

# The Role of Word-Of-Mouth, Shopping Lifestyle and City Walk Concept on Brand Image Mall in Indonesia

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## The Role of Word-Of-Mouth, Shopping Lifestyle and City Walk Concept on Brand Image Mall in Indonesia

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### ABSTRACT

The consumerist character of the people has an impact on the high purchasing power and circulation of money. The fairly high competition does not discourage mall and retail business players from competing competitively. People will look for shopping places that provide comfort, magnificent buildings, exterior and interior form a good image of a mall. This study uses a randomized quantitative approach with the population being Mall visitors in Tegal. The number of samples taken in this study were 100 respondents. The sampling technique is purposive sampling, namely the sample that was met by chance and met the criteria in this study. The research data was obtained through questionnaires distributed and filled in by the respondents, which would then be processed with SPSS 22. The results of this study found that "The role of Word-of-Mouth, Shopping Lifestyle and City Walk Concept have a significantly affects on the Brand Image Mall in Tegal Indonesia."

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### INTRODUCTION

In Tegal, there are several malls or large shopping centers, namely Transmart, Yogya Mall, Rita Mall, Pacific Mall, Matahari, Lotte, and others. During the two years of the COVID-19 pandemic, the business condition of the Mall in Tegal declined drastically due to regional restrictions closing all roads for access to Malls and other shopping centers. There is a policy of limiting operating hours, causing all businesses in the Tegal area to only operate until 20.00 WIB including malls and other shopping centers. This condition not only reduces the mall's income, but also the shopping interest of the mall community. All marketing strategies were carried out by all Malls but did not change the conditions at that time. Malls and shopping centers are very empty (empty visitors) which has an impact on a drastic decline in sales. At this time conditions have started to normalize, there is freedom for the community to carry out activities that also affect the increase in sales at the Mall. The consumptive people of Tegal always want to spend their money to look for quality products and the Mall is their goal. People in groups will consider the brand image of the Mall they will visit (Iskamto, 2017, 2021; SCG Trading Services Co. Ltd et al., 2011).

To win the market, companies must build profitable customer relationships and gain competitive advantage (Kotler and Gary 2018). The competition is so competitive that each Mall has complete facilities that can provide comfort, excitement and a good impression while shopping. Each Mall has its own characteristics as the advantages of their retail business. The facilities provided are various

such as cinemas, restaurants and cafes, games, playgrounds and benches in open spaces to relax. The objectives are 1) to form a brand image of the Mall through word-of-mouth conveyed by visitors to the public, 2) The shopping lifestyle of the community to the Mall is able to give pride in the minds of the people so as to be able to provide its own value for a good brand image about the Mall they are looking for visit.

The limitation in this research is the limited time so that the research is only on malls or large shopping centers in Tegal. The research has a novelty that is exploring the role of consumer word of mouth, consumerism lifestyle and city walk concept as a marketing strategy that can form a Brand Image. This research is able to make a new contribution to management science and shopping business people can apply these findings as a marketing strategy.

## LITERATURE REVIEW

### *Brand Image*

<sup>19</sup> Consumers in buying products will consider a well-known brand image. Kotler & Keller (2016) Brand image is a set of brand associations that are formed and attached to the minds of consumers when remembering a particular brand. According to Kotler that measurement of brand image can be done based on aspects of a <sup>11</sup> brand, namely a) strength, b) uniqueness, c). favourable. Consumers' beliefs about certain brands, according to consumer perceptions that the product has a functional advantage (functional brand), creates associations and images that consumers want, and evokes certain experiences when consumers interact with them (experiential brand)(Karim, 2021; Marlinda, 2021; Masyhuri, 2022).

Factors that affect the image of the Mall will increase consumer preferences to make decisions regarding consumer visits to certain Malls. Customers visit shopping centers not only to shop, but also to seek entertainment that provides comfort and pleasure. Customers now place more emphasis on money so Mall developers must understand market trends and create Mall differentiation from their competitors(Haque 2015).

