,962
	LO2	0,919	
	LO3	0,948	
	LO4	0,924	

*Source: Data Processed, 2022*

To test the validity of formal data using AMOS version 22, the entire list of questions representing each variable are being tested. According to Ghozali (2017), the data is said to be valid if the factor loading value is  $> 0.5$ . The results

of the validity test showed that all question indicators representing 7 variables were declared valid with a value > 0.5.

Ghozali (2017) stated that the test results are considered to be reliable if they have a construct reliability value of > 0.7. The results of this test indicate that the C.R value in each variable is greater than 0.7. Based on these results, it can be concluded that the entire research instrument is reliable so that it can be used in this study.

**Table 4.15**

*Goodness of fit Test Results for Each Variable*

<i>Goodness of fit index</i>	<i>Cut-off value</i>	<i>Education Experience</i>	<i>Entertainment Experience</i>	<i>Esthetics Experience</i>	<i>Escapist Experience</i>	<i>Brand Prestige</i>	<i>Perceived Value</i>	<i>Loyalty</i>
<b>Chi-Square</b>		11,759	5,718	0,977	3,452	1,462	3,450	1,627
<b>Probability</b>	≥ 0.05	0,003	0,057	0,614	0,178	0,481	0,178	0,443
<b>CMIN/DF</b>	≤ 2.0	5,880	2,859	0,488	1,726	0,731	1,725	0,814
<b>GFI</b>	≥ 0.90	0,972	0,983	0,998	0,989	0,995	0,992	0,996
<b>RMSEA</b>	≤ 0.08	0,151	0,093	0,000	0,058	0,000	0,058	0,000
<b>AGFI</b>	≥ 0.90	0,858	0,948	0,989	0,968	0,986	0,961	0,981
<b>TLI</b>	≥ 0.90	0,970	0,991	1,003	0,997	1,001	0,996	1,001
<b>NFI</b>	≥ 0.90	0,988	0,991	0,999	0,995	0,998	0,997	0,998

*Source: Data Processed, 2022*

**4.4. Structural Research Model Test**

Table 4.16 summarized the results of the structural model's validity and reliability tests:

**Table 4.16**

*Confirmatory Factor Analysis*

<b>Variable</b>	<b>Code</b>	<b>Description</b>	<b>Factor Loading</b>	<b>Construct Reliability</b>
<b>Education Experience</b>	ED1	Valid	0,939	0,960
	ED2	Valid	0,913	
	ED3	Valid	0,929	
	ED4	Valid	0,921	
<b>Entertainment Experience</b>	EN1	Valid	0,929	0,950
	EN2	Valid	0,914	
	EN3	Valid	0,945	
<b>Esthetics Experience</b>	EST1	Valid	0,946	0,969
	EST2	Valid	0,936	
	EST3	Valid	0,947	
	EST4	Valid	0,939	
<b>Escapist Experience</b>	ESC1	Valid	0,939	0,955
	ESC2	Valid	0,932	
	ESC3	Valid	0,936	
<b>Brand Prestige</b>	BP1	Valid	0,922	0,944
	BP2	Valid	0,933	
	BP3	Valid	0,908	
<b>Perceived Value</b>	PV1	Valid	0,926	0,959
	PV2	Valid	0,921	
	PV3	Valid	0,931	
	PV4	Valid	0,916	
<b>Loyalty</b>	LO1	Valid	0,935	0,962
	LO2	Valid	0,928	
	LO3	Valid	0,942	
	LO4	Valid	0,915	

*Source: Data Processed, 2022*

Based on table 4.16 it is found that the results of the CFA validity test show the factor loading value on all variable items  $> 0.5$ , and the construct reliability value of each variable  $> 0.7$  so that all items are declared valid and the variables are declared reliable, so the results of this analysis can be used for the next test.

#### **4.5. SEM Data Analysis**

In accordance with the model developed in this study, the data analysis tool used is Structural Equation Modeling (SEM) which is operated using the AMOS 22 application. The AMOS 22 program shows structural measurements and problems, which are used to analyze and test the hypothesis model.

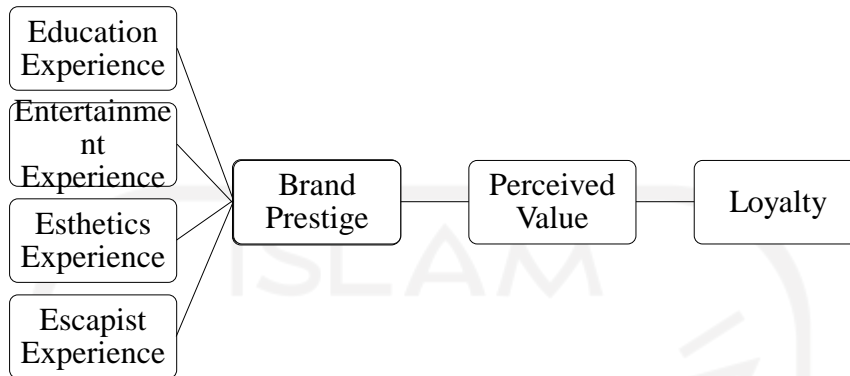
##### **1. Theoretical Model Development**

The model development in this research is based on the concept of data analysis which has been described in Chapter II. In general, the model consists of independent (exogenous) variables, namely Education Experience, Entertainment Experience, Esthetics Experience, Escapist Experience, dependent (endogenous) variables, namely Brand Prestige, Perceived Value and Loyalty.

##### **2. Compile the Path Diagram**

After developing the theory-lined model, the next step is to compile the model in the form of a flow chart that will make it easier to see the causality relationships that will be tested. In flowcharts, relationships between constructs are represented by arrows. Straight arrows show a direct causal relationship between constructions with other constructs. Measurement of the relationship between variables in SEM is called a *structural model*. Based on the existing theoretical basis, a path diagram for SEM is made as follows:

Figure 4.1 Path Diagram

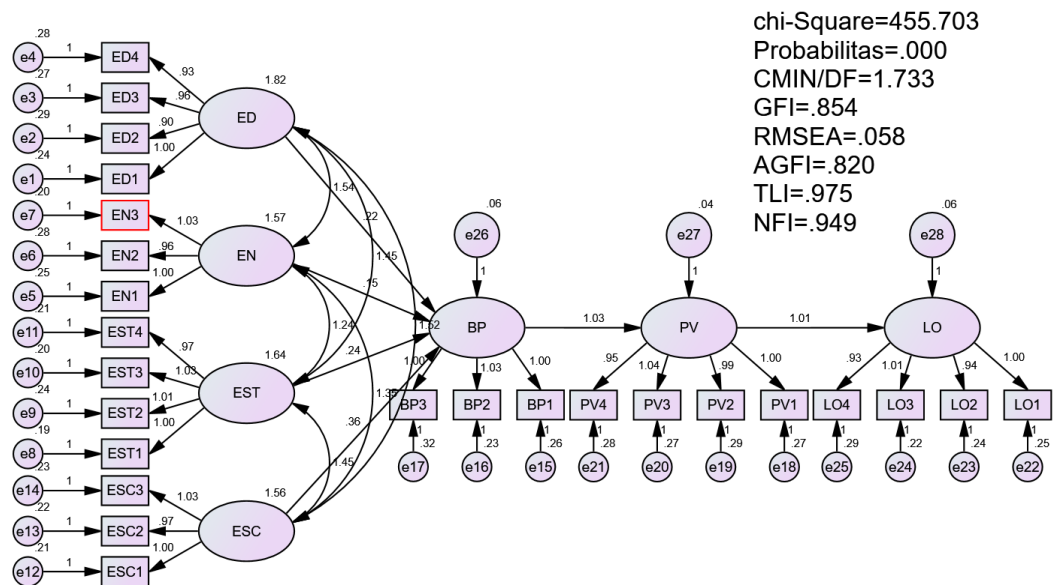


Source: Data Processed, 2022

### 3. Converting Path Diagrams to Structural Equations

The third step is to convert the flow chart into equations, both structural equations and measurement model equations.

Figure 4.2 Structural Equation Model



#### 4. Matrix Input and Structural Evaluation

##### a. Sample Size

The number of data samples has met the SEM assumption, which is 250 data and according to the recommended number of data, 100-200 data.

##### b. Assessment of Normality

In AMOS output, the normality test is performed by comparing the C.R (critical ratio) value in the assessment of normality with a critical value of  $\pm 2.58$  at the 0.01 level.

**Table 4.17**

*Assessment of Normality*

Variable	min	max	skew	c.r.	kurtosis	c.r.
LO4	1.000	7.000	-.559	-3.351	.054	.162
LO3	1.000	7.000	-.473	-2.841	-.471	-1.412
LO2	1.000	7.000	-.461	-2.765	-.160	-.479
LO1	1.000	7.000	-.558	-3.347	-.274	-.821
PV4	1.000	7.000	-.475	-2.848	-.344	-1.031
PV3	1.000	7.000	-.599	-3.591	-.342	-1.027
PV2	2.000	7.000	-.443	-2.656	-.603	-1.809
PV1	1.000	7.000	-.656	-3.934	-.037	-.110
BP3	1.000	7.000	-.494	-2.964	-.155	-.465
BP2	2.000	7.000	-.366	-2.194	-.751	-2.253
BP1	1.000	7.000	-.611	-3.667	.032	.095
ESC3	1.000	7.000	-.611	-3.665	-.282	-.846

Variable	min	max	skew	c.r.	kurtosis	c.r.
ESC2	2.000	7.000	-.515	-3.091	-.406	-1.218
ESC1	1.000	7.000	-.466	-2.799	-.426	-1.277
EST4	1.000	7.000	-.634	-3.806	.015	.046
EST3	1.000	7.000	-.729	-4.372	.201	.604
EST2	1.000	7.000	-.581	-3.487	-.161	-.482
EST1	1.000	7.000	-.646	-3.877	.061	.183
EN3	1.000	7.000	-.588	-3.531	.043	.130
EN2	1.000	7.000	-.409	-2.455	-.512	-1.535
EN1	1.000	7.000	-.414	-2.481	-.404	-1.213
ED4	1.000	7.000	-.700	-4.201	.380	1.140
ED3	1.000	7.000	-.681	-4.085	-.031	-.094
ED2	1.000	7.000	-.433	-2.596	-.340	-1.019
ED1	1.000	7.000	-.529	-3.175	-.595	-1.785
Multivariate					-10.528	-2.106

Source: Data Processed, 2022

Based on the normality test table, it shows that the majority of univariate normality tests are normally distributed because of the critical ratio (C.R) values for kurtosis (*curlness*) and skewness (*skew*), are in the range of  $\pm 2.58$ . Meanwhile, multivariate the data met the normal assumption because the value of -2.106 was in the range of  $\pm 2.58$ .

### c. Outliers

Evaluation of multivariate outliers can be seen through the output of AMOS **Mahalanobis Distance**. The criteria were used at the level

of  $p < 0.001$ . The distance is evaluated by using  $X^2$  in degrees of freedom equal to the number of measurable variables used in the study. In this case, the variable is 25, then through the excel program in the **Insert – Function – CHINV** sub-menu enter the probability and the number of measured variables, as a result, is 52,619. This means that all data/cases greater than 52,619 are multivariate outliers.

**Table 4.18**  
*Outliers Test*

Observation number	Mahalanobis d-squared	p1	p2
154	44.461	.010	.876
66	42.974	.014	.809
30	41.970	.018	.751
68	40.662	.025	.788
80	40.469	.026	.666
161	40.240	.028	.549
100	40.207	.028	.393
205	39.227	.035	.484
166	36.823	.060	.905
71	35.671	.077	.972
137	34.264	.102	.998
191	33.681	.115	.999
81	32.994	.131	1.000
133	32.738	.138	1.000
111	32.681	.139	1.000
163	32.588	.142	.999



Observation number	Mahalanobis d-squared	p1	p2
129	32.578	.142	.998
62	32.539	.143	.997
26	32.473	.145	.996
4	32.472	.145	.992
170	32.433	.146	.987
75	32.396	.147	.979
148	32.332	.149	.971
164	32.332	.149	.955
179	32.253	.151	.942
175	31.915	.160	.960
139	31.752	.165	.958
48	31.745	.166	.938
53	31.725	.166	.915
159	31.671	.168	.892
77	31.045	.188	.963
16	30.996	.189	.952
44	30.985	.190	.932
86	30.454	.208	.975
69	30.334	.212	.973
123	30.303	.213	.963
2	30.281	.214	.949
109	30.264	.215	.931
211	30.146	.219	.928
108	29.336	.250	.991
51	29.270	.253	.988

Observation number	Mahalanobis d-squared	p1	p2
7	29.138	.258	.989
119	29.126	.259	.983
82	29.041	.262	.981
140	29.012	.263	.975
33	28.987	.264	.966
185	28.974	.265	.954
27	28.917	.267	.945
128	28.827	.271	.941
104	28.771	.274	.930
124	28.736	.275	.915
28	28.732	.275	.888
88	28.540	.284	.909
116	28.424	.289	.910
103	28.409	.289	.886
59	28.327	.293	.879
12	28.326	.293	.846
93	28.212	.298	.848
50	28.086	.304	.855
65	27.908	.312	.878
196	27.834	.316	.870
40	27.784	.318	.853
173	27.760	.319	.825
152	27.759	.319	.784
19	27.734	.320	.751
198	27.457	.333	.827

Observation number	Mahalanobis d-squared	p1	p2
106	27.279	.342	.856
134	27.223	.345	.841
110	27.180	.347	.821
115	27.045	.354	.837
122	26.979	.357	.826
95	26.944	.359	.801
45	26.768	.368	.835
98	26.740	.369	.809
72	26.655	.373	.806
144	26.604	.376	.788
15	26.581	.377	.756
90	26.469	.383	.766
11	26.348	.389	.781
41	26.336	.390	.743
63	26.252	.394	.741
29	26.112	.402	.767
46	26.064	.404	.747
3	25.880	.414	.793
130	25.874	.414	.755
31	25.869	.415	.711
39	25.859	.415	.668
49	25.821	.417	.639
14	25.746	.421	.633
17	25.667	.426	.629
8	25.630	.428	.599

Observation number	Mahalanobis d-squared	p1	p2
132	25.465	.437	.649
64	25.456	.437	.602
25	25.412	.440	.577
125	25.344	.443	.566
6	25.327	.444	.523
43	25.262	.448	.511
168	25.197	.451	.499
201	25.103	.457	.506
47	25.020	.461	.506

*Source: Data Processed, 2022*

Table of the outlier test results above shows the value of Mahalanobis Distance. It can be seen from the processed data that there is no detectable value greater than the value of 52,619. Therefore, it can be concluded that **there are no outliers** in the data.

## 5. Identification of Structural Model

There are several ways to see if there is a problem identification or not is to look at the estimation results. SEM analysis can only be done if the model identification results show that the model is included in the over-identified category. This identification is done by looking at the *df* value of the model created.

**Table 4.19**

### ***Computation of Degrees Freedom (Default Mode)***

Number of distinct sample moments:	325
Number of distinct parameters to be estimated:	62
Degrees of freedom (325 – 62):	263

*Source: Data Processed, 2022*

The results show the *df* value of the model is 263. This indicates that the model is included in the *over identified* category because it has a positive *df* value. Therefore, data analysis can be continued to the next stage.

### **6. Assessing the Goodness of Fit Criteria**

Assessing goodness of fit is the main goal in SEM to find out how far the hypothesized model is "Fit" or fits the sample data. The results of goodness of fit are shown in the following data.

**Table 4.20**

#### ***Goodness of Fit Index Test Result***

<b>Goodness of fit index</b>	<b>Cut-off value</b>	<b>Research Model</b>	<b>Model</b>
Chi-Square		455,703	
Probability	$\geq 0.05$	0,000	Marginal Fit
CMIN/DF	$\leq 2.0$	1,733	Good Fit
GFI	$\geq 0.90$	0,854	Marginal Fit
RMSEA	$\leq 0.08$	0,058	Good Fit
AGFI	$\geq 0.90$	0,820	Marginal Fit
TLI	$\geq 0.90$	0,975	Good Fit
NFI	$\geq 0.90$	0,949	Good Fit

*Source: Data Processed, 2022*

Based on the results in table 4.12 above, it can be seen that in the measurement of goodness of fit above, there is a criterion index indicating the marginal fit research model. Nevertheless, the model proposed in this study is still acceptable because the values of CMIN/DF, RMSEA, TLI and NFI have met the fit criteria.

#### 7. Interpret and Modify the Model

If the model does not fit the data, the following actions can be taken:

1. Modify the model by adding dashes
2. Adding a variable if data is available
3. Reduce variable

Modification of the model carried out in this study is based on the theory explained by Arbukle (2009) which discusses how to modify the model by looking at the Modification Indices produced by AMOS 22. The results have shown that the model is fit, thus no modification of the model is needed.

#### 8. Hypothesis Test Result

The process of statistical testing can be seen in the table below. From the data processing, it can be seen that there is a positive relationship between the variables if C.R shows a value above 1.96 and below 0.05 for p-value (GGhozali, 2016), thus it can be said that:

**Table 4.21**

*Hypothesis Test Result*

No	Hypothesis	Estimate	C.R.	P	Limit	Description
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1	<i>Education experience has a positive influence on brand prestige among Transmart customers</i>	0,222	3.361	0,000	0,05	Significant
2	<i>Entertainment experience has a positive influence on brand prestige among Transmart customers</i>	0,153	2.580	0,010	0,05	Significant
3	<i>Esthetics experience has a positive influence on brand prestige among Transmart customers</i>	0,245	4.433	0,000	0,05	Significant
4	<i>Escapist experience has a positive influence on brand prestige among Transmart customers</i>	0,359	4.555	0,000	0,05	Significant
5	<i>Brand prestige has a positive influence on consumer perceived value among Transmart customers</i>	1,034	23.887	0,000	0,05	Significant
6	<i>Consumer perceived value has a positive influence on loyalty among Transmart customers</i>	1,009	24.401	0,000	0,05	Significant

Source: Data Processed, 2022

Based on the table above, it can be seen that the results of the regression weight test can explain the coefficient of influence between the related variables. The results of the regression weight analysis show that:

**a. The Effect of Education Experience on Brand Prestige**

The estimated parameter value of the regression weight coefficient is 0.222, this shows that the relationship between Education

Experience and Brand Prestige is positive. This means that the better the Education Experience, the better the Brand Prestige. Testing the relationship between the two variables shows a probability value of 0.000 ( $p < 0.05$ ), so the hypothesis that states "Education experience has a positive influence on brand prestige among Transmart customers" is **accepted**.

**b. Effect of Entertainment Experience on Brand Prestige**

The estimated parameter value of the regression weight coefficient is 0.153, this shows that the relationship between Entertainment Experience and Brand Prestige is positive. This means that the better the Entertainment Experience, the better the Brand Prestige. Testing the relationship between the two variables shows a probability value of 0.010 ( $p < 0.05$ ), so the hypothesis stating "Entertainment experience has a positive influence on brand prestige among Transmart customers" is **accepted**.

**c. Effect of Esthetics Experience on Brand Prestige**

The estimated parameter value of the regression weight coefficient is 0.245, this shows that the relationship between Esthetics Experience and Brand Prestige is positive. This means that the better the Esthetics Experience, the better the Brand Prestige. Testing the relationship between the two variables shows a probability value of 0.000 ( $p < 0.05$ ), so the hypothesis that states "Esthetics experience has



a positive influence on brand prestige among Transmart customers" is **accepted**.

**d. The Effect of Escapist Experience on Brand Prestige**

The estimated parameter value of the regression weight coefficient is 0.359, this shows that the relationship between Escapist Experience and Brand Prestige is positive. This means that the better the Escapist Experience, the better the Brand Prestige. Testing the relationship between the two variables shows a probability value of 0.000 ( $p < 0.05$ ), so the hypothesis that states "Escapist experience has a positive influence on brand prestige among Transmart customers" is **accepted**.

**e. The Effect of Brand Prestige on Perceived Value**

The estimated parameter value of the regression weight coefficient is 1.034, this shows that the relationship between Brand Prestige and Perceived Value is positive. This means that the better the Brand Prestige will increase the Perceived Value. Testing the relationship between the two variables shows a probability value of 0.000 ( $p < 0.05$ ), so the hypothesis that states "Brand prestige has a positive influence on consumer perceived value among Transmart customers" is **accepted**.

**f. Influence of Perceived Value on Loyalty**

The estimated parameter value for the regression weight coefficient is 1.009, this shows that the relationship between Perceived Value and Loyalty is positive. This means that the better the Perceived Value, the higher the Loyalty. Testing the relationship between the two variables shows a probability value of 0.000 ( $p < 0.05$ ), so the hypothesis stating "Consumer perceived value has a positive influence on loyalty among Transmart customers" is **accepted**.

#### **4.6. Discussion**

The purpose of this study in general is to determine the effect of education experience, entertainment experience, esthetics experience, escapist experience on Transmart customers loyalty with Transmart brand prestige and perceived value as moderating variables. From the results of this study, it is known that the experience of mall visitors as a whole has a positive and significant effect on the prestige of Transmart's brand. This is in line with previous research by Kim (2019), which stated that the educational, entertainment, aesthetic and escapist experiences that visitors get when they are in a mall can create the luxury of the mall. When consumers are able to learn something new, or feel quite entertained by the mall's fun entertainment facilities, or feel comfortable with the environment and atmosphere of the mall or even feel like they are out for a moment from their routine, unforgettable memories and a prestigious impression can be created for consumers. In the context of the mall business, the management needs to continue to create other interesting experiences for visitors, for example by holding a concert

starring famous guest star in order to attract visitors to return to the mall and create loyalty.

The prestige of the Transmart's brand also has a positive and significant effect on the perceived value of the Transmart's customer. This is in line with previous research by Joe (2019) and Kim (2018) which stated that consumers prefer brands that have meaning so that it will increase the perceived value of the brand through harmonization of brand personality. Brand personality is generally done to attract consumers because there is a high match between brand personality and consumer personality. In (Steenkamp et al., 2003), it is concluded that customers will tend to buy or consume an item with a prestigious brand as a symbol to show social status, wealth, or power. This tendency occurs because goods are rarely owned and are very strongly attached to a person's personal concept and social image. They are willing to pay the cost at a fairly high price or choose to use a prestigious brand for example for increasing social status and expressing themselves respectively. In the context of the mall business, the more mall managers are able to create brand prestige for their visitors, both in terms of the prestigious tenant/outlet value presented at the mall and the premium services provided by employees to visitors; the higher the perception of mall visitor value that will be created, both functional, hedonic, social and financial values.

The overall value perception of mall visitors also has a positive and significant effect on mall visitor loyalty. This is in line with previous research by According to Chevalier and Mazzalovo in So et al. (2013) in the context of the luxury fashion industry, the company's branding strategy has long been used and

implemented to improve the company's reputation, make customers more loyal, and set high prices for products from the company's brand. In order for luxury fashion customers to be loyal, they must receive high quality service at a reasonable price, feel comfortable and relaxed while in the store, and away from the stresses of life and everyday problems, and feel happy to be able to get special prices for the service. This means that the higher the perceived value obtained, the higher the level of customer satisfaction and make them loyal to buy luxury products. In the context of the retail business, the mall manager must pay attention to the perception of value; both functional, hedonic, social and financial values, which visitors can get when they are at the mall by involving interesting experiences and brand prestige owned by the mall so as to increase loyalty, interest in returning to the mall and recommending the mall to people other.

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1. Conclusion

The following conclusions and recommendations were drawn based on the results of the analysis obtained in the research entitled “The Influence of Shopping Experience, Brand Prestige, and Perceived Value toward The Loyalty of Transmart’s Visitors” by using SEM (Structural Equation Modeling) analysis through the distribution of questionnaires to 250 respondents in Indonesia:

1. The education experience of Transmart’s visitors has a positive and significant impact on the prestige of the Transmart’s brand. This is evidenced by the estimated parameter value of 0.000. These results indicate that the P value is below 0.05. This means that the more education experiences visitors feel when visiting Transmart, the higher the brand prestige that Transmart has.
2. The entertainment experience of Transmart’s visitors has a positive and significant impact on the prestige of the Transmart’s brand. This is evidenced by the estimated parameter value of 0.010. These results indicate that the P value is below 0.05. This means that the more entertainment experiences visitors feel when visiting Transmart, the higher the brand prestige that Transmart has.
3. The esthetics experience of Transmart’s visitors has a positive and significant impact on the prestige of the Transmart’s brand. This is evidenced by the estimated parameter value of 0.000. These results indicate that the P value is

below 0.05. This means that the more education experiences visitors feel when visiting Transmart, the higher the brand prestige that Transmart has.

4. The escapist experience of Transmart's visitors has a positive and significant impact on the prestige of the Transmart's brand. This is evidenced by the estimated parameter value of 0.000. These results indicate that the P value is below 0.05. This means that the more escapist experiences visitors feel when visiting Transmart, the higher the brand prestige that Transmart has.
5. The prestige of the Transmart's brand has a positive and significant effect on the overall value perception of Transmart's visitors. This is evidenced by the estimated parameter value of the 0.000. These results indicate that the P value is below 0.05. This means that the higher the brand prestige owned by Transmart, the higher the perceived value of the Transmart's visitors.
6. The perception of the value of Transmart visitors as a whole has a positive and significant effect on the loyalty of Transmart visitors. This is evidenced by the parameter value of 0.000. These results indicate that the P value is below 0.05. This means that the higher the perceived value of Transmart visitors, the higher the loyalty of Transmart visitors.

## **5.2. Recommendation**

Based on the conclusions above, the recommendation that can be given as managerial implications regarding to education experience, entertainment experience, esthetics experience, escapist experience, brand prestige, perceived value, and Transmart's visitor loyalty are as follows:

1. Addressed to the manager of Transmart, currently, visitors don't only come to the department store just to shop for what they need, but also to relax longer and enjoy the added value provided by the department. Therefore, it is important to create and maintain interesting experiences, including educational, entertainment, aesthetic and escapism experiences, so as to leave a pleasant impression for visitors and keep the visitors returning to visit Transmart.
2. Based on descriptive statistical data from the processing findings in this study, it is necessary to pay attention to the prestige of the department store brand that can be created for Transmart visitors, both in terms of the prestigious value of tenants/outlets presented at Transmart and the premium services provided by employees to visitors in order to attract them to visit again.

### **5.3. Limitation**

The limitation of this study occurs because of the failure to obtain balanced respondents. This research explores about the phenomena located in the big cities in Indonesia, such as Yogyakarta, Semarang, Bandung, Surabaya. and Jakarta. On the other hand, in the implementation, the respondent data obtained does not represent the object of research that has been designed for the big cities in Indonesia, because from the total of 250 population, 126 or 50.4 percent of the respondents are originated from Special Region of Yogyakarta, this phenomenon has the tendency to create biased results. In the future, similar research should be conducted with objects in other big cities in Indonesia with a minimum number of

respondents of 250 samples for each big city. Therefore, the data obtained is more representative.





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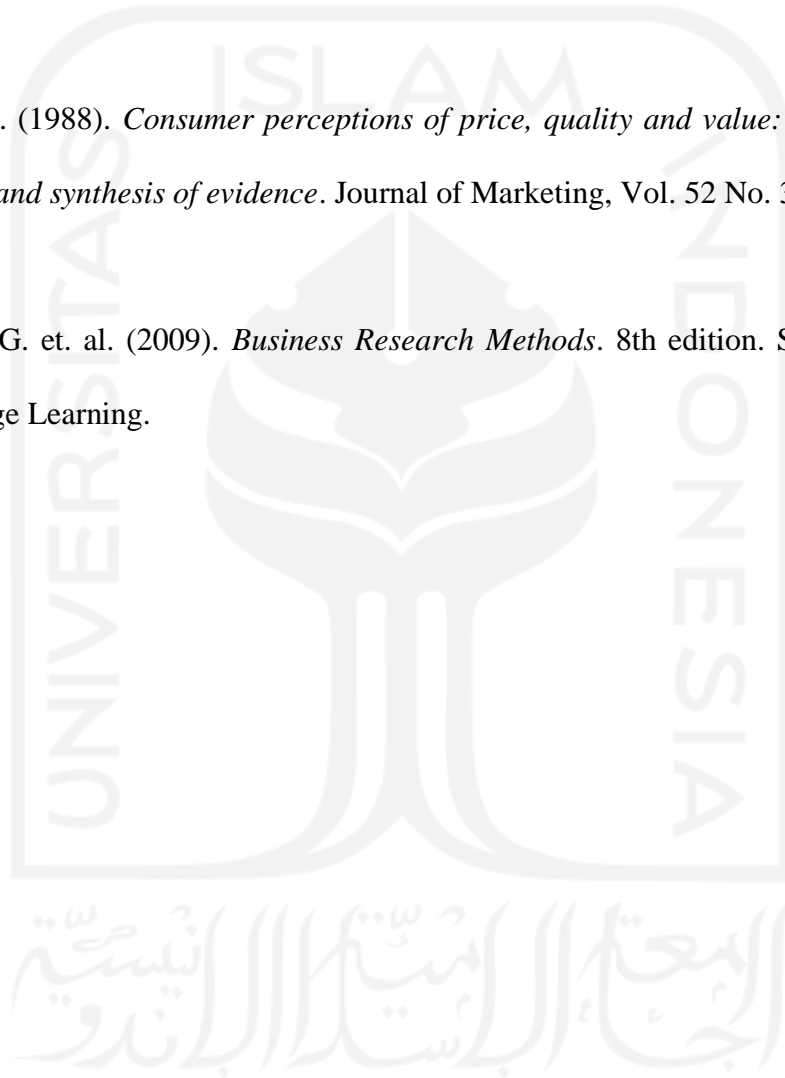
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# ATTACHMENT



