VISITOR SATISFACTION ANALYSIS
METROPOLITAN MALL BEKASI

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ABSTRACT

*Purpose: This study aims to determine how big the level of visitor satisfaction at Metropolitan Mall Bekasi, **Methods:** The analytical method used was descriptive analysis method and The source of the data in this study was using a questionnaire method which was distributed to all visitors who were at Metropolitan Mall Bekasi at the time of the study, **Analysis data:** this research was used one-way ANOVA analysis method, which processed with SPSS, **Result and discussions:** The results show that. First, the reason visitors to Metropolitan Mall Bekasi are dominant is to fill the holidays. Second, there is no level of satisfaction by gender. Third, there is no level of satisfaction based on education level. Fourth, there is no level of satisfaction based on place of residence.*

Keywords : consumer behavior, consumer satisfaction

INTRODUCTION

Mall is a shopping center that provides various facilities to meet the needs of the community. In accordance with today's modern era, shopping centers not only function for shopping, but also as a place of recreation, socializing for the community either with family, lovers orjust for a vacation. The unification of the recreational function with the shopping function will have a very beneficial impact, so the current development of a shopping center not only provides complete tenants, but also has to give a pleasant and attractive impression in terms of building interior architecture so that visitors feel satisfied and comfortable.

Metropolitan Mall Bekasi was founded in 1993 and is the oldest mall in Bekasi City, Metropolitan Mall Bekasi has 4 floors inhabited by shops from various categories such as Supermarkets, Children's Games, Department Stores, Food and Beverange and many others.

The function of the mall itself is the same as traditional markets that are present in remote areas, namely the meeting of traders and buyers to make buying and selling transactions. The difference is, the mall creates a certain attraction to tempt the attention of visitors as a modern shopping center. This is very different from traditional markets which are only modest and most importantly the wheels of the economy must continue to spin.

More than that, the mall has now become an identity to increase social status. For example, changes in human lifestyle. The lifestyle or lifestyle of a human being tends to judge himself as modern if they often go in and out of malls or shopping centers. Ordinary people can change their perception of lifestyle when they keep up with the times, for example about shopping patterns, eating patterns, clothing, recreation and so on. Human lifestyle can show whether he is included as a human being who is up to date.

The following is data on the number of visitors to Metropolitan Mall Bekasi for the period January 2022 to June 2022:

Table 1.1 Number of Visitors to Metropolitan Mall Bekasi

MOON (2022)	TOTAL VISITORS
JANUARY	46,633
FEBRUARY	51.021
MARCH	62.266
APRIL	88,769
MAY	85,711
JUNE	73,600
TOTAL	**408,000**

Source : Metropolitan Mall Bekasi, 2022

From Table 1.1 , it can be seen that the number of visitors experienced (up and down). The number of visitors experienced an increase in April 2022, namely 26,503, and in June there was a decrease and decreased by 12,111 visitors. The significant increase in the number ofvisitors in April is a factor in the presence of the Idul Fitri moment. However, from the phenomenon of the number of visitors, it is necessary to pay attention to the management of Metropolitan Mall Bekasi regarding consumer complaints about service responses, facilities or the atmosphere of the place at Metropolitan Mall Bekasi is comfortable or uncomfortable.

Visitor satisfaction is an important factor that needs to be considered by service companies, so companies must be responsive to changes in consumer behavior to anticipate that visitors do not move to competing companies. Therefore, the company should provide services and facilities that support the satisfaction of the visitors. Customer satisfaction is very important for companies and tenant employees who serve buyers are the last spearhead for customers whether they are satisfied or dissatisfied, so the importance of the service applied.

The rapid increase in shopping centers or malls has an effect on high competition. Companies should understand who their customers are so that they can make consumers feel satisfied and come back to come. The higher the level of customer satisfaction, the greater the profit. However, if the level of satisfaction felt by customers is low, there is a possibility that consumers will move to competing businesses.

THEORETICAL BASIS

Customer Satisfaction Concept

According to Kotler (2000: 52) satisfaction is the level of one's feelings after comparing the performance or results he feels with his expectations. While Tse and Wilton in Lupiyoadi (2004: 349) state that customer satisfaction or dissatisfaction is the customer's response to the evaluation of the perceived discrepancy between previous expectations and the actual performance of the product that is felt after its use.

Wilkie (1990) defines satisfaction as an emotional response to the evaluation of the experience of consuming a product or service. Engel, et al (1990) stated that customer satisfaction is an after-purchase evaluation where the chosen alternative is at least equal to or exceeds customer expectations, while dissatisfaction arises when the outcome does not meet expectations (Tjiptono, 2004: 349).

Customer satisfaction with products or services is something that is difficult to obtain if the company or industry does not understand what consumers expect. Products or services with the same quality, can provide different levels of satisfaction. Therefore, a company must pay attention to the quality of products and services provided to customers.

Customer satisfaction is the customer's response to the discrepancy between the previous level of importance and the actual perceived performance after use (Rangkuti, 2002:30). Customer satisfaction is influenced by perceptions of service quality, product quality, price and factors that are personal and momentary.

From the various opinions expressed by experts, it can be concluded that if the results felt by the customer are below expectations, the customer will feel dissatisfied, but on the contrary if the customer feels it is in line with expectations, the customer will feelsatisfied because the performance exceeds expectations.

Measurement of Customer Satisfaction

According to Kotler (1996), there are four methods that can be used to measure customer satisfaction, namely:

1. Complaints and Suggestion System
Companies that provide full opportunity for their customers to express

opinions or even complaints are customer-oriented companies.

2. Customer satisfaction survey

Every now and then a company needs to conduct a customer satisfaction survey on the quality of the company's services or products. This survey can be done by distributing questionnaires by company employees to customers. Through this survey, companies, companies can find out the shortcomings and advantages of the company's products or services, so that companies can make improvements to things that are considered lacking by customers.

3. Ghost Shopping

This method is carried out by employing several companies (ghost shippers) to act as customers in competing companies, with the aim of the ghost shoppers being able to know the quality of the company's service itself,

4. Lost Customer Analysis

This method is done by contacting customers who have not visited for a long time or making purchases at the company because they have moved to a competing company.

Factors Affecting Satisfaction

Many factors affect customer satisfaction, according to Lupiyoadi (2011) there are 5 factors that influence customer satisfaction that must be considered by companies, including:

a. Product quality
   Customers will feel satisfied if their results show that the products they use are of high quality.
b. Quality of Service or Service
   Customers will feel satisfied if they get the best service or as expected.
c. Emotion
   Customers will feel proud and gain confidence that other people will be amazed by him when using products with certain brands which tend to have a higher level of satisfaction. The satisfaction obtained is not because of the quality of the product but social or self-esteem that makes customers feel satisfied with certain products.
d. Price
   Products that have the same quality but get a relatively cheap price will provide higher value to customers.
e. Cost
   Customers who do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.
f. Origin
   The origin of the tourist area can also affect the satisfaction of tourists with a tourism product that is used. Because tourists who come from outside the region will expect more product results for the tour, if it can be obtained by tourists who come from outside the region, the satisfaction that tourists from outside the region can get will be so great.

Another factor that can affect visitor satisfaction is gender. Gender differences between men and women greatly affect visitor satisfaction. Women in assessing a satisfaction depending on the mood experienced. Meanwhile, men easily judge satisfaction only by what they receive.

In addition to gender, education level also affects visitor satisfaction. A low level of education can assess satisfaction easily without looking at what aspects affect satisfaction, while a high level of education always assesses in detail what aspects affect the satisfaction obtained.

Dimensions of Satisfaction

Measurement of customer satisfaction is very important to do as a form of information for the company, shareholders, and customers themselves. According to Tjiptono (2011.453-454) there are six core concepts regarding measurement objects:

1. Satisfaction (Overall Customer Satisfaction)

Customers are immediately asked how satisfied they are with the product or service. Satisfaction is measured based on

the product or service of the company concerned and compares it with the overall level of satisfaction with competing products or services.

2. Dimensions of customer satisfaction

Identifying the key dimensions of customer satisfaction asks customers to rate a product or service based on specific items, such as speed of service, service facilities or staff friendliness. Ask the customer to determine the dimensions that are most important in assessing overall customer satisfaction.

3. Hope Confirmation

Satisfaction is not measured directly, but is concluded based on the suitability or discrepancy between customer expectations and the actual performance of the product on a number of important attributes or dimensions.

4. Repurchase Interest

Customer satisfaction is measured by behavior by asking customers whether to shop or use the company's services again.

METHOD

This research method uses data obtained by distributing questionnaires to respondents who happen to be at the research location. The measurement is using 5 points likert scale and the sample of this research is 100 people who are visitor of Metropolitan Mall Bekasi.

This study only has one variable, namely Visitor Satisfaction which is examined through three dimensions, namely Visitor Motivation, Officer Service and Completeness of Facilities. One-way ANOVA was used as the data analysis and before that every dimension of the variable was tested using validity and reliability tested and also this research run normality test to determine whether the research variable data had a normal distribution or not.

RESULTS AND DISCUSSION

Brief History

The history of Metropolitan Mall Bekasi started from 1993, Metland started construction of a shopping center in this strategic area, carried out by Dimensi Engeenering, together with the hotel from June 1993 until construction was completed quickly a year later, for the hotel was only completed in May 1994. Unfortunately the construction of Metropolitan Mall Bekasi was colored polemic because it plays a role in changing the green area in Bekasi and traffic jams on Jl. General A Yani. It was reported that the value of the building when it was initially built reached 90 billion.

Metropolitan Mall Bekasi is the oldest mall in Bekasi. The existence of this Mall has been around for a long time, precisely in 1993. Metropolitan Mall Bekasi was built in early 1992 and inaugurated in December 1993. This mall is the first middle class mall in the business center of Bekasi City with the concept of a one stop shopping center. Initially, this Mall was established under the name Mall Metropolitan Bekasi. However, in 2017 it changed its name to Metropolitan Mall Bekasi.

Until now Metropolitan Mall Bekasi continues to grow over time, the interior which is rejuvenated according to the times makes Metropolitan Mall Bekasi look modern. It has complete facilities starting from a large parking area so it is easy for visitors to find parking spaces, increasing tenants so that visitors can find what they want at Metropolitan Mall Bekasi, the restaurant is also very interesting and varied.

Metropolitan Mall Bekasi shopping center is a shopping center owned by Metropolitan Land which is located at JL. General A Yani in Bekasi City, West Java, close to the entrance of the Jakarta-Cikamprek toll road. So the mall has a strategic location.

Validity and reliabilty test

All statement on the questionnaire in every variable dimentions was valid with the pearson correlation value is greater than

0,1956. Every variable dimentions was reliable with the cronbach alpha value is greater than 0,60.

Descriptive analysis

The largest number of respondents according to gender is female, 51 respondents or 51 %, and 49 respondents or 49% was male. The number of respondents based on education level is SMA/SMK, namely 69 respondents or 69%, Undergraduates are 31 respondents with a percentage of 31%.

The number of respondents based on their place of residence is Bekasi 81 respondents or 81%, Jakarta is 15 respondents with a percentage of 15%, and Tangerang is 4 respondents with a percentage of 4%. The number of respondents based on income of respondents: below IDR 5,000,000 was 69 respondents or 69%, income IDR 5,000,000-7,000,000 was 18 respondents with a percentage of 18%, Income IDR 10,000,000, was 9 respondents with a percentage of 9% and an income of IDR 5,000,000-10,000,000 was 4 respondents with a percentage of 4%.

The number of respondents based on age: the age of 17-20 years 69 respondents or 69%, 21-30 years 15 respondents with a percentage of 15%, Age 31-40 years 12 respondents with a percentage of 12% and the lowest percentage is age above 60 years 4 respondents with a percentage 4%. The number of respondents based on occupation are Student 69 respondents or 69%, Entrepreneurs are 17 respondents with a percentage of 17%, Private Employees are 11 respondents with a percentage of 11% and the smallest percentage is housewife 3 respondents with a percentage of 3%.

ANOVA analysis

The results are presented in Table 4.1. The interpretation of the ANOVA concluded that F count = 0.7215 < F table = 3.8415. This means, there is no difference between men and women in obtaining visitors satisfaction.

Table 1 ANOVA test in terms of Gender

SUMMARY				
Groups	Count	Sum	Average	Variance
Woman	51	3537,0000	69.3529	29,1129
Man	49	3423,0000	68,4600	26.6616

ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	20,1310	1	20,1310	0.7215	0.3977	3.9371
Within Groups	2762.0671	99	27.8997			
Total	2782,1980	100				

Source: Data processed with Excel, 2022.

The results are presented in Table 4.2. The interpretation of the ANOVA in Table 4.2 can be concluded that F count = 0.9258 < F table = 3.8415. This means, there is no difference between the education level of SMA/SMK and beyond (SMP, Bachelor, Postgraduate) in obtaining visitor satisfaction.

Table 2 ANOVA test in terms of Education

SUMMARY				
Groups	Count	Sum	Average	Variance
SMA/SMK	69	4767,0000	69.0870	21.0512
Bachelor	3 1	2178,0000	68.0625	32.9637

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	22.9438	1	22.9438	0.9258	0.3383	3.9371
Within Groups	2453,3533	99	24.7813			
Total	2476,2970	100				

Source: Data processed with Excel, 2022.

The interpretation of the ANOVA in Table 4.3 can be concluded that F count = 0.5612 < F table = 3.8415. This means, there is no difference between visitors who live in Bekasi and outside Bekasi in obtaining visitor satisfaction.

Table 3 ANOVA test in terms of Residence Location

SUMMARY				
Groups	Count	Sum	Average	Variance
Bekasi	81	5535,0000	68.3333	26,9000
Outside Bekasi	19	1386,0000	69,3000	25.9053

ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	14.9881	1	14.9881	0.5612	0.4556	3.9371
Within Groups	2644,2000	99	26.7091			
Total	2659,1881	100				

Source: Data processed with Excel, 2022.

Furthermore, when referring to the three dimensions that make up visitor satisfaction, the motivational dimension of respondents' answers to the Strongly Agree (SS) option is found in the statement "I visited Metropolitan Mall Bekasi spend the holidays" which amounted to 66 respondents. Thus, it can be said that the motivation of the visitors visit Metropolitan Mall Bekasi to spend the holiday.

Based on the dimensions of the officer's service, the largest respondent's answer to the Strongly Agree (SS) option which amounted to 57 respondents was found in the statement "Parking officers coordinate vehicles neatly and safely". From these results it can be concluded that the service of parking officers is one of the basic assessments that affect the satisfaction of visitors to Metropolitan Mall Bekasi.

Finally, from the dimension of completeness of facilities, the largest respondent's answer is in the Strongly Agree (SS) option, which is 56 respondents, in the statement "The number of escalators is sufficient and scattered". This indicates that the escalator facility is an aspect that encourages visitor satisfaction at Metropolitan Mall Bekasi.

CONCLUSION

It has been mentioned that the research objectives are as follows. First, to describe the characteristics of visitors to Metropolitan Mall Bekasi from the aspect of gender, education level and domicile. Second, to test whether there is a difference in satisfaction obtained by visitors based on gender. Third, to test whether there is a difference in the satisfaction obtained by visitors based on the level of education. Fourth, to test whether there is a difference in satisfaction obtained by visitors based on domicile.

These goals were achieved either through descriptive analysis or using the ANOVA analysis technique. Using these two analyses, empirical findings were obtained, among others, as follows. First,

using a descriptive analysis for gender, it was obtained (49 respondents male, 51 female respondents). Second, the level of education (SMA/SMK 69 respondents, Bachelor's 31 respondents). Third, domicile (Bekasi 81 respondents, Jakarta 15 respondents, and Tangerang 4 respondents). Based on the analysis of the ANOVA technique, there was no difference in obtaining satisfaction based on aspects of gender, education level, and domicile.

Fourth , the motivation of the visitors visit Metropolitan Mall Bekasi to spend the holiday, the service of parking officers is one of the basic assessments that affect the satisfaction of visitors to Metropolitan Mall Bekasi, and finally the escalator facility is an aspect that encourages visitor satisfaction at Metropolitan Mall Bekasi.

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