

The Role Of Attitude And Satisfaction In Increasing Revisit Intention Of Visitors To Pakuwon Mall Yogyakarta

Muhammad Fahmi Hanafi^{1*}, Muhammad Saddam Sofyandi²
Departement of Management, Faculty Business and Economics, Islamic
University of Indonesia

Corresponding Author: Muhammad Fahmi Hanafi 21311321@students.uui.ac.id

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ABSTRACT

This study aims to analyze the influence of attitude, destination image, and service quality on revisit intention to Pakuwon Mall Yogyakarta, with satisfaction serving as a mediating variable. This study was motivated by the high competition between world centres in Yogyakarta and the shift in the function of malls into centres of social and entertainment activities. This research is quantitative research. Data were collected using a survey distributed via Google Forms. There are 230 samples taken using the purposive sampling method and measured using PLS-SEM method. There are six hypotheses in this study, and four of them are accepted. However, mediation relationship between Service Quality and Revisit Intention does not have positive effect. This research provides practical implications for shopping center management in designing marketing strategies and service management that focus on visitor satisfaction and revisit intention.

INTRODUCTION

The development of shopping centers in Indonesia shows a significant trend, marked by the transformation of malls from mere shopping venues to centers of lifestyle, entertainment, and social interaction (Kompasia.com, 2023). Malls are now the main destination, especially for the younger generation, to gather and enjoy experiences that go beyond mere product consumption (Romabangunan.id, 2023). This marks a shift in consumer patterns, with people increasingly prioritizing comfort and the shopping experience (RRI, 2024).

From the data, large shopping malls such as Pondok Indah Mall, Kota Kasablanka, and Pakuwon Mall Surabaya recorded over 300,000 visitors (Itworks.id, 2022), indicating a high level of public interest. This trend is also seen in Yogyakarta, a city known for education and tourism, which has shown significant growth in shopping centers. Yogyakarta presents a strategic research location due to its unique identity as a student, cultural, and tourism city that shapes public visitation patterns to malls (Setio & Prasetyaningrum, 2021). One of the prominent shopping centers in Yogyakarta is Pakuwon Mall Yogyakarta, which has over 279 tenants spread across six floors (Pakuwonjati.com, 2021). This mall attracts not only local residents but also tourists and students seeking a place to gather, shop, and enjoy entertainment (Kumparan.com, 2024). Visits to this mall increase by approximately 20–30% during holidays and up to 50% on weekends (Ekbis.harianjogja.com, 2024), highlighting the mall's significant role in community social activities.

This research examines five key factors that affect visitors' intention to return to a shopping mall—attitude, destination image, service quality, satisfaction, and revisit intention—through the lens of the Theory of Planned Behavior.

The uniqueness of this study lies in its emphasis on shopping malls as the primary subject, diverging from the more commonly explored areas such as traditional tourist attractions or the hospitality sector. This study was conducted to fill the research gap that arose due to the limitations of previous studies, which focused more on the tourism and hospitality sectors, while studies on the influence of attitude, destination image, service quality, satisfaction, and revisit intention in the context of modern shopping centers such as malls are still very limited. However, malls today serve not only as shopping venues but also as entertainment and socialization hubs, particularly in cities like Yogyakarta, which has unique socio-cultural characteristics as a student city and tourist destination. Additionally, studies specifically examining the behavior of Generation Y and Z visitors in shopping centers using a quantitative approach in regions like Yogyakarta are still rare. Therefore, this study aims to provide a deeper understanding of the factors influencing visitors' revisit intention in malls with satisfaction as a mediating variable, as well as to provide relevant theoretical and practical contributions to shopping center management.

Consequently, this study aims to examine how attitude, destination image, and service quality affect visitor satisfaction, and how these factors influence the intention to revisit Pakuwon Mall Yogyakarta. The results are anticipated to offer practical insights for mall management in developing

effective and sustainable strategies to enhance visitor experiences in the increasingly competitive modern retail environment.

THEORETICAL REVIEW

Attitude

Attitude plays an important role in guiding information processing and influencing individual behaviour (Barrutia & Echebarria, 2021). This aligns with the statement by (Moon, 2021), which explains that an attitude toward a behavior is an individual's level of evaluation regarding the consequences of a behavior, whether positive or negative. An individual's attitude toward a specific activity is referred to as their acceptance or rejection of that activity (Islam et al., 2022).

