
ANALYSIS OF EFFECT OF SERVICE QUALITY IN MALL MANAGEMENT AND ITS RELATION TO TENANT SATISFACTION AT CENTER POINT MALL MEDAN

By

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Article History:

Received: 01-12-2022

Revised: 07-12-2022

Accepted: 02-01-2023

Keywords:

Tangible, Reliability,
Responsiveness, Assurance,
Emphaty, Tenant Satisfaction

Abstract: The purpose of this research is to get empirical evidence of analysis of effect of service quality in mall management and its relation to tenant satisfaction at Center Point Mall Medan. This type of research is descriptive quantitative. This research will be conducted at Center Point Mall Medan. This research was conducted for 2 months, from April to May 2022. The number of space tenants currently occupied is 176 units which are the target population. The samples are tenants who are encountered when the observations are carried out at Center Point Mall Medan, namely 64 samples are taken using a random sampling technique. Methods of data analysis using multiple linear regression with partial (t) test. The results of the study show that tangible has a significant effect on tenant satisfaction at Center Point Mall Medan. Reliability has a significant effect on tenant satisfaction at Center Point Mall Medan. Responsiveness has a significant effect on tenant satisfaction at Center Point Mall Medan. Assurance has a significant effect on tenant satisfaction at Center Point Mall Medan. Emphaty has a significant effect on tenant satisfaction at Center Point Mall Medan.

INTRODUCTION

Today is the modern era where shopping centers are an inseparable part of the needs of human survival. Humans need shopping centers to buy, view and compare goods in meeting their daily needs or economic and social needs. The number of shopping centers is part of economic growth.

Retailing is a series of business activities to add value to goods or services sold to consumers for personal or household consumption. Modern shopping centers (malls) are one of the retail businesses that have attracted the attention of the public because they can combine shopping, entertainment, and spending leisure time in one place (Arhami, 2005).

Keeping up with the times, shopping centers function not only as a place to shop, but have become a place to relax, meet appointments and even a place for family recreation. Therefore, the current development of shopping centers does not only provide sales units, but also gives an attractive and pleasant impression both in terms of interior architecture and reception. For

consumers, shopping is not just about obtaining products, but also the experience and excitement one gets in a store or shopping center.

The shopping center is defined as a group of planned shopping managed by a central management, which leases units to traders and regarding certain matters the supervision is carried out by a manager who is fully responsible to the shopping center.

With the classification based on the goods sold, we can see the target consumer class addressed by a shopping center. These items are sold by Tenants who rent space in the shopping center itself. In terms of shopping center management, Tenants are direct service users provided by a shopping center. The types of Tenants are an attraction for consumers to visit a shopping center and also as an image for a shopping center.

Therefore, one way to maintain Tenant relationships and satisfaction is by improving the facilities and services provided by the shopping center management. Relationships and satisfaction and improvement of facilities and services are related to rewards and costs in human social relations. In social exchange theory, there are four main concepts in the theory, namely rewards, costs, results or profits, and levels of comparison (Handaya, 2009).

In the process of exchange there is a process of communication either directly or indirectly. Thus communication plays an important role in the exchange process. The role of communication is to inform and make potential consumers of the product, persuade consumers to want to enter into exchange relationships, remind consumers about products and to differentiate the products offered by a company with other companies. By doing this marketing communication is expected to create mutually beneficial exchanges between companies and their target consumers.

Companies that want to develop and gain competitive advantage must be able to provide products in the form of quality goods or services and good service to customers compared to their competitors. Quality must start from the customer's needs and end with the customer's perception. This means that a good quality image is not based on the point of view or perception of the service provider, but based on the perspective or perception of the customer (Tjiptono, 2008).

Quality has an impetus for customers to establish a strong relationship with the company. If the bond is carried out in the long term, it allows the company to carefully understand customer expectations and their needs so that the company can increase customer satisfaction where the company can maximize pleasant experiences and minimize unpleasant experiences (Tjiptono, 2008).

With so many shopping centers being established in Medan City at this time, of course, competition in the retail business cannot be avoided. Along with the increasing number of malls in an area, issues such as the similarity of existing tenants, similarities in terms of size, building shape, atmosphere, cause an identity crisis for a mall which risks boredom for buyers. With this condition, the management of a mall is required to be smart in responding to new changes. Malls that are synonymous with lifestyle must be able to keep up with changing trends. Mall management must be active and creative in creating and implementing strategies as well as various programs or changes to the mall both in terms of reliability and service to maintain its market. This ultimately aims to make consumers feel satisfied with the mall. Kotler and Armstrong (2005) state that consumer satisfaction is a level where the performance of a product/service is in accordance with the expectations of the buyer.

The existence of tenants or tenants is also a major component and no less important in a shopping center. Cooperation with tenants needs to be managed properly because it has great

benefits for the success of shopping center management in the short and long term. One of the efforts to make customers feel satisfied is by providing the best service (high quality service or excellent service) and providing something that exceeds what is expected by the tenants, as well as fostering a positive impression or perception from the tenants or customer oriented (Simamora, 2004).

Based on the understanding from several sources, it can be said that a shopping center (mall) is a commercial building complex whose planning along with its main facilities and supporting facilities aims to provide comfort and provide for the needs of visitors in trading activities. And also has a strategic location and accessibility related to public transportation that supports well related to the mall's activities. However, when viewed from the Center Point Mall Medan itself, it is against this theory, where in terms of position the mall has access that is quite difficult to reach both from the suburbs and from the city center. The road in the area around the mall is not the main city road but is dominated by one-way arterial roads so it is quite difficult to maneuver for private drivers. Public transportation available for routes to the area is also relatively small, and based on the observations and opinions of some visitors that the parking area is inadequate in terms of capacity and is not comfortable and organized for the size of a mall. However, this did not make the mall empty of visitors. Judging from the mall visitor data obtained from mall management, the average monthly occupancy reaches 40-50% of the predicted total capacity.

The purpose of this research is to get empirical evidence of analysis of effect of service quality in mall management and its relation to tenant satisfaction at Center Point Mall Medan.

RESEARCH METHODS

This type of research is descriptive quantitative, namely research that measures two or more variables (Pandiangan, 2015; Pandiangan, 2018, Pandiangan et al., 2022). Descriptive research is research that describes systematically, factually and accurately regarding the facts, characteristics and relationships between the variables studied. Descriptive research is also research conducted to investigate circumstances, conditions, the results of which are presented in the form of research reports as they are (Sinulingga, 2011).

This research will be conducted at Center Point Mall Medan. This research was conducted for 2 months, from April to May 2022.

The population is all the characteristics that are the object of research, where these characteristics relate to all groups of people, events, or objects that are the center of attention for researchers (Pandiangan et al., 2018; Pandiangan, 2022). The population in this study are tenants at Center Point Mall Medan who are in the process of renting. Based on information from the mall management office, the number of tenant space available at the mall is 200 units. However, from this number, the number of space tenants currently occupied is 176 units which are the target population. The samples are tenants who are encountered when the observations are carried out at Center Point Mall Medan, namely 64 samples are taken using a random sampling technique.

Methods of data analysis using multiple linear regression with partial (t) test. Multiple linear regression is a statistical technique method that is widely used to model the relationship between dependent and independent variables (Pandiangan et al., 2022; Tobing et al., 2018). One of its uses is to create a model to predict the value of a variable. Partial (t) test is a test used to test the significance of the partial regression coefficients. Partial (t) test is used to determine the

partial effect between the independent and dependent variables by looking at the t-value at the 5% significance level (Pandiangan et al., 2021; Pandiangan, 2022).

RESULT

General Description

Center Point Mall Medan is one of the largest malls which is strategically located in the center of Medan City, precisely at Jalan Jawa Number 8, Kenangan Baru Village, Percut Sei Tuan District, Medan City, North Sumatra Province. Center Point Mall Medan is a super regional shopping destination in the heart of the city that offers the best shopping and lifestyle experience to people, especially for people in Medan City. The location is around the Center Point Apartment, Center Point Business area.

'Elegance' and 'Sophistication' are two words that would describe Center Point Mall Medan. Center Point Mall Medan opened in 2013 and is one of the most established shopping centers in Medan City today. With a wide range of international and local brands available for clothing, leather goods, accessories, luxury jewelery, digital life, a comprehensive selection of restaurants, and cafes.

One of the mega malls in Medan City which is very popular with the community. It is strategically located in the middle of the economic center of Medan City and can be reached by various types of land transportation such as city transportation, public transportation, taxis, online vehicles, and the most popular is the train, because this mall is behind the station in Medan City. This mall presents a variety of very complete and well-known tenants, such as parkson, lotte mark, various restaurants, standard bookstores, and many more that make visitors amazed by all the luxury. In addition, a very large parking area makes visitors more comfortable without worrying about being in the mall. Center Point Mall Medan's constant efforts to improve customer experience continue to attract shoppers to where they want to be now, not only 'Have it All' but 'Have it All & More'.

Figure 1. Design of Center Point Mall Medan



Source: Mall Management

Center Point is one of the biggest malls in Medan City, which offers branded products at above average prices and most of the products are for the upper class and lovers of branded goods. Center Point carries an exclusive concept where the mall is located in the city center which can be reached from all directions. Center Point is not located on a public transport route. However, the parking lot at Center Point Mall Medan is not enough to accommodate a large vehicle capacity. This is especially felt during holidays and weekends, so that many mall visitors use the sidewalk outside Center Point Mall Medan and the Murni Teguh Memorial Hospital parking lot as a place to park their vehicles.

Center Point Mall Medan is a masterpiece developed by PT Arga Citra Kharisma in Medan City. With one of the largest regional developments in North Sumatra Province, where the area is planned to be integrated with offices, commercial areas, CBD areas, malls, hotels, apartments, schools, universities, and hospitals.

Center Point Mall Medan was chosen as the study area in this research because it is a relatively new mall in Medan City which was built in 2013 and is a mall that has very complete tenants with luxury goods brands and some are not yet available in any mall only in Medan City. This superblock area will become the newest shopping center and lifestyle icon in Medan City with the concept of a mixed area around it between the strategic business area, Center Point Mall Medan making a claim as the largest, grandest and most comprehensive independent area specifically given to large investors.

Based on the results of the researcher's interviews with the management of Center Point Mall Medan, the management aims to continue to develop the performance of mall services and additions and retain tenants and anchor tenants and attract mall visitors to prefer Center Point Mall Medan as the most complete and comprehensive shopping choice the best, especially in Medan City.

Multiple Linear Regression with Partial (t) Test

Table 1. Partial (t) Test

Variable	Sig.
Tangible (X_1)	0.006
Reliability (X_2)	0.001
Responsiveness (X_3)	0.019
Assurance (X_4)	0.002
Emphaty (X_5)	0.011

Source: Research Results (2022)

The results of the study show that tangible has a significant effect on tenant satisfaction at Center Point Mall Medan. Reliability has a significant effect on tenant satisfaction at Center Point Mall Medan. Responsiveness has a significant effect on tenant satisfaction at Center Point Mall Medan. Assurance has a significant effect on tenant satisfaction at Center Point Mall Medan. Emphaty has a significant effect on tenant satisfaction at Center Point Mall Medan.

CONCLUSION

The results of the study show that tangible has a significant effect on tenant satisfaction at Center Point Mall Medan. Reliability has a significant effect on tenant satisfaction at Center Point Mall Medan. Responsiveness has a significant effect on tenant satisfaction at Center Point

Mall Medan. Assurance has a significant effect on tenant satisfaction at Center Point Mall Medan. Emphaty has a significant effect on tenant satisfaction at Center Point Mall Medan.

Based on the results of the research above, suggestions that can be submitted as researchers are as follows:

1. For mall management, in developing the mall business well in improving the quality of service to users consistently in managing the mall so that it can compete and absorb the market well.
2. For appraisers, especially business appraisers, in considering the quality of service by mall management to tenants and visitors who are interrelated in carrying out work on mall property appraisals which are the object of assessment or comparative data, it is also taken into account in the adjustment working paper which refers to the appraisal.
3. For the community, especially those who work and do business in the mall area, as a contribution to increasing knowledge in the field of mall property regarding mall management services that will be obtained.
4. For future researchers as a reference for students who want to conduct a study on tenant satisfaction by multiplying other independent variables that are thought to have a significant influence on service satisfaction for mall tenants, for example external factors and rental prices and can be used as a reference for efforts to develop knowledge in the field property and valuation.

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