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The Role of Word-Of-Mouth, Shopping Lifestyle And City Walk Concept To The Brand Image Of Malls In Indonesia

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ABSTRACT

The consumerist character of Tegal society has an impact on high purchasing power and money circulation. High enough competition has not discouraged mall and retail businesses from competing competitively. The public will look for a shopping place that provides comfort, a magnificent building, the exterior and interior form a good image for a mall. This study used a randomized quantitative approach with a population of mall visitors in Tegal. The number of samples taken in this study were 100 respondents. The sampling technique was purposive sampling, namely samples that were found by chance and met the criteria in this study. The research data was obtained through questionnaires that were distributed and filled in by 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 significantly influences Brand Image Malls in Indonesia.

INTRODUCTION

In Tegal there are several large malls or shopping centers, namely Transmart, Yogya Mall, Rita Mall, Pacific Mall, Matahari, Lotte, and others. During the two years of the Covid-19 pandemic, the mall's business conditions in Tegal declined drastically due to regional restrictions and limited hours of operation. This condition not only reduced the mall's income, but also no interest in shopping for the mall community. All marketing strategies are carried out by all Malls but don't change much. At this time conditions have started to normal, there is freedom for the community to carry out activities that also affect the increase in sales at the Mall. Tegal people who are consumptive always want to spend their money to find quality products and the Mall is their goal. The community as a group will consider the brand image of the mall they will visit

To win the market, companies must build profitable customer relationships and gain competitive advantage (Kotler and Gary 2018). Such competitive competition makes each Mall complete with facilities that are able to provide comfort, joy and a good impression while shopping. Each Mall has its own characteristics as the advantages of their retail business. Various facilities are provided 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 going to the Mall is able to provide pride in the minds of the community so as to be able to provide its own value for a good brand image about the Mall they are visiting. visit, 3) The current City Walk concept of the Mall gives the impression that visiting the Mall is not only shopping but can be used as a place of refreshment to seek entertainment or just enjoy food at the restaurants and cafes provided by the Mall.

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

LITERATURE REVIEW

Brand Image

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 stick in the minds of consumers when remembering a particular brand. According to Kotler, brand image measurement can be done based on aspects of a brand, namely a) strength, b) uniqueness, c). preferences (favorable). Consumer belief in a particular brand, 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 it (experiential brand).

Factors that influence Citra Mall will increase consumer preferences in making 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 with their competitors (Haque 2015).

Word-Of-Mouth

Communication by word of mouth (Word of Mouth) occurs when customers start talking about their ideas about brand services, as well as the quality of the products they use to others. Word Of Mouth is free advertising, Word-Of-Mouth (WoM) marketing will promote product advertisements, or personal ideas that are done 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 the purchase or consumption experience, d). Solicitation, that is, not all WOM comes from customers, e). Intervention i.e. spontaneously generated WoM.

Word-Of-Mouth (WoM) indicators are a). Talking about, namely talking about positive things about the quality of products/services to other people, b). Recommend, namely consumers who are satisfied

in using a product will recommend it to others, c). Encouraging, which means consumers will encourage other people to make transactions on products and services.

Word of mouth directly or online from consumers when shopping is very important in promoting a brand. Companies must consider and manage WoM that occurs through face-to-face contact between speaker and recipient in a confined space. Consumers participating in information seeking have a positive effect on WoM quality (Kim and Song 2010).

Shopping Lifestyle

Shopping mall is a complex of retail stores and related facilities planned as a unified group to provide maximum shopping convenience to the customer and maximum exposure to the merchandise. While lifestyle is a person's pattern of managing his time and money. Lifestyle influences a person's behavior on consumption patterns.

Citywalk Concept

City Walk is known as a mall or pendestian, which is a starting point to the destination. The location of a shopping mall as a commercial building should be located in a city trade and business location, in the city center which has easy access. The Citywalk concept prioritizes destinations as an area for sightseeing, looking for entertainment, refreshing, eating in addition to shopping activities. The City Walk type full mall has visual continuity, special character and helps create a brand image and an impression of an elegant space for a brand image as well as a special impression of space for a city. A full mall with a city walk concept will provide facilities outside the building, namely vehicle traffic, a large parking area, safe paths for pedestrians, green parks. The facilities inside the building are providing restaurants, cafes and fast food, cinemas, outdoor chairs, modern furniture and other facilities.

Shopping centers have the main goal of having to bring in lots of visitors so they can buy benefits. Now, malls present forms and spaces that are more dynamic and complex. Analyzing consumerism in the new generation, so that it should provide more space to attract visitors in the present for the future (B. Wiranto, R. Trisno and N. W. 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 are visitors who shop at the Mall which are taken randomly. The sampling technique used purposive sampling as many as 100 respondents, with the criteria of respondents according to this research.

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 influence of Word-Of-Mouth (X1), Shopping Lifestyle (X2) and City Walk Concept (X3) on Brand Image, which can be seen in table 1 below:

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

Coefficients^a					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	4,803	1,576		3,048	,003
WoM_X1	,291	,078	,270	3,729	,000
SLS_X2	,461	,054	,617	8,546	,000
CWC_X3	.472	,049	.691	8.908	,008
a. Dependent Variable: BrandImage_Y					

Based on table 4.41 it can be determined that the regression equations X1, X2, and X3 with respect to Y state that the multiple regression equation is: Y' = a + b1X1 + b2X2 + b3X3+ b4X4+b5X5. The constant value (a) can be read in the Constant row column B, which is 4.803. Word of mouth coefficient value (b1) is 0.291, Shopping Lifestyle coefficient value (b2), City Walk Concept coefficient (b3). From these values, the multiple linear regression equations for Word-Of-Mouth (X1), Shopping Lifestyle (X2), and City Walk Concept (X3) together for Brand Image (Y) are as follows:

$$Y' = 4,803+0,291X1 + 0,461X2+0,472X3$$

After obtaining the multiple regression equation (X1, X2, and X3 with respect to Y), the explanation of the equation is as follows:

a) A constant of 4.803 means that if Word-Of-Mouth (X1), Shopping Lifestyle and Citywalk Concept then Brand Image is 4.803
b) The regression coefficient for the Word-Of-Mouth variable is 0.291 meaning that if the Word-Of-Mouth variable is increased, it causes an increase in the Brand Image Mall in Tegal
c) The regression coefficient for the Shopping Lifestyle variable is 0.461, meaning that if the Shopping Lifestyle variable is increased, it causes an increase in Brand Image in Tegal
d) The regression coefficient for the Citywalk Concept variable is 0.472, meaning that if the citywalk concept variable is increased, it causes an increase in the Mall Brand Image 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 criterion is if the sig value <0.05 then H0 is rejected, and Ha is accepted. The results of the T test of this study can be seen in table 2 below:

Table 2. Partial Test (T Test)

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,803	1,576		3,048	,003
	WoM_X1	,291	,078	,270	3,729	,000
	SLS_X2	,461	,054	,617	8,546	,000
	CWC_X3	.472	,049	.691	8.908	,008

Coefficientsᵃ

b.   Dependent Variable: BrandImage_Y

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

a) From the partial calculation (T test) using SPSS 22, a significant value of $0.00 < \alpha < 0.05$ can be obtained so that the conclusion is that the Word-Of-Mouth variable has a significant effect on the Brand Image variable. So the first hypothesis (H1) is accepted, namely, "There is a Word-Of-Mouth Role that influences the Brand Image of Malls in Tegal"

b) From the partial calculation (T test) using SPSS 22, a significant value of $0.00 < \alpha < 0.05$ can be obtained so that the conclusion is that the Shopping Lifestyle variable has a significant effect on the Brand Image variable. So the first hypothesis (H2) is accepted, namely, "There is a Role of Shopping Lifestyle influencing Brand Image Mall in Tegal"

c) From the partial calculation (T test) using SPSS 22, a significant value of $0.00 < \alpha < 0.05$ can be obtained so that the conclusion is that the Citywalk concept variable has a significant effect on the Brand Image variable. So the first hypothesis (H3) is accepted, namely, "There is a role for the Citywalk Concept to influence the Brand Image of the Mall in Tegal".