Destination Image

Destination image refers to the combination of cognitive and emotional impressions that people associate with a particular place (Guzman-Parra et al., 2021). It is shaped by multiple elements, including the destination's safety, cultural attributes, and environmental conditions (Goyal & Taneja, 2023). These aspects contribute to how individuals perceive the destination and can significantly impact their decision to visit.

Service Quality

Service quality is determined by the gap between what customers expect and how they perceive the actual services provided (Yılmaz & Temizkan, 2022). This difference highlights the importance of meeting customer expectations in creating good service quality. Service quality also encompasses the reciprocal relationship between organizations and customers in meeting their needs, with a balance between expectations and satisfaction (Ganbold et al., 2023).

Satisfaction

Satisfaction, according to Mansouri et al. (2022), satisfaction refers to the customer's contentment with a company's offerings, including its products, services, and overall performance. As a post-purchase outcome, satisfaction involves a cognitive and subjective comparison between the expectations formed before the purchase and the actual experiences after the purchase (Awa et al., 2021).

Revisit Intention

Revisit intention refers to an individual's intention to maintain a relationship or continue interacting with a service provider after experiencing it previously (Park et al., 2021).

Here is the hypothesis framework and hypothesis development:

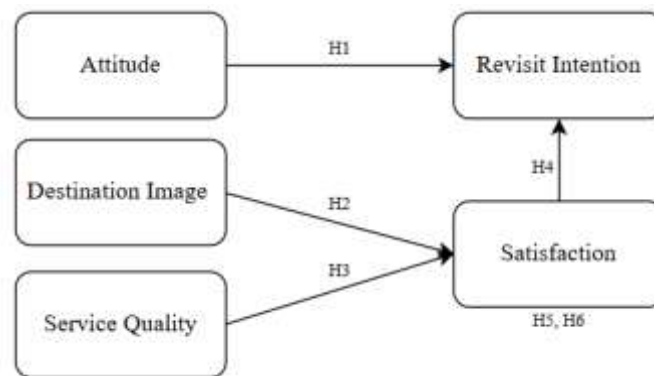


Figure 1. Conceptual Framework

Effect of Attitude toward Revisit Intention

According to (Polas et al., 2023) tourists' positive attitudes toward elements like local cuisine, cultural attractions, and overall destination experiences significantly influence their likelihood of returning. Likewise, (Halimi et al., 2022) highlighted that favorable attitudes shaped by prior experiences directly enhance revisit intention, underscoring attitude as a vital predictor of consumer behavior.

H1: Attitude has a positive effect on Revisit Intention

Effect of Destination Image toward Satisfaction

Research by (Zhao et al., 2024) demonstrates that destination image significantly correlates with satisfaction, suggesting that tourists' favorable perceptions of a destination can enhance their overall satisfaction.

Similarly, Shatnawi et al. (2023), explain that destination image shapes visitor satisfaction by fostering positive expectations and delivering experiences that align with those expectations.

H2: Destination Image has a positive effect on Satisfaction

Effect of Service Quality toward Satisfaction

According to (Uzir et al., 2021), service quality significantly and positively influences customer satisfaction, highlighting that elements like reliability, responsiveness, assurance, and empathy are essential in delivering a fulfilling customer experience.

H3: Service Quality has a positive effect on Satisfaction

Effect of Satisfaction toward Revisit Intention

(Salamah et al., 2022) found that satisfaction has a strong positive impact on revisit intention, indicating that when visitors' experiences align with or surpass their expectations, they are more likely to return and use the service or product again.

H4: Satisfaction has a positive effect on Revisit Intention

Effect of Destination Image toward Revisit Intention mediated by Satisfaction

According to result from (Sumarni, 2024) indicate that satisfaction plays a crucial mediating role in the positive relationship between destination image and the intention to revisit. Similarly, Rosli et al. (2023) discovered that satisfaction functions as an intermediary variable connecting destination image to revisit intention, highlighting the significance of positive visitor experiences in fostering return visits.

H5: Destination Image has positive effect on Revisit Intention mediated by Satisfaction

Effect of Service Quality toward Revisit Intention mediated by Satisfaction

The study by (Saputra & Rahanatha, 2024) The study by Saputra and Rahanatha (2024) demonstrates that tourist satisfaction serves as a mediating factor that enhances the link between service quality and the intention to revisit. This is in line with the findings of (Khoo, 2022), which affirm that high-quality service improves customer satisfaction, ultimately influencing their intention to return.