### *Word-Of-Mouth*

Word of mouth communication occurs when <sup>34</sup> consumers start to talk about their ideas about brand service, or the quality of the products they use to other people. Word Of Mouth is free advertising, Word-Of-Mouth (WoM) marketing will promote product advertisements, or personal ideas that are carried out transparently. WoM characters consist of a). Velence, namely WoM can be positive or negative, b). Focus, namely WoM builds and maintains mutually beneficial relationships in various key roles, c). Timing, namely WoM occurs after purchase or consumption experience, d). Solicitation, that is, not all women come from customers, e). Intervention is WoM which is generated spontaneously.

The Word-Of-Mouth (WoM) indicator is a). Talking is talking about positive things about the quality of products/services to other people, b). Recommend that consumers who are satisfied in using a product will recommend it to others, c). Encouraging, which means that consumers will encourage others to make transactions for products and services.

Word of mouth directly or online from consumers in shopping is very important in promoting a brand. Companies should consider and manage WoM that occurs through face-to-face contact between <sup>12</sup> maker and recipient in a confined space. Consumers who participate in searching for information have a positive effect on the quality of WoM(Kim and Song 2010).

### *Shopping Lifestyle*

Shopping mall is a complex of retail store and related facilities planned as unified group to give maximum shopping convenience to the customer and maximum exposure to the merchandise. While lifestyle (lifestyle) is a person's pattern in managing time and money. Lifestyle affects a person's behavior on consumption patterns.

### *Citywalk Concept*



City Walk is known as a mall or destination, which is a starting point for a destination. The location of a shopping mall as a commercial building should be located in a city's trade and business location, in the city center that has easy access to it. The Citywalk concept prioritizes the goal as a sightseeing area, looking for entertainment, refreshing, eating in addition to shopping activities. The City Walk full mall type has visual continuity, special character and helps create a brand image and an elegant space impression for a brand image and a special space impression for a city. A full mall with a city walk concept will provide facilities outside the building, namely vehicle traffic, a large parking area, a safe path for pedestrians, and a green park. For facilities inside the building, it provides a restaurant, Shopping centers have the main goal of bringing in a lot of visitors so they can buy benefits. Now, malls present a more dynamic and complex form and space. Analyzing consumerism in the new generation, so that it should provide more space to attract visitors today for the future (B. Wiranto, R. Trisno and NW Priyomarsono, et al. 2020)

## METHOD

The object of this research is the Mall in Tegal, namely Rita Mall, Transmart, Yogya Mall and Pacific Mall. The population of this study were visitors who shopped at the mall which were taken randomly. The sampling technique was using purposive sampling as many as 100 respondents, with the respondents' criteria in accordance with this study.

The data used in this study is primary data obtained directly from respondents by distributing questionnaires to 100 respondents. The data obtained will be processed using SPSS version 22 and will be analyzed using Multiple Linear Regression analysis.

## RESULT AND DISCUSSION

The results of this research analysis are multiple linear regression analysis, determinant coefficient test, t test and F test using the SPSS version 22 analysis tool.

### 1. Multiple Linear Regression Analysis

This analysis is used to measure the effect of Word-Of-Mouth (WoM\_X1), Shopping Lifestyle (SLS\_X2) and City Walk Concept (CWC\_X3) their influence on Brand Image (Y), which can be seen in table 1 below:

Table.1. Results of Multiple Regression Analysis X1, X2, X3 Against Y

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	4.803	1.576		.003
	WoM_X1	.291	.078	.270	.000
	SLS_X2	.461	0.054	.617	.000
	CWC_X3	.472	0.049	.691	.008

a. Dependent Variable: BrandImage\_Y

Based on table 4.41 it can be determined the regression equations X1, X2, and X3 to Y states that the multiple regression equation is:  $Y' = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$ . The constant value (a) can be read in the Constant row column B, which is 4.803. The WoM coefficient value (b1) is 0.291, the SLS coefficient (b2), the CWC coefficient (b3). From this value, the multiple linear regression equations for Word-Of-Mouth (WoM\_X1), Shopping Lifestyle (SLS\_X2), and City Walk Concept (CWC\_X3) together with respect to Brand Image (Y) are as follows:

$$Y' = 4.803 + 0.291X_1 + 0.461X_2 + 0.472X_3$$

After obtaining multiple regression equations ( $X_1$ ,  $X_2$ , and  $X_3$  against  $Y$ ), then the explanation of these equations is as follows:

- A constant of 4.803 means that if Word-Of-Mouth ( $WoM\_X_1$ ), Shopping Lifestyle ( $SLS\_X_2$ ) and City Walk Concept ( $CWC\_X_3$ ) then the Brand Image ( $Y$ ) is 4.803
- The regression coefficient for the Word-Of-Mouth variable ( $WoM\_X_1$ ) is 0.291, meaning that if the Word-Of-Mouth variable is increased, it will cause an increase in Brand Image Mall in Tegal.
- The regression coefficient for the Shopping Lifestyle variable ( $SLS\_X_2$ ) is 0.461, meaning that if the Shopping Lifestyle variable is increased, it causes an increase in Brand Image in Tegal.
- The regression coefficient for the Citywalk Concept variable ( $CWC\_X_3$ ) is 0.472, meaning that if the City Walk Concept variable is increased, it causes an increase in the Brand Image Mall variable in Tegal.

## 2. Partial Test (T Test)

Partial test (T test) is used to measure how far the influence of one independent variable individually in explaining the variation of the dependent variable. The level of significance or probability is 5% or 0.05, so the decision criteria if the value of  $\text{sig} < 0.05$  then  $H_0$  is rejected, and  $H_a$  is accepted. The results of the T-test of this study can be seen in table 2 below:

Table 2. Partial Test (T Test)

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	4,803	1,576		3,048
	WoM_X1	,291	,078	,270	3,729
	SLS_X2	,461	0,054	,617	8,546
	CWC_X3	,472	0,049	,691	8,908

a. Dependent Variable: BrandImage\_Y

Based on the table above, the results of the T test can be concluded as follows:

- From the partial calculation (T test) using SPSS 22 can be obtained a significant value of 0.00  $< 0.05$  so the conclusion is that the Word-Of-Mouth variable ( $WoM\_X_1$ ) has a significant effect on the Brand Image ( $Y$ ) variable. So the first hypothesis ( $H_1$ ) is accepted, namely, "There is a Word-Of-Mouth role that affects the Brand Image Mall in Tegal"
- From the partial calculation (T test) using SPSS 22 can be obtained a significant value of 0.00  $< 0.05$  so the conclusion is that the Shopping Lifestyle ( $SLS\_X_2$ ) variable has a significant effect on the Brand Image variable. So the second hypothesis ( $H_2$ ) is accepted, namely, "There is a Role of Shopping Lifestyle that affects the Brand Image Mall in Tegal"
- From the partial calculation (T test) using SPSS 22 can be obtained a significant value of 0.00  $< 0.05$  so the conclusion is that the Citywalk Concept variable ( $CWC\_X_3$ ) has a significant effect on the Brand Image variable. So the third hypothesis ( $H_3$ ) is accepted, namely, "There is a role for the City Walk Concept to affect the Brand Image Mall in Tegal".

## 3. Simultaneous Test (F Test)





The F statistical test aims to show that all independent variables or independent variables that are included in the model have a joint significant effect on the dependent variable. the same effect on the Brand Image Mall in Tegal. The results of the F test can be seen in the table below:

Table 3. Simultaneous Test (F Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square		Sig.
1	Regression	211,368	3	70.456	36,298	,000b
	Residual	186.342	96	1,941		
	Total	397,710	99			
a. Dependent Variable: BrandImage_Y						
b. Predictors: (Constant), CWC_X3, SLS_X2, WoM_X1						

#### 4. Determinant Coefficient Analysis Test

The coefficient of determination ( $R^2$ ) is basically used to measure how far the model's ability to explain the dependent variables (Ghozali, 2018:97). The coefficient of determination serves to determine the percentage of the influence of the independent variable on the dependent variable. The value of R square in the Model Summary table shows the value of the coefficient of determination. The value of the correlation coefficient in the R Square column of the Model Summary output is entered into the form for the degree of coefficient of determination. The formula used is  $KP = R^2 \times 100\%$ , KP is the value of the coefficient of determination and r represents the value of the correlation coefficient. A summary of the R square values can be seen in table 4. The following:

Table 4. Results of the Analysis of the Coefficient of Determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,729a	,531	,517	1.393
a. Predictors: (Constant), CWC_X3, SLS_X2, WoM_X1				
b. Dependent Variable: BrandImage_Y				

Based on the table above, the correlation value in the resulting R Square column is 0.531. The degree of determination coefficient equation formed is  $KP = R^2 \times 100\% = 53.1\%$ . From these results it can be concluded that Word-of-Mouth, Shopping Lifestyle and City Walk Concept together contribute to the Brand Image by 53.1% and the remaining 46.9% is influenced by other factors not examined in this study. this research.

### DISCUSSION

This study aims to determine how much the role of Word-Of-Mouth has an effect on Brand Image Mall, the role of Shopping Lifestyle has an effect on Brand Image Mall, and the role of citywalk concept has an effect on Brand Image Mall.

So that the results of the discussion of each variable can be presented as follows:

#### a) The role of Word-Of-Mouth affects the Brand Image Mall in Tegal

Based on the results of the T test with SPSS 22, there is a role for the Word-Of-Mouth variable that affects the Brand Image, the tcount value is 3.729 with a value of sig = 0.000 meaning  $H_0$  is rejected, which means  $H_1$  is accepted. These results prove that the role of Word-Of-Mouth from customers affects the increase in Brand Image Mall in Tegal is more competitive. Word-Of-

Mouth has a beneficial positive influence, by promoting and recommending others to visit the Mall.

- b) The role of Shopping Lifestyle affects the Brand Image Mall in Tegal  
Based on the results of the T test with SPSS 22, there is a role for the Shopping Lifestyle variable to affect Brand Image, it is found that the tcount value is 8,546 with a sig = 0.000 meaning that  $H_0$  is rejected, which means  $H_2$  is accepted. These results prove that the role of Shopping Lifestyle from customers affects the increase in Brand Image Mall in Tegal is more competitive so that it will affect the increase in visits and sales of Mall products. The pride of shopping consumers will give an assessment of the Brand Image Mall.
- c) The role of City Walk Concept affects the Brand Image Mall in Tegal  
Based on the results of the T test with SPSS 22, there is a role for the City Walk concept variable to influence the Brand Image, the tcount value is 8.908 with a sig = 0.008 meaning that  $H_0$  is rejected, which means  $H_3$  is accepted. These results prove that the role of the City Walk Concept from the customer affects the increase in the Brand Image Mall in Tegal is more competitive. Consumers assess the Brand Image of a Mall from the facilities provided in the Mall. Consumers visit the Mall not only for shopping, there is a need for entertainment, refreshing or just enjoying food at restaurants and cafes in the mall with their family. The City Walk concept is very beneficial not only for the Mall itself, but for other vendors who have shops or outlets inside the Mall.
- d) The role of Word-Of-mouth, Shopping Lifestyle, and City Walk Concept affect the Brand Image Mall in Tegal  
The results of this study obtained calculations with the F test value of 36.298, where the value of sig < 0.05 or 0.000 < 0.05, which means  $H_0$  is rejected. And based on the results of the F test, it can be concluded that  $H_4$  is accepted. The conclusion obtained based on the results of the F test that there is a role for Word-Of-Mouth, Shopping Lifestyle, and City Walk Concept that affect the Brand Image Mall in Tegal.

## CONCLUSION A

From the results of this study, conclusions that The role of Word-Of-Mouth affects the Brand Image Mall in Tegal. This means that Word Of Mouth is very strong and will spread positive information to others after they are satisfied shopping at the Mall they visit. Furthermore, consumers will recommend to others to visit the Mall. The role of Shopping Lifestyle affects the Brand Image of the Mall in Tegal, meaning that Shopping Lifestyle has become a shopping habit at the Mall. The feeling of pride in shopping at the Mall considers him to be included in a classy community group. The role of the City Walk Concept affects the Brand Image of the Mall in Tegal, meaning that consumers judge the Image of a classy Mall as a Mall that provides all facilities for the convenience of its consumers in shopping. The Role of Word-Of-Mouth, Shopping Lifestyle and City Walk Concept Together they affect the Brand Image of Mall in Tegal, meaning that positive word of mouth will increase consumer visits, shopping lifestyle is a picture of consumerism m always want Tegal people to spend their money by choosing a mall that is able to provide convenience to its consumers

**Suggestion** For further research, it is expected to conduct research in a wider area. The researcher also hopes that further, research will add new variables related to current issues.

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