## APPENDIX A

### RESEARCH QUESTIONNAIRES

#### "THE INFLUENCE OF EXPERIENCE, BRAND PRESTIGE, AND PERCEIVED VALUE TOWARDS THE LOYALTY OF TRANSMART'S VISITORS"

##### Section 1

Assalamu'alaikum Warahmatullahi Wabarakatuh

Saya Zahrina Nadine mahasiswi Manajemen Program Internasional Fakultas Bisnis dan Ekonomika Universitas Islam Indonesia. Saat ini sedang melakukan penelitian dengan judul "THE INFLUENCE OF EXPERIENCE, BRAND PRESTIGE, AND PERCEIVED VALUE TOWARDS THE LOYALTY OF TRANSMART'S VISITORS"

Saya memohon kesediaan saudara/i untuk memberikan pendapat atau persepsi Anda terkait pengalaman berbelanja Anda di Transmart. Atas waktu dan kesediaannya saya ucapkan terima kasih.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Jenis Kelamin\*

- Laki-laki
- Perempuan

Usia \*

- Kurang dari 20 tahun
- 20 sampai 29 tahun
- 30 sampai 39 tahun
- Lebih dari 40 tahun

Pendidikan terakhir :

- SMA/Sederajat

- Diploma
- Sarjana
- Pascasarjana

Pengeluaran rata-rata Anda per bulan:

- Kurang dari Rp 2.000.000,-
- Rp 2.000.000,- Rp 5.000.000,-
- > Rp 5.000.000,- Rp 10.000.000,-
- > Rp 10.000.000,-

Provinsi Tempat Tinggal Anda:

- DI Yogyakarta
- Jawa Tengah
- Jawa Barat
- Jawa Timur
- DKI Jakarta

## Section 2

Petunjuk Pengisian

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Agak Tidak Setuju
4. Netral
5. Agak Setuju
6. Setuju
7. Sangat Setuju

Pengalaman Edukasi	1	2	3	4	5	6	7
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1.	Saya dapat belajar banyak hal dari mengunjungi Transmart.							
2.	Berbelanja di Transmart menambah wawasan saya							
3.	Berada di Transmart memberikan pengalaman pembelajaran yang nyata bagi saya.							
4.	Berada di Transmart menstimulasi rasa penasarannya untuk belajar hal baru.							

<b>Pengalaman Hiburan</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1.	Fasilitas/pertunjukan di Transmart menarik perhatian saya (contoh: bioskop, konser, dsb)							
2.	Fasilitas/pertunjukan di Transmart cukup menghibur.							
3.	Fasilitas/pertunjukan di Transmart menyenangkan.							

<b>Pengalaman Estetika</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1.	Transmart cukup menarik untuk menghabiskan waktu senggang.							
2.	Setting dekorasi di Transmart cukup menarik.							
3.	Setting suasana di Transmart didesain dengan indah dan nampak detail.							

4.	Suasana di Transmart membuat saya nyaman.							
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<b>Pengalaman Escapism / Keluar dari Rutinitas</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1.	Dengan berada di Transmart, saya bisa melupakan sesaat beban tugas harian saya.							
2.	Dengan berada di Transmart, saya merasa bisa melepaskan diri dari aktivitas harian saya.							
3.	Mengunjungi Transmart membuat saya segar Kembali							

<b>Prestise Merek</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1.	Transmart adalah mall yang cukup bergensi.							
2.	Transmart adalah tempat belanja kelas menengah keatas.							
3.	Transmart memiliki status yang tinggi.							

<b>Persepsi Nilai</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1.	Aktivitas di Transmart sebanding dengan biaya yang dikeluarkan.							
2.	Aktivitas di Transmart membuat saya kenal dan diterima oleh orang lain.							
3.	Mengunjungi Transmart tidak memboroskan.							

4.	Saya merasa mendapatkan kesan (impression) yang baik.							
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<b>Loyalitas</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1.	Jika memungkinkan saya akan berbelanja lagi di Transmart.							
2.	Saya memiliki niat yang kuat untuk kembali berbelanja di Transmart.							
3.	Transmart tetap menjadi pilihan berbelanja di masa yang akan datang.							
4.	Saya tetap akan berbelanja ke Transmart ini meskipun ada Mall lain yang lebih baru.							

## APPENDIX B

### TABLES OF THE RESPONDENT'S CHARACTERISTICS

#### Respondent's Classification Based on Gender

##### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	101	40.4	40.4	40.4
Female	149	59.6	59.6	100.0
Total	250	100.0	100.0	

#### Respondent's Classification Based on Age

##### Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Kurang dari 20 tahun	21	8.4	8.4	8.4
20 sampai 29 tahun	138	55.2	55.2	63.6
30 sampai 39 tahun	19	7.6	7.6	71.2
Lebih dari 40 tahun	72	28.8	28.8	100.0
Total	250	100.0	100.0	

#### Respondent's Classification Based on Educational Backgrounds

##### Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMA atau sederajat	42	16.8	16.8	16.8
Diploma	16	6.4	6.4	23.2
Sarjana	147	58.8	58.8	82
Pascasarjana	45	18	18	100.0
Total	250	100.0	100.0	

### Respondent's Classification Based on Monthly Expenses

#### Monthly Expenses

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Kurang dari Rp 2.000.000,-	77	30.8	30.8	30.8
Rp 2.000.000,- Rp 5.000.000,-	103	41.2	41.2	72
> Rp 5.000.000,- Rp 10.000.000,-	43	17.2	17.2	89.2
> Rp 10.000.000,-	27	10.8	10.8	100.0
Total	216	100.0	100.0	

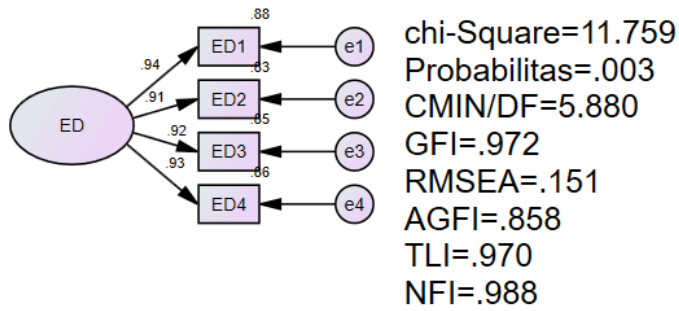
### Respondent's Classification Based on Area of Origin

#### Area of Origin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid DI Yogyakarta	126	50.4	50.4	50.4
DKI Jakarta	23	9.2	9.2	59.6
Jawa Barat	49	19.6	19.6	79.2
Jawa Tengah	31	12.4	12.4	91.6
Jawa Timur	21	8.4	8.4	100.0
Total	216	100.0	100.0	



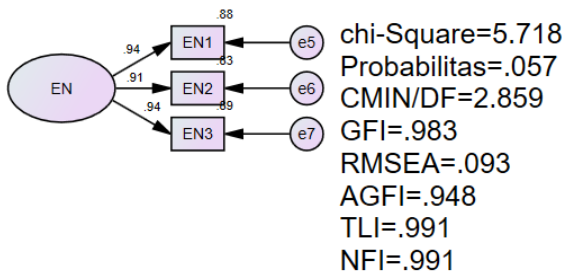
### CFA Education Experience



### Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
ED1 <--- ED	.939
ED2 <--- ED	.912
ED3 <--- ED	.924
ED4 <--- ED	.926

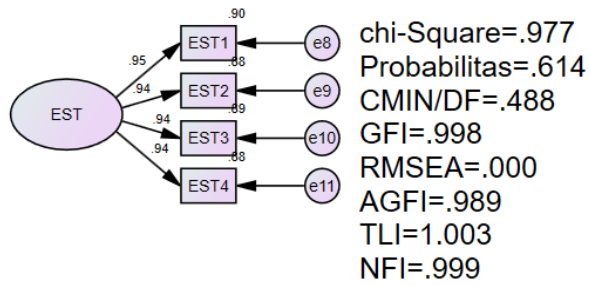
### CFA Entertainment Experience



### Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
EN1 <--- EN	.936
EN2 <--- EN	.910
EN3 <--- EN	.945

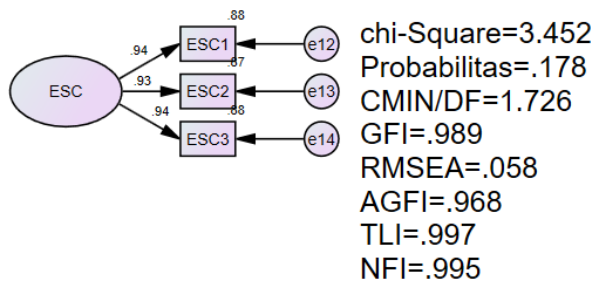
### CFA Esthetics Experience



**Standardized Regression Weights: (Group number 1 - Default model)**

	Estimate
EST1 <--- EST	.947
EST2 <--- EST	.936
EST3 <--- EST	.945
EST4 <--- EST	.939

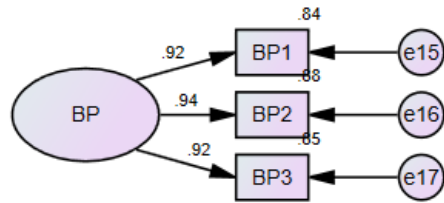
**CFA Escapist Experience**



**Standardized Regression Weights: (Group number 1 - Default model)**

	Estimate
ESC1 <--- ESC	.938
ESC2 <--- ESC	.932
ESC3 <--- ESC	.937

**CFA Brand Prestige**

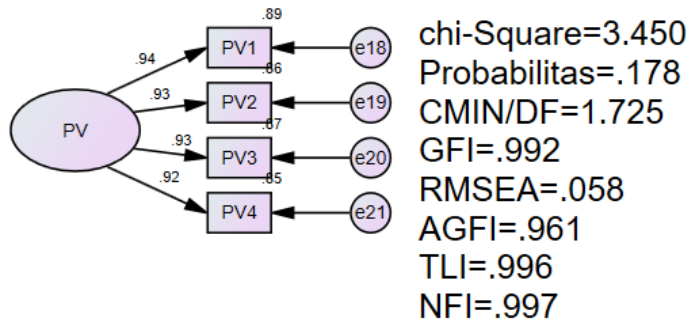


chi-Square=1.462  
 Probabilitas=.481  
 CMIN/DF=.731  
 GFI=.995  
 RMSEA=.000  
 AGFI=.986  
 TLI=1.001  
 NFI=.998

**Standardized Regression Weights: (Group number 1 - Default model)**

	Estimate
BP1 <--- BP	.916
BP2 <--- BP	.937
BP3 <--- BP	.923

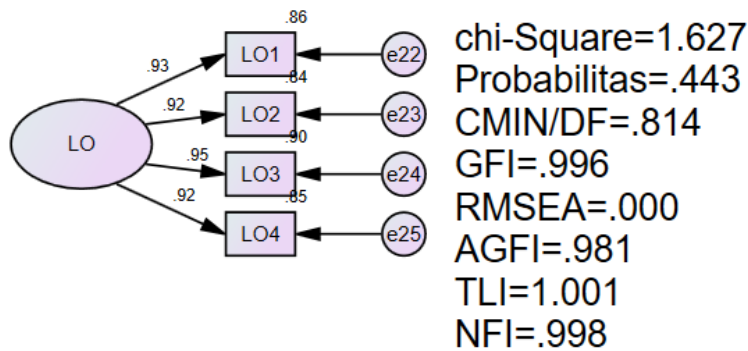
**CFA Perceived Value**



**Standardized Regression Weights: (Group number 1 - Default model)**

	Estimate
PV1 <--- PV	.944
PV2 <--- PV	.929
PV3 <--- PV	.934
PV4 <--- PV	.924

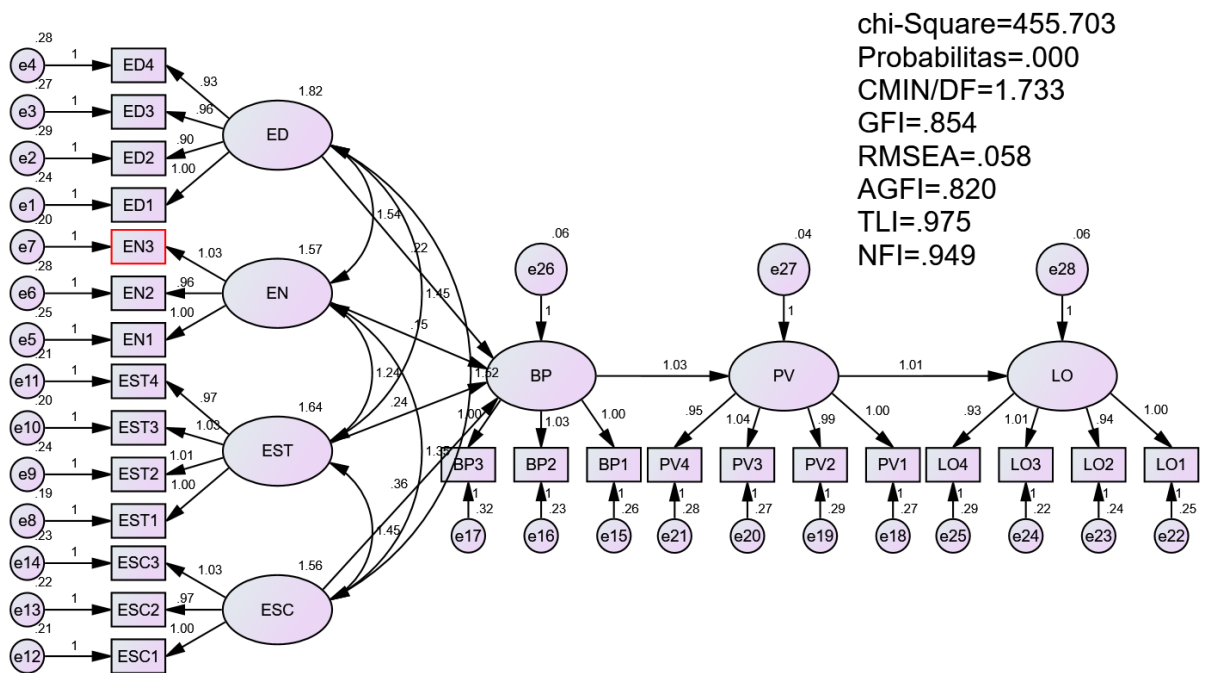
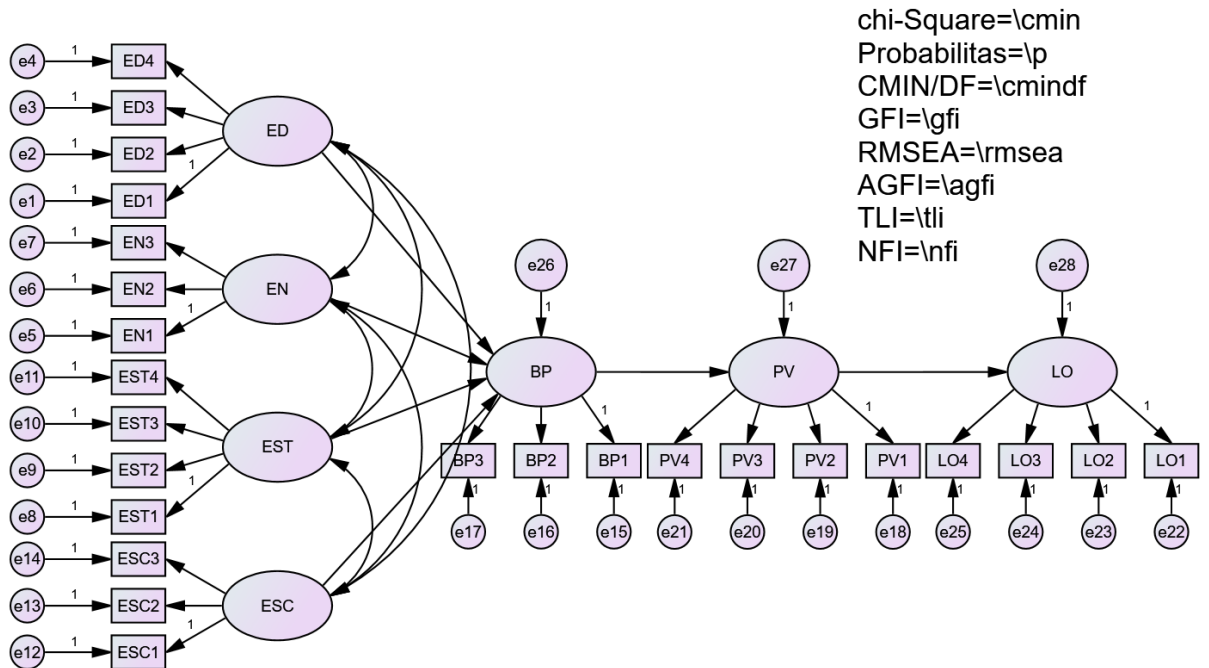
**CFA Loyalty**



**Standardized Regression Weights: (Group number 1 - Default model)**

	Estimate
LO1 <--- LO	.929
LO2 <--- LO	.919
LO3 <--- LO	.948
LO4 <--- LO	.924

## RESULTS OF THE FULL MODEL



## VALIDITY TEST MODEL

### Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
BP <--- ED	.245
BP <--- EN	.157
BP <--- EST	.256
BP <--- ESC	.368
PV <--- BP	.988
LO <--- PV	.983
ED1 <--- ED	.939
ED2 <--- ED	.913
ED3 <--- ED	.929
ED4 <--- ED	.921
EN1 <--- EN	.929
EN2 <--- EN	.914
EN3 <--- EN	.945
EST1 <--- EST	.946
EST2 <--- EST	.936
EST3 <--- EST	.947
EST4 <--- EST	.939
ESC1 <--- ESC	.939
ESC2 <--- ESC	.932
ESC3 <--- ESC	.936
BP1 <--- BP	.922
BP2 <--- BP	.933
BP3 <--- BP	.908
PV1 <--- PV	.926
PV2 <--- PV	.921
PV3 <--- PV	.931
PV4 <--- PV	.916
LO1 <--- LO	.935
LO2 <--- LO	.928
LO3 <--- LO	.942
LO4 <--- LO	.915

## NORMALITY TEST

### Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
LO4	1.000	7.000	-.559	-3.351	.054	.162
LO3	1.000	7.000	-.473	-2.841	-.471	-1.412
LO2	1.000	7.000	-.461	-2.765	-.160	-.479
LO1	1.000	7.000	-.558	-3.347	-.274	-.821
PV4	1.000	7.000	-.475	-2.848	-.344	-1.031
PV3	1.000	7.000	-.599	-3.591	-.342	-1.027
PV2	2.000	7.000	-.443	-2.656	-.603	-1.809
PV1	1.000	7.000	-.656	-3.934	-.037	-.110
BP3	1.000	7.000	-.494	-2.964	-.155	-.465
BP2	2.000	7.000	-.366	-2.194	-.751	-2.253
BP1	1.000	7.000	-.611	-3.667	.032	.095
ESC3	1.000	7.000	-.611	-3.665	-.282	-.846
ESC2	2.000	7.000	-.515	-3.091	-.406	-1.218
ESC1	1.000	7.000	-.466	-2.799	-.426	-1.277
EST4	1.000	7.000	-.634	-3.806	.015	.046
EST3	1.000	7.000	-.729	-4.372	.201	.604
EST2	1.000	7.000	-.581	-3.487	-.161	-.482
EST1	1.000	7.000	-.646	-3.877	.061	.183
EN3	1.000	7.000	-.588	-3.531	.043	.130
EN2	1.000	7.000	-.409	-2.455	-.512	-1.535
EN1	1.000	7.000	-.414	-2.481	-.404	-1.213
ED4	1.000	7.000	-.700	-4.201	.380	1.140
ED3	1.000	7.000	-.681	-4.085	-.031	-.094
ED2	1.000	7.000	-.433	-2.596	-.340	-1.019
ED1	1.000	7.000	-.529	-3.175	-.595	-1.785
Multivariate					-10.528	-2.106

## MODEL FIT

### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	62	455.703	263	.000	1.733
Saturated model	325	.000	0		
Independence model	25	8928.798	300	.000	29.763

### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.034	.854	.820	.691
Saturated model	.000	1.000		
Independence model	1.419	.061	-.017	.057

### Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.949	.942	.978	.975	.978
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

### RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.058	.049	.067	.064
Independence model	.366	.359	.372	.000



## HYPOTHESIS TESTING

### Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
BP	<---	ED	.222	.066	3.361	***	par_19
BP	<---	EN	.153	.059	2.580	.010	par_20
BP	<---	EST	.245	.055	4.433	***	par_21
BP	<---	ESC	.359	.079	4.555	***	par_22
PV	<---	BP	1.034	.043	23.887	***	par_23
LO	<---	PV	1.009	.041	24.401	***	par_24
ED1	<---	ED	1.000				
ED2	<---	ED	.900	.036	24.683	***	par_1
ED3	<---	ED	.959	.036	26.473	***	par_2
ED4	<---	ED	.934	.037	25.512	***	par_3
EN1	<---	EN	1.000				
EN2	<---	EN	.959	.041	23.492	***	par_4
EN3	<---	EN	1.031	.039	26.756	***	par_5
EST1	<---	EST	1.000				
EST2	<---	EST	1.014	.036	28.162	***	par_6
EST3	<---	EST	1.025	.035	29.615	***	par_7
EST4	<---	EST	.974	.034	28.589	***	par_8
ESC1	<---	ESC	1.000				
ESC2	<---	ESC	.970	.036	26.585	***	par_9
ESC3	<---	ESC	1.025	.038	27.203	***	par_10
BP1	<---	BP	1.000				
BP2	<---	BP	1.027	.040	25.378	***	par_11
BP3	<---	BP	1.001	.043	23.189	***	par_12
PV1	<---	PV	1.000				
PV2	<---	PV	.988	.040	24.733	***	par_13
PV3	<---	PV	1.044	.041	25.726	***	par_14
PV4	<---	PV	.947	.039	24.262	***	par_15
LO1	<---	LO	1.000				
LO2	<---	LO	.939	.036	25.951	***	par_16
LO3	<---	LO	1.006	.036	27.633	***	par_17
LO4	<---	LO	.934	.038	24.758	***	par_18

**Standardized Total Effects (Group number 1 - Default model)**

	ESC	EST	EN	ED	BP	PV	LO
BP	.368	.256	.157	.245	.000	.000	.000
PV	.363	.253	.155	.242	.988	.000	.000
LO	.357	.249	.153	.238	.971	.983	.000
LO4	.327	.228	.140	.218	.889	.900	.915
LO3	.336	.235	.144	.225	.915	.926	.942
LO2	.331	.231	.142	.221	.901	.912	.928
LO1	.334	.233	.143	.223	.908	.919	.935
PV4	.333	.232	.142	.222	.905	.916	.000
PV3	.338	.236	.144	.226	.920	.931	.000
PV2	.334	.233	.143	.223	.910	.921	.000
PV1	.336	.235	.144	.225	.915	.926	.000
BP3	.334	.233	.142	.223	.908	.000	.000
BP2	.343	.239	.146	.229	.933	.000	.000
BP1	.339	.236	.145	.226	.922	.000	.000
ESC3	.936	.000	.000	.000	.000	.000	.000
ESC2	.932	.000	.000	.000	.000	.000	.000
ESC1	.939	.000	.000	.000	.000	.000	.000
EST4	.000	.939	.000	.000	.000	.000	.000
EST3	.000	.947	.000	.000	.000	.000	.000
EST2	.000	.936	.000	.000	.000	.000	.000
EST1	.000	.946	.000	.000	.000	.000	.000
EN3	.000	.000	.945	.000	.000	.000	.000
EN2	.000	.000	.914	.000	.000	.000	.000
EN1	.000	.000	.929	.000	.000	.000	.000
ED4	.000	.000	.000	.921	.000	.000	.000
ED3	.000	.000	.000	.929	.000	.000	.000
ED2	.000	.000	.000	.913	.000	.000	.000
ED1	.000	.000	.000	.939	.000	.000	.000

**Standardized Direct Effects (Group number 1 - Default model)**

	ESC	EST	EN	ED	BP	PV	LO
BP	.368	.256	.157	.245	.000	.000	.000
PV	.000	.000	.000	.000	.988	.000	.000
LO	.000	.000	.000	.000	.000	.983	.000
LO4	.000	.000	.000	.000	.000	.000	.915
LO3	.000	.000	.000	.000	.000	.000	.942
LO2	.000	.000	.000	.000	.000	.000	.928
LO1	.000	.000	.000	.000	.000	.000	.935
PV4	.000	.000	.000	.000	.000	.916	.000
PV3	.000	.000	.000	.000	.000	.931	.000
PV2	.000	.000	.000	.000	.000	.921	.000
PV1	.000	.000	.000	.000	.000	.926	.000
BP3	.000	.000	.000	.000	.908	.000	.000
BP2	.000	.000	.000	.000	.933	.000	.000
BP1	.000	.000	.000	.000	.922	.000	.000
ESC3	.936	.000	.000	.000	.000	.000	.000
ESC2	.932	.000	.000	.000	.000	.000	.000
ESC1	.939	.000	.000	.000	.000	.000	.000
EST4	.000	.939	.000	.000	.000	.000	.000
EST3	.000	.947	.000	.000	.000	.000	.000
EST2	.000	.936	.000	.000	.000	.000	.000
EST1	.000	.946	.000	.000	.000	.000	.000
EN3	.000	.000	.945	.000	.000	.000	.000
EN2	.000	.000	.914	.000	.000	.000	.000
EN1	.000	.000	.929	.000	.000	.000	.000
ED4	.000	.000	.000	.921	.000	.000	.000
ED3	.000	.000	.000	.929	.000	.000	.000
ED2	.000	.000	.000	.913	.000	.000	.000
ED1	.000	.000	.000	.939	.000	.000	.000

**Standardized Indirect Effects (Group number 1 - Default model)**

	ESC	EST	EN	ED	BP	PV	LO
BP	.000	.000	.000	.000	.000	.000	.000
PV	.363	.253	.155	.242	.000	.000	.000
LO	.357	.249	.153	.238	.971	.000	.000
LO4	.327	.228	.140	.218	.889	.900	.000
LO3	.336	.235	.144	.225	.915	.926	.000
LO2	.331	.231	.142	.221	.901	.912	.000
LO1	.334	.233	.143	.223	.908	.919	.000
PV4	.333	.232	.142	.222	.905	.000	.000
PV3	.338	.236	.144	.226	.920	.000	.000
PV2	.334	.233	.143	.223	.910	.000	.000
PV1	.336	.235	.144	.225	.915	.000	.000
BP3	.334	.233	.142	.223	.000	.000	.000
BP2	.343	.239	.146	.229	.000	.000	.000
BP1	.339	.236	.145	.226	.000	.000	.000
ESC3	.000	.000	.000	.000	.000	.000	.000
ESC2	.000	.000	.000	.000	.000	.000	.000
ESC1	.000	.000	.000	.000	.000	.000	.000
EST4	.000	.000	.000	.000	.000	.000	.000
EST3	.000	.000	.000	.000	.000	.000	.000
EST2	.000	.000	.000	.000	.000	.000	.000
EST1	.000	.000	.000	.000	.000	.000	.000
EN3	.000	.000	.000	.000	.000	.000	.000
EN2	.000	.000	.000	.000	.000	.000	.000
EN1	.000	.000	.000	.000	.000	.000	.000
ED4	.000	.000	.000	.000	.000	.000	.000
ED3	.000	.000	.000	.000	.000	.000	.000
ED2	.000	.000	.000	.000	.000	.000	.000
ED1	.000	.000	.000	.000	.000	.000	.000