H6: Service Quality has a positive effect on Revisit Intention mediated by Satisfaction

METHODOLOGY

This study uses a quantitative approach to test the formulated hypothesis and collect data from a specific population or sample through surveys or Google form questionnaires (Simbolon & Dicky Hendrawan, 2022). The research population consists of visitors to Pakuwon Mall Yogyakarta who have visited the mall at least once in the past year, belonging to Generation Y and Generation Z, with ages ranging from 18 to 35 years with the The sample size used was 230 respondents. Data testing was conducted using the SEM PLS approach, which integrates factor analysis and regression into a single integrated model. SEM enables the testing of causal relationships between latent variables and variables that can be measured directly.

RESULTS

Validity Convergent and Reability Test

Table 1. Validity Convergent and Reability Test Results

Construct	Item Scale	loadings	CA	CR	AVE
Attitude [ATT]	ATT1	0,867	0,682	0,863	0,759
	ATT3	0,875			
Destination Image [DI]	DI1	0,735	0,629	0,771	0,404
	DI2	0,636			
	DI3	0,567			
	DI4	0,590			
	DI5	0,639			
Service Quality [SQ]	SQ1	0,780	0,752	0,815	0,449
	SQ2	0,622			

	SQ3	0,673			
	SQ4	0,644			
	SQ5	0,637			
	SQ6	0,651			
Satisfaction [SAT]	SAT1	0,802	0,605	0,772	0,464
	SAT2	0,629			
	SAT3	0,540			
	SAT4	0,724			
Revisit Intention (RI)	RI1	0,724	0,716	0,829	0,469
	RI2	0,719			
	RI3	0,614			
	RI4	0,663			
	RI5	0,698			

The result shown from Table 1 indicate that all indicators have met the criteria above (>0.50). However, the ATT2 indicator has been removed to improve the Cronbach's alpha value of the variable. Regarding reliability, according to Hair et al. (2019), the composite reliability (CR) value must be at least 0.6 for the variable to be considered reliable. Therefore, the indicators are considered reliable because the Cronbach's alpha and composite reliability (CR) values meet these criteria.

Discriminant Validity Test

Table 2. Cross Loading Discriminant Validity

	ATT	DI	RI	SAT	SQ
ATT1	0,867	0,569	0,497	0,584	0,561
ATT3	0,875	0,444	0,510	0,421	0,473
DI1	0,323	0,735	0,409	0,516	0,440
DI2	0,360	0,636	0,369	0,456	0,412
DI3	0,447	0,567	0,403	0,488	0,465
DI4	0,382	0,590	0,324	0,459	0,478
DI5	0,323	0,639	0,413	0,375	0,534
RI1	0,472	0,331	0,724	0,382	0,435
RI2	0,361	0,456	0,719	0,424	0,532
RI3	0,432	0,402	0,614	0,449	0,452
RI4	0,306	0,459	0,663	0,433	0,551
RI5	0,390	0,421	0,698	0,387	0,611
SAT1	0,613	0,518	0,569	0,802	0,618
SAT2	0,353	0,456	0,393	0,629	0,296
SAT3	0,302	0,461	0,302	0,540	0,337
SAT4	0,246	0,561	0,353	0,724	0,450
SQ1	0,615	0,479	0,582	0,472	0,780
SQ2	0,447	0,407	0,521	0,374	0,622
SQ3	0,307	0,547	0,489	0,406	0,673
SQ4	0,265	0,545	0,490	0,416	0,644
SQ5	0,469	0,442	0,490	0,432	0,637

SQ6	0,271	0,505	0,450	0,479	0,651
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The result shown from Table 2 indicate that the results of cross-loading discriminant validity above can be concluded that all indicators have a greater correlation coefficient with their respective constructs than the correlation coefficient values of the indicators in the construct block in the other columns. Thus, it can be concluded that each indicator in the block is a component of the construct in that column.