3. Simultaneous Test (Test F)
The F statistical test aims to show that all independent variables or independent variables included in the model have a jointly significant effect on the dependent variable. The F test of this study is to find out whether the word-of-mouth variable, shopping lifestyle variable and citywalk concept together 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)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	211,368	3	70,456	36,298	,000ᵇ
	Residual	186,342	96	1,941		
	Total	397,710	99			

ANOVAᵃ

a. Dependent Variable: Brand Image_Y

b. Predictors: (Constant), CWC_X3SLS_X2, WOM_X1

4. Determinant Coefficient Analysis Test
The coefficient of determination (R^2) is essentially 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 R square value in the Model Summary table shows the value of the coefficient of determination. The value of the correlation coefficient in the R Square column in the Model Summary output is entered into the formula for the degree of determination coefficient. The formula used is KP = R2 x 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[b]			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,729[a]	,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 equation for the degree of determination coefficient formed is KP = R2 x 100% = 53.1%. From these results it can be concluded that Word-of-mouth, Shopping Lifestyle and Citywalk concept together contributed to Brand Image by 53.1% and the remaining 46.9% was 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 influences Brand Image Mall, the role of Shopping Lifestyle influences Brand Image Mall, and the role of citywalk concept influences 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 influences 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 to influence Brand Image, a tcount value of 3.729 is obtained with a sig value = 0.000, meaning Ho is rejected, which means H1 is accepted. These results prove that the role of word-of-mouth from customers influences the increase in brand image of malls in Tegal to be more competitive. Word-Of-Mouth provides a beneficial positive influence, by promoting and recommending others to visit the Mall.

b) The role of Shopping Lifestyle influences the Brand Image of Malls in Tegal
Based on the results of the T-test with SPSS 22, there is a role for the Shopping Lifestyle variable that influences Brand Image, a tcount value of 8.546 with a sig value = 0.000 means that Ho is rejected, which means H2 is accepted. These results prove that the role of the Shopping Lifestyle of customers influences the increase in Brand Image Mall in Tegal to be more competitive so that it will affect the increase in visits and sales of Mall products. The pride of consumers shopping will provide an assessment of the Mall's Brand Image.

c) The role of the Citiwalk concept influences the Brand Image of the 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 Brand Image, a tcount value of 8.908 is obtained with a sig value = 0.008 meaning that Ho is rejected, which means H3 is accepted. These results prove that the role of the City Walk

Concept from customers influences the improvement of Brand Image Mall in Tegal to be more competitive. Consumers assess the Brand Image of a Mall from the facilities provided in the Mall. Consumers visit malls not only for shopping, there are needs for entertainment, refreshment or just enjoying food at restaurants and cafes in malls with their families. The City Walk concept is very beneficial not only for the Mall itself, but for other vendors who have shops or outlets in the Mall.

d) The role of Word-Of-mouth, Shopping Lifestyle, and City Walk Concept influences the Brand Image of Malls in Tegal

The results of this study were obtained by calculating the F test value of 36.298, where the sig value <0.05 or 0.000 <0.05, which means H0 is rejected. And based on the results of the F test, it can be concluded that H4 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 which influence the Brand Image of Malls in Tegal.

CONCLUSIONS AND RECOMMENDATIONS

From the results of this study it can be concluded that the role of Word-Of-Mouth influences Brand Image Mall in Tegal. The mean that Word of Mouth is very strong in spreading positive information to other people after they feel satisfied shopping at the mall they visit. Furthermore, consumers will recommend others to visit the Mall, The role of Shopping Lifestyle influences the Brand Image of Malls in Tegal, meaning that Shopping Lifestyle has become a habit of shopping at Malls. Feelings of pride in shopping at the Mall consider themselves included in a classy group of people. The role of the City Walk Concept affects the Brand Image of the Mall in Tegal, meaning that consumers assess 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 jointly influence the Brand Image of Malls in Tegal, meaning that positive word of mouth will increase consumer visits, shopping lifestyle is a picture of consumerism m always want Tegal people who spend their money by choosing a mall that is able to provide convinience to consumers.

Suggestion : For further research it is hoped to conduct research into a wider area. Researchers also hope that further research will add new variables related to current issues.

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