

**THE EFFECT OF ATTRACTIVENESS FACTORS ON MALL
SHOPPERS' SATISFACTION IN JORDAN**

BY

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**KESAN DARIPADA FAKTOR DAYA TARIKAN TERHADAP KEPUASAN
PEMBELI BELAH DI KOMPLEKS MEMBELI BELAH DI JORDAN**

ABSTRAK

Kompleks membeli belah bertukar menjadi persekitaran penting bagi perniagaan dengan impak yang besar terhadap mereka yang terlibat dalam perniagaan, penjualan dan membeli belah, yang amat tertarik dengan kompleks membeli belah modern, bukan hanya untuk membeli belah, malahan untuk menikmati kemudahan dan perkhidmatan rekreasi yang tersedia. Dengan bertambahnya minat pembeli belah di kompleks membeli belah di Jordan, dan kepentingan projek tersebut terhadap ekonomi negara secara keseluruhan, maka adalah penting untuk mengkaji status semasa kompleks membeli belah dan minat pembeli belah dan keinginan untuk mencapai kejayaan. Dalam konteks ini, tidak banyak kajian terdahulu dijalankan tentang kesan faktor daya tarikan terhadap kepuasan pembeli belah di Jordan. Justeru, penyelidik cuba merungkai permasalahan ini. Kajian ini cuba memperincikan kesan daripada lapan faktor daya tarikan terhadap kepuasan pembeli belah di beberapa kompleks membeli belah terpilih di Jordan. Sehubungan dengan ini, perkara pertama yang dilakukan adalah mengenal pasti lapan factor tersebut. Kedua, memperincikan tahap atau sejauh mana faktor tersebut memberi kesan terhadap kepuasan pembeli belah. Bagi mencapai objektif kajian ini, soal selidik kajian digunakan untuk mengukur kepuasan pembeli belah. Instrumen soal selidik yang digunakan adalah yang diubah suai daripada soal selidik kajian terdahulu. Ia merangkumi (57) items yang diagihkan dalam (9) domain. Sampel kajian ini terdiri daripada (775) orang pembeli belah yang sering datang membeli belah. Kompleks membeli belah yang dipilih mewakili empat buah kompleks membeli belah terbesar di Jordan, iaitu Mecca Mall, Mukhtar Mall,

Sameh Mall dan Arabella Mall. Keempat-empat kompleks ini terletak di tiga buah bandar terbesar di Jordan, iaitu Amman, Al-Zarqa' dan Irbid. Data yang terkumpul dianalisis menggunakan statistik deskriptif, korelasi, analisis regresi pelbagai, ujian T, ANOVA satu hala dan ujian Scheffe. Dapatan kajian menunjukkan bahawa faktor daya tarikan mempunyai kesan paling tinggi terhadap kepuasan pembeli belah adalah: lokasi, hiburan, kemudahan dan perkhidmatan, nilai estetik, harga, promosi, kepelbagaian dan kualiti. Namun demikian, dapatan menunjukkan bahawa secara teori, pembeli belah hanya berpuas hati apabila faktor daya tarikan terdapat sebagaimana sepatutnya dan berkualiti tinggi. Di samping itu, nilai estetik dan harga merupakan faktor kepuasan yang mencapai peratusan tertinggi. Kewujudan faktor seperti hiburan, nilai estetik, kualiti, harga dan kemudahan serta perkhidmatan adalah faktor yang paling signifikan dalam menarik pembeli belah. Selanjutnya, penyelidik mendapati bahawa kecenderungan pembeli belah adalah lebih didorong oleh hiburan, nilai estetik dan kepelbagaian. Dengan kata lain, daya tarikan pembeli belah di Al-Zarqa' dan Irbid adalah harga. Dapatan ini menjelaskan bahawa terdapat suatu isu lain yang penting, iaitu perbezaan pendapatan bulanan di antara mereka yang tinggal di bandar-bandar besar (seperti Al-Zarqa' dan Irbid) dengan mereka yang tinggal jauh dari bandar. Sebagai kesimpulan, diharapkan agar dapatan yang signifikan ini diberi pertimbangan sewