

The Role of Customer Satisfaction in Mediating the Influence of Brand Personality and Service Quality on the Loyalty of Beachwalk Shopping Center Customers

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Abstract

In 2018 and 2019, there was an increase in the number of shopping centers in Bali, which led to the tight competition in the industry. The movement of customers from one shopping center to other shopping centers indicate that the loyalty of customers can be categorized as low. This challenges business practitioners in their attempt to maintain and win the competition within the industry. This research focuses on the role of customer satisfaction, brand personality and service quality in developing the loyalty of Beachwalk Shopping Center customers. This research is categorized as an associative quantitative study and was conducted in Badung Regency, Bali. The data consists of 218 Beachwalk Shopping Center visitors, collected by distributing questionnaires which include open-ended and close-ended questions. The validity and reliability of these questions have also been verified. The analysis technique used is the Structural Equation Modelling (SEM) and the analysis tool utilized is the SmartPLS 3.0. The research results revealed that customer satisfaction and brand personality have a positive and significant influence on customer loyalty, but service quality does not have a significant influence on customer loyalty. The results also showed that customer satisfaction is capable of mediating the influence of brand personality and service quality on the loyalty of Beachwalk Shopping Center customers. Another result of this study is that there is no significant difference between the satisfaction and loyalty of local and foreign customers, indicated by both having equally high values of customer satisfaction and customer loyalty.

Keywords: brand personality, service quality, customer satisfaction and customer loyalty

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1. Introduction

Shopping centers are currently the most popular recreation area and provide large business opportunities in Bali. The results of BI's Retail Trade Index Survey in the 4th quartile of 2018 showed that the retail shopping centers in Bali has a fairly large occupancy rate at 85.91 percent of the total 237,009 square meters prepared by 11 shopping centers in Kuta, Nusa Dua, Seminyak, Renon and Benoa (Antara News, 2018). In July 2019, Bali's IPR was recorded at 137.5 or higher than the average in the second quartile of 2019 which was 136.5 (Berita Bali, 2019).

Every year the number of shopping centers in Bali increases and this was followed by the fierce competition in attracting visitors. The movement of customers from one shopping center to another often occurs. This indicates that the loyalty of visitors is low. The tight competition is also felt by Beachwalk Shopping Center Bali, even though it is the number 1 shopping center in Bali based on Trip Advisor and is the market leader of shopping centers in Bali. Subsequently, the management must develop a strategy to provide more value to visitors and be able to build the loyalty of their visitors.

In developing loyalty, customer satisfaction is important (Schiffman & Kanuk, 2007). Customer satisfaction is the feelings felt by people after they compare their perception with the reality they receive (Schiffman & Kanuk, 2007). Managers are considered successful if visitors experience a high level of satisfaction (Ghani, 2015). Visitor satisfaction is considered to be a benchmark of whether the managers are able to provide the services that customers want (Ahmadia, 2017).

Service quality is a very important factor to customers. Service quality refers to the quality received by customers (Yarimoglu, 2014). The better the quality of the service provided, the greater the likelihood customers will visit the same place again (Park, 2011). Services with good quality and in line with expectations are expected to improve

customer satisfaction and loyalty (Gunarto, 2013).

In developing loyalty, brand personality is viewed as the trait which best communicate the brand to target customers. Brands do not only present physical products with written names or logos or symbols from the company. Brands also show the loyalty of their users. As a result, customers feel that the brand is a part of them (Afzal et al., 2010). Products that create and communicate a special brand personality will be more capable to survive the competition and maintain loyalty (Aaker, 2004). The purpose of this study is to examine and analyze the role of customer satisfaction in mediating the influence of brand personality and service quality on the loyalty of Beachwalk Shopping Center customers. This research is expected to be a reference for other studies and managers in developing their strategies to increase customer loyalty.

2. Literature Review

2.1 Expectation Disconfirmation Theory (EDT)

The expectancy disconfirmation theory explained that the assessment of satisfaction is determined not only by the performance of the product or service, but also the process in which consumers compare product performance with their initial expectations (Van Ryzin, 2006). Ratnasari (2015) stated that when the disconfirmation is positive, the users of the service will be satisfied, while if it is negative, service users will be dissatisfied.

2.2 Service Quality (SERVQUAL)

Service quality here refers to the perceived quality received by customers (Yarimoglu, 2014). The service quality dimension in the SERVQUAL model is based on a multi-item scale designed to measure customer expectations and perceptions (Sivakumar et al., 2014). Parasuraman et al., (1988) perfected these dimensions into physical evidence (tangibles), empathy, reliability, responsiveness, and assurance.

2.3 Brand Personality

Kotler and Keller (2009) defined brand personality as "the specific mix of human traits that we can attribute to a particular brand". Aaker (2004) identified brand personality into five dimensions, namely sincerity, excitement, competence, sophistication and ruggedness. Products that create and communicate a special brand personality are more likely to survive in the competition and maintain longer years of loyalty.

2.4 Customer Satisfaction

Satisfaction is the feelings of people after they compare their perception with the reality they get (Schiffman & Kanuk, 2007). Customer satisfaction is considered to be a benchmark of whether the managers are able to provide the services that customers want (Ahmadia, 2017). Managers are considered successful if visitors experience a high level of satisfaction (Ghani, 2015).

2.5 Customer Loyalty

Krittinger (2005) defined loyalty as the behavioral tendency of customers to make routine purchases. Hennig and Hansen (2000) pointed out that customer loyalty is the positive attitude of customers towards the products or service providers. To make customers loyal is an attractive strategic goal for researchers and managers (El Hedhli et al., 2013)

3. Hypothesis Development and Conceptual Model

The conceptual framework of this study is presented in the following figure.

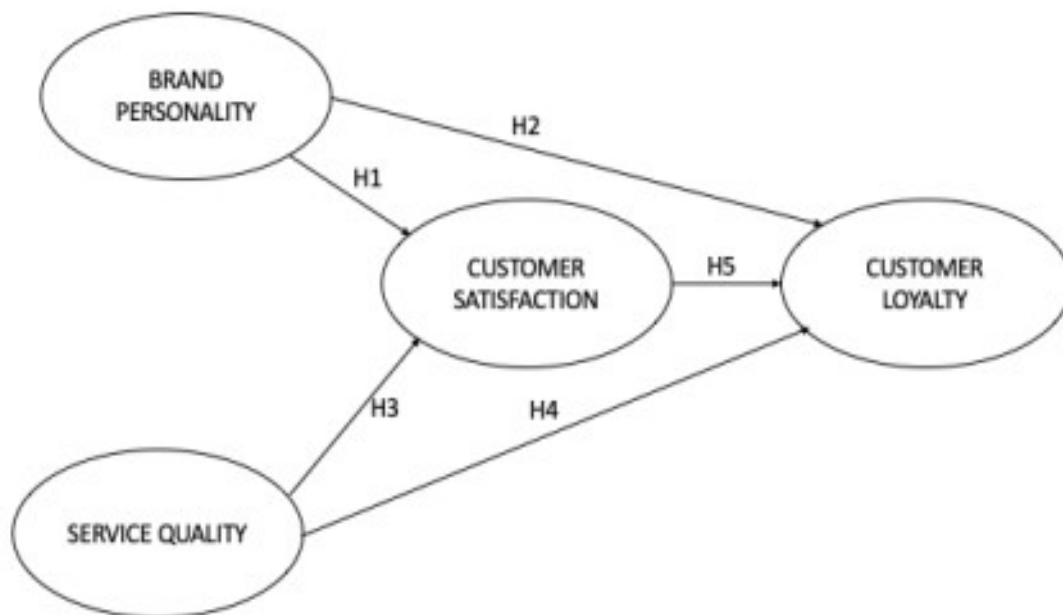


Figure 1. Conceptual Framework

3.1 The Influence of Brand Personality On Customer Satisfaction

The study conducted by Chan Wu (2011) revealed that brand personality has a positive and significant influence on the satisfaction of hospital customers in Taiwan. This is in line with the results obtained by Kim and Lee (2015) and Anita (2019) which stated that brand personality is able to develop the satisfaction of shopping center visitors. Based on this explanation, the hypothesis is as follows:

H1: Brand personality has a positive and significant influence on customer satisfaction

3.2 The Influence of Brand Personality On Customer Loyalty

The study conducted by Anita (2019) revealed that brand personality has a positive and significant influence on customer loyalty. In contrast, Polyrat (2011) stated that brand personality has an insignificant impact on loyalty and is attitudinal and behavioral in nature. Yusoff and Salleh (2015) stated that brand personality is not correlated with loyalty, because brand personality is only an important purchase reference factor for customers of the small and medium business sector. Based on the discussed reviews, the hypothesis is formulated as follows:

H2: Brand personality has a positive and significant influence on customer loyalty

3.3 The Influence of Service Quality On Customer Satisfaction

The study conducted by Al-Shammari and Samer Kanina (2014) stated that service quality has a significant and positive influence on customer satisfaction. This statement is supported by Ruswanti (2012) who found that service quality is the most important factor in developing customer satisfaction. Likewise, the research by Hidayat and Asnawi (2019) and Ahmad (2012) found conforming results. Based on the discussed findings, the following hypothesis is formulated:

H3: Service quality has a positive and significant influence on customer satisfaction

3.4 The Influence of Service Quality On Customer Loyalty

The study conducted by Hidayat and Asnawi (2019) stated that service quality has a positive and significant influence on customer loyalty. Similarly, Ahmad (2012) stated that service quality is a significant factor that influence visitor loyalty. However, Leninkumar (2016) and Kheng and Mahamad (2010) found that service quality has no influence on customer loyalty. Based on this discussion, the hypothesis is as follows:

H4: Service quality has a positive and significant influence on customer loyalty

3.5 The Influence of Customer Satisfaction On Customer Loyalty

The research conducted by Ahmad (2012) and Al-Shammari and Samer Kanina (2014) revealed that customer

satisfaction has a significant and positive influence on customer loyalty. In line with these two studies, Ruswanti (2012), Hidayat and Asnawi (2019), Kheng and Mahamad (2010) and Ahmad (2012) also obtained similar results. Based on this description, the hypothesis is formulated as follows:

H5: Customer satisfaction has a positive and significant influence on customer loyalty

3.6 The Role of Customer Satisfaction in Mediating The Influence of Brand Personality on Customer Loyalty

The study conducted by Anita (2019) revealed that customer satisfaction has the most significant and positive influence in mediating the influence of brand personality on customer loyalty. This was conformed by Kim and Lee (2015) who stated that customer satisfaction is the most important factor to consider in improving the influence of brand personality on the loyalty of shopping center customers in Korea. Based on this review, the following hypothesis is formulated:

H6: Customer satisfaction mediates the influence of brand personality on customer loyalty

3.7 The Role of Customer Satisfaction in Mediating The Influence of Service Quality on Customer Loyalty

Chan Wu (2011) stated that customer satisfaction is able to mediate the influence of service quality on customer loyalty. Chuan Wu and Lun Hsu (2011), Pratiwi and Wardi (2019), Kheng and Mahamad (2010), and Hidayat and Asnawi (2019) also stated that customer satisfaction is able to mediate the influence of service quality on customer loyalty. Based on this review, the formulated hypothesis is as follows:

H7: Customer satisfaction mediates the influence of service quality on customer loyalty

3.8 The Difference in Customer Satisfaction and Loyalty Between The Local Customers and Foreign Customers of Beachwalk Shopping Center

The studies by Chang and Gibson (2011) and Rohman and Nasution (2019) stated that the satisfaction of foreign tourists is higher than local visitors. However, McDowall and Ma's research (2010) found that the satisfaction of foreign tourist is lower than domestic visitors. The study conducted by Chang and Gibson (2011) also revealed that the loyalty of foreign tourists is lower than that of domestic visitors in watching shows and enjoying festivals. Conforming to the two studies above, McDowall and Ma's (2010) also found that the loyalty of foreign visitors is lower than domestic visitors. Thus, the following hypotheses are presented:

H8a: The satisfaction of foreign customers is lower than local customers

H8b: The loyalty of foreign customers is lower than local customers

4. Research Methodology

This research is a quantitative associative study which discusses the relationship between the variables of brand personality, service quality, customer satisfaction and customer loyalty. The study was conducted at Beachwalk Shopping Center, Bali. The sample was determined using the non-probability sampling technique with the purposive sampling approach. The sample in this study amounted to 218 foreign and local visitors to Beachwalk Shopping Center, Bali. The data were collected by utilizing the questionnaire which contained open ended and closed ended questions with the 5-point Likert scale.

The brand personality construct in this study adapted and modified the indicators used in the research conducted by Anita (2019), service quality adapted and modified the indicators used by Sahin and Kitapci (2017), customer satisfaction adapted and modified the indicators used in the research conducted by Ahmad (2012), and customer loyalty adapted and modified the indicators used in the research conducted by Jones and Sasser (1995). The analysis technique used is the Structural Equation Model (SEM) and analysis tool was the SmartPLS 3.0.

5. Data Analysis

5.1 Characteristics of Respondents

The characteristics of respondents in this study were divided into several categories, namely gender, age, occupation, income per month, and frequency of visits in 1 month. There were 218 respondents in this study. From the data obtained, the categories of respondents that visited Beachwalk Shopping Center most frequently were female respondents, visitors with an age of 26 – 30 years old, those who have an undergraduate degree, and respondents who are already working. Based on the income, a majority of the respondents have an income between one million and five million rupiah. This means that the visitors are already able to shop and fulfill their own fashion needs.

5.2 Instrument Test Results

Instrument validity and reliability test

All variable instruments in this study have a correlation coefficient value above 0.30 which means that they have fulfilled the instrument validity requirements. All the variable instruments in this study have a Cronbach's Alpha (α) value of greater than 0.60. This means that all the instruments in this study are reliable.

5.3 Measurement Model

5.3.1 Convergent validity, discriminant validity and composite reliability

All the indicators in this study have an outer loading value of greater than 0.5 indicates that the model has fulfilled convergent validity requirement. All construct variables in this study have a discriminant validity which is categorized as quite good because the average variance extracted (AVE) value is greater than 0.50 and the Cronbach's Alpha value exceeds 0.60. Composite reliability and Cronbach's Alpha values are considered to be good if they have values > 0.70 . In this study, the composite reliability and Cronbach's alpha values of all the constructs are greater than 0.7.

5.3.2 Inner model

The inner model test is conducted to examine the relationship between the constructs, the significance value and the R-square value of the research model. The R-square value in this study is presented in Table 2.

Table 2. R-square Value of the Dependent Variables

| Variable | R-square | Adjusted R-square |
|---------------------------------|----------|-------------------|
| Customer satisfaction (Y_1) | 0,624 | 0,621 |
| Customer loyalty (Y_2) | 0,662 | 0,616 |

Source : *Computed primary data, 2020*

$$Q^2 = 1 - (1 - (R_1)^2) (1 - (R_2)^2) = 1 - (1 - 0,624) (1 - 0,662) = 0,873$$

From the calculation, the Q^2 value is 0.873 which indicates that the model has a good predictive relevance. It can be interpreted that 87.3 percent of the variation in customer loyalty is influenced by brand personality, service quality, and customer satisfaction, while the remaining 12.7 percent is influenced by other variables not included in this research model.

5.4 Direct influence

The results of the analysis test using the partial least square analysis is presented in Figure 2.

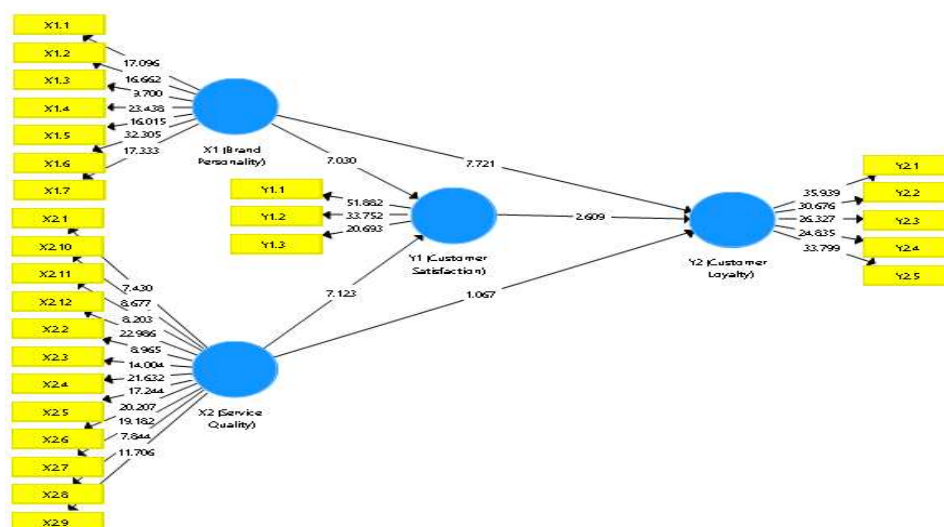


Figure 2. Structural Model

From the calculation, the Q2 value obtained is 0.873, which indicates that the model has a good predictive relevance. Thus, 87.3 percent of variation in customer loyalty is influenced by brand personality, service quality, and customer satisfaction, while the remaining 12.7 percent is influenced by other variables not included in the research model.

5.5. *The indirect influence and the total influence*

Table 3. shows the total influence test results between the research variables.

Table 3. Test Results of the Total Influence between Variables

| Path Coefficient Between Variables | Path Coefficient | t -Statistics | P Value | Remarks |
|---|------------------|---------------|---------|---------------|
| Brand personality (X ₁) → Customer satisfaction (Y ₁) | 0,442 | 7,030 | 0,000 | Significant |
| Brand personality (X ₁) → Customer loyalty (Y ₂) | 0,548 | 7,721 | 0,000 | Significant |
| Service quality (X ₂) → Customer satisfaction (Y ₁) | 0,422 | 7,123 | 0,000 | Significant |
| Service quality (X ₂) → Customer loyalty (Y ₂) | 0,097 | 1,067 | 0,286 | Insignificant |
| Customer satisfaction (Y ₁) → Customer loyalty (Y ₂) | 0,210 | 2,609 | 0,009 | Significant |

Source: *Computed Primary Data, 2020*

The indirect influence test result is displayed in Table 4.

Table 4. Test Results of the Indirect Influence Between Variables

| Variable Mediation | Influence | | | | Remarks |
|--|--------------|------------------|--------------|--------------|-------------------|
| | (A) | (B) | (C) | (D) | |
| Brand personality (X ₁) → Customer satisfaction (Y ₁) → Customer loyalty (Y ₂) | 0,093 (Sig.) | 0,548 (Sig.) | 0,442 (Sig.) | 0,210 (Sig.) | Partial Mediation |
| Service quality (X ₂) → Customer satisfaction (Y ₁) → Customer loyalty (Y ₂) | 0,088 (Sig.) | 0,097 (Non Sig.) | 0,422 (Sig.) | 0,210 (Sig.) | Full Mediation |

Source: *Computed primary data, 2020*

The direct influences and total influences in the inner model are examined by assessing the t-statistics and the p-value. If the t-statistics value \geq t-table value (1.96) or p-value $<$ 0.05, it can be concluded that the influence is positive and significant. Based on Table 3. the relationship between brand personality and customer satisfaction has a t-statistics value of $7.030 \geq$ t-table value (1.96) and a p-value of $0.000 <$ 0.05. Thus, H1, which states that brand personality has a positive and significant influences on customer satisfaction, is accepted. The relationship between brand personality and customer loyalty has a t-statistics value of $7.721 \geq$ t-table value (1.96) and a p-value of $0.000 <$ 0.05. Thus, H2, which states that brand personality has a positive and significant influence on customer loyalty, is accepted. The relationship between service quality and customer satisfaction has a t-statistics value of $7.123 \geq$ t-table value (1.96) and a p-value of $0.000 <$ 0.05. Thus, H3, which states that service quality has a positive and significant influence on customer satisfaction, is accepted.

The relationship between service quality and customer loyalty has a t-statistics value of $1.067 \leq$ t-table value (1.96) and has a p-value of $0.286 >$ 0.05. This indicates that H4, which states that service quality has a positive and significant influence on customer loyalty, is rejected. The relationship between customer satisfaction and customer loyalty has a t-statistics value of $2.609 \geq$ t-table value (1.96) and a p-value of $0.009 <$ 0.05. This indicates that H5 is accepted, which means that customer satisfaction has a positive and significant influence on customer loyalty.

The variable with the greatest influence on the customer loyalty is brand personality with a coefficient of 0.548,

while service quality has a coefficient of 0.097 and customer satisfaction has a coefficient of 0.210. Based on Table 3. it can be concluded that customer satisfaction is able to partially mediate the relationship between brand personality and customer loyalty. Thus, H6 is accepted. Customer satisfaction is also able to partially mediate the relationship between service quality and customer loyalty, which means that H7 is accepted.

To compare the satisfaction and loyalty of local and foreign customers, the significance value of t-statistic T-Test is $0,961 < 1,96$ for customer satisfaction and $-1,742 < 1,96$ for customer loyalty. Thus, H8a and H8b are rejected. This means that there are no significant differences in satisfaction and loyalty between local and foreign visitors as the average value of both of their satisfaction and loyalty are equally high.

6. Research Findings and Discussions

6.1 *The influence of brand personality on customer satisfaction*

The analysis result shows that brand personality has a positive and significant influence on customer satisfaction. This means that the more the brand personality of Beachwalk Shopping Center conforms with visitors' preference, the higher the satisfaction of these visitors. This study supports the research results obtained by Chan Wu (2011), Kim and Lee (2015) and Anita (2019) which revealed that brand personality has a positive and significant influence on customer satisfaction.

6.2 *The influence of brand personality on customer loyalty*

The analysis showed that brand personality has a positive and significant influence on customer loyalty. This means that the more the brand personality of Beachwalk Shopping Center conforms with visitors' preference, the higher the loyalty of these visitors. This study supports the results obtained by Anita (2019) and Polyrat (2011) which proved that brand personality has a positive and significant influence on visitor loyalty.

6.3 *The influence of service quality on customer satisfaction*

The analysis result shows that service quality has a positive and significant influence on customer satisfaction. This means that the better the service quality perceived by visitors, the higher the satisfaction of Beachwalk Shopping Center visitors. This study supports the results obtained by Al-Shammari and Kanina (2014), Ruswanti (2012), Hidayat and Asnawi (2019) and Ahmad (2012) which revealed that service quality has a positive influence on customer satisfaction.

6.4 *The influence of service quality on customer loyalty*

The analysis result shows that service quality has a positive but insignificant influence on customer loyalty. This means that the better the service quality provided by Beachwalk Shopping Center, the higher their loyalty, but not to a significant extent. This research supports the results obtained by Hidayat and Asnawi (2019) and Ahmad (2012) which proved that service quality is a factor that influences the loyalty of customers. However, in this study, service quality was found to have a positive but insignificant influence on customer loyalty.

6.5 *The influence of customer satisfaction on customer loyalty*

The analysis shows that customer satisfaction has a positive and significant influence on customer loyalty. This means that the higher the satisfaction of Beachwalk Shopping Center customers, the higher their loyalty. This supports the results obtained by Ahmad (2012), Al-Shammari and Samer Kanina (2014), Ruswanti (2012), Hidayat and Asnawi (2019), and Kheng and Mahamad (2010) which revealed that customer satisfaction has a positive and significant influence on customer loyalty.

6.6 *The role of customer satisfaction in mediating the influence of brand personality on customer loyalty*

The analysis shows that customer satisfaction is able to mediate the influence of brand personality on customer loyalty. This means that with a higher level of customer satisfaction, brand personality will have a greater influence on the loyalty of Beachwalk Shopping Center customers. The result of this study supports the studies conducted by Anita (2019) and Kim and Lee (2015) which revealed that customer satisfaction significantly mediates the relationship between brand personality and customer loyalty.

6.7 *The role of customer satisfaction in mediating the influence of service quality on customer loyalty*

The analysis result shows that customer satisfaction is able to mediate the influence of service quality on customer loyalty. This means that with a higher level of customer satisfaction, service quality will have a greater influence on the loyalty of Beachwalk Shopping Center customers. This result agrees with Chan Wu (2011), Pratiwi and Wardi (2019), Chuan Wu and Lun Hsu (2011), Kheng and Mahamad (2010), and Hidayat and Asnawi (2019) who stated that customer satisfaction significantly mediates the influence of service quality on customer loyalty.

6.8 The difference in satisfaction and loyalty between the local customers and foreign customers of Beachwalk Shopping Center

The analysis result shows that there is no significant difference in customer satisfaction and customer loyalty between the local visitors and foreign visitors of Beachwalk Shopping Center. It can be concluded that hypotheses 8a and 8b are rejected. This result does not support the results obtained by McDowall and Ma (2010) which revealed that the satisfaction of foreign visitors is lower than domestic visitors due to the negative issues and images that make them feel less comfortable and safe when they visit the tourist sites. Chang and Gibson (2011) stated that the loyalty of foreign tourists is lower than domestic visitors in watching performances and enjoying festivals. This result is also not in line with Rohman and Nasution's research (2019) which stated that the loyalty of foreign tourist visitors is lower than domestic visitors in visiting Prambanan Temple.

7. Implications, limitations and further research

This research model enriches the literature related to the concept of consumer behavior by proving that customer satisfaction, service quality, and brand personality have a positive and significant influence on the loyalty of Beachwalk Shopping Center customers. The practical implication in this research is that the managers of Beachwalk Shopping Center should develop the right brand personalization strategy to produce the greatest positive influence on customer loyalty. This is because if the brand personality is not in line with the customers' preferred trait, it is likely that they will immediately move to other shopping centers.

The scope of this research is limited to examining the visitors of Beachwalk Shopping Center, therefore the results cannot be generalized for other conditions. This research was also conducted over a certain period of time, while the environment is dynamic. Therefore, this research should be conducted again in different regions, over a different and extended time period, or with different product or service categories. This study only examined customer satisfaction, brand personality and service quality as the variables that influence customer loyalty. Future studies can also examine other variables to provide more insights on how to develop customer loyalty.

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