Structural Model Test

a. Colinearity Test

Table 3. Colinearity Test Results

Construct	ATT	DI	RI	SAT	SQ
ATT			1,497		
DI				2,132	
RI					
SAT			1,497		
SQ				2,132	

The results presented in Table 3 show that the VIF value is 0.20, which is below the threshold of 5, indicating that the criteria are met. If collinearity is too high or the VIF value reaches 5 or above, it may be necessary to remove one of the related indicators (Hair et al., 2019).

b. R-Square and Q-Square

Table 4. R-Square and Q-Square Test Results

Variable	R-Square	R-Square Adjusted	Q-Square
RI	0,448	0,443	0,195
SAT	0,561	0,557	0,247

Table 4 shows that 44.3% of the Revisit Intention variable is explained by its antecedents, indicating that 55.7% is influenced by other variables not included in the model. Likewise, 55.7% of the Satisfaction variable is accounted for by its antecedents, with the remaining 44.3% affected by external factors. As noted by Hair et al. (2019), a Q-square (Q^2) value greater than zero ($Q^2 > 0$) demonstrates the model's predictive relevance for specific endogenous constructs. In this case, the Q^2 value for Revisit Intention is 0.195, and for Satisfaction, it is 0.247, indicating that the model has predictive relevance for both variables.

Path Coefficient Test

a. Direct Effect

Table 5. Path Coefficient Direct Effect Test Results

Variable	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P Value	Conclusion	H
ATT→RI	0,341	0,331	0,105	3,231	0,001	Supported	H1
DI→SAT	0,554	0,550	0,094	5,875	0,000	Supported	H2
SQ→SAT	0,242	0,244	0,094	2,582	0,010	Supported	H3
SAT→RI	0,412	0,428	0,121	3,405	0,001	Supported	H4

b. Indirect Effect

Table 6. Path Coefficient Indirect Effect Test Results

Variable	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P Value	Conclusion	H
DI→SAT→RI	0,229	0,235	0,078	2,941	0,003	Supported	H5
SQ→SAT→RI	0,100	0,110	0,061	1,634	0,103	Rejected	H6

DISCUSSION

1. Effect of Attitude toward Revisit Intention

Based on the the result of this study, the relationship between attitude and revisit intention at Pakuwon Mall Yogyakarta was proven to have a positive influence with a T-statistic value of 3.231 and a P-value of 0.001. These results align with previous research (Halimi et al., 2022), which states that positive attitudes formed from previous experiences play a significant role in encouraging visitors to revisit. Attitude reflects visitors' affective and cognitive evaluations of their experiences at Pakuwon Mall Yogyakarta, and if positive, it increases the likelihood of revisit intention.

A positive attitude indicates a strong and consistent perception of the value and appeal of a place, which psychologically influences a person's tendency to repeat the same behavior in the future. Visitors' attitudes toward Pakuwon Mall Yogyakarta have been shown to contribute significantly to increasing their intention to return (I Putu Gde Sukaatmadja et al., 2023), (Polas et al., 2023).

2. Effect of Destination Image toward Satisfaction

Based on the the result of this study, the relationship between destination image and visitor satisfaction at Pakuwon Mall Yogyakarta was found to have a positive and significant influence, with a T-statistic value of 5.875 and a P-value of 0.000. These results indicate that a positive destination image can significantly increase visitor satisfaction levels.

This study also supports the findings of (Suban, 2024) and (Shatnawi et al., 2023), which state that destination image can shape expectations that ultimately influence satisfaction levels when those expectations are met. The image of Pakuwon Mall Yogyakarta, formed by impressions of comfort, adequate facilities, and consistent visual appeal, has a positive influence on visitor behavior after their

visit. Visitors who have a positive image before visiting and find the reality aligning with that image tend to feel satisfied with their visit.

3. Effect of Service Quality toward Satisfaction

Based on the result of this study, The service quality variable was found to have a positive and significant impact on visitor satisfaction at Pakuwon Mall Yogyakarta, as evidenced by a T-statistic of 2.582 and a P-value of 0.010. This indicates that the quality of service delivered by Pakuwon Mall plays a meaningful role in enhancing visitor satisfaction. Aspects such as accuracy, friendliness, and efficiency in the service provided help shape a favorable perception of the overall visitor experience, thereby contributing to higher satisfaction levels. These findings are in line with the study by . (Bello et al., 2021) which suggests that service quality that meets customer expectations can significantly boost satisfaction.

4. Effect of Satisfaction toward Revisit Intention

Based on the result of this study, reveal a significant and positive relationship between satisfaction and revisit intention among visitors to Pakuwon Mall Yogyakarta, as indicated by a T-statistic of 3.405 and a P-value of 0.001. This suggests that higher levels of visitor satisfaction play a crucial role in increasing the likelihood of return visits. These results are consistent with the study by (Salamah et al., 2022), which emphasizes that satisfaction derived from fulfilling or exceeding expectations can strengthen revisit intentions. Satisfied visitors are more inclined to repeat their experience in the future.

5. Effect of Destination Image toward Revisit Intention mediated by Satisfaction

Based on the results of this study, satisfaction was proven to play a significant mediating role in the relationship between destination image and revisit intention at Pakuwon Mall Yogyakarta. Statistical test results showed a T-statistic value of 2.941 and a P-value of 0.003, indicating that the indirect effect through satisfaction was significant. This means that the positive image of Pakuwon Mall Yogyakarta makes visitors feel satisfied with their experience and more likely to have a higher intention to revisit the mall. This study is further supported by (Rosli et al., 2023), who emphasize that positive perceptions of a destination are more effective in encouraging revisit intentions if visitors first experience satisfaction during their stay at the destination. Satisfaction not only serves as the outcome of a good destination image but also as an emotional connector that strengthens visitors' intentions to return.

6. Effect of Service Quality toward Revisit Intention mediated by Satisfaction

Based on the results of the mediation hypothesis test 6, satisfaction does not significantly mediate the relationship between service quality and revisit intention at Pakuwon Mall Yogyakarta. This is indicated by a T-statistic value of 1.634 and a P-value of 0.103. This means that an increase in service quality does not directly increase satisfaction strongly enough to encourage visitors to revisit the mall. Although service quality can influence satisfaction, this influence is not significant enough to serve as an effective mediating mechanism in shaping revisit intention. This finding suggests that the relationship between the three variables is not linear, and there may be other more dominant factors influencing revisit intention.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that attitude, destination image, and service quality have a positive influence on visitor satisfaction at Pakuwon Mall Yogyakarta. Positive attitudes toward the mall and favorable perceptions of its image such as comfort, safety, and visual appeal, enhance the level of satisfaction experienced. Good service quality also supports the creation of positive experiences, although satisfaction is not strong enough to mediate the relationship between service quality and revisit intention. Conversely, satisfaction was found to mediate the relationship between destination image and revisit intention, meaning that positive perceptions of the mall's image can drive satisfaction, which in turn strengthens the intention to revisit. Overall, attitude and satisfaction directly increase revisit intention; however, improvements in service quality must be accompanied by other strategies that better align with visitors' needs and expectations to significantly influence revisit intention.

Recommendations

Pakuwon Mall Yogyakarta is one of the major shopping centers in Yogyakarta that continues to grow. This study suggests that further research should be conducted on the factors that influence visitors' revisit intentions in different market segments. Subsequent research could examine how specific elements such as interior design, entertainment experiences, or activities held at the mall affect visitor satisfaction and their intention to revisit.

Additionally, a suggestion for future research is to delve deeper into the influence of visitor demographics (e.g., age, occupation, and income) on their experiences at the mall, as well as how visitor characteristics impact their perceptions of service quality and destination image. Understanding these relationships can assist mall managers in designing more targeted marketing strategies and attracting diverse visitor groups.

And Lastly, future research could further investigate the role of after-sales service and customer service in shaping visitor satisfaction, as well as their impact on revisit intention. It is hoped that this research will provide a deeper understanding of the factors influencing visitors' intention to return and strengthen the appeal of Pakuwon Mall Yogyakarta in an increasingly competitive market.

FURTHER STUDY

The scope of this study is limited to examining the effects of attitude, destination image, service quality, and satisfaction on visitors' revisit intentions to Pakuwon Mall Yogyakarta. It does not account for other potentially influential factors such as pricing, promotional activities, or mall-specific policies, which may also affect consumer decision-making. Data were collected through the use of a structured questionnaire, a method that, while efficient, is susceptible to response bias. Furthermore, the application of purposive sampling restricted to individuals aged 18–35 years constrains the generalizability of the findings. Accordingly, future research is advised to incorporate a broader range of variables, utilize more rigorous and diverse data collection techniques, and expand the demographic scope of the sample to yield more comprehensive and generalizable conclusions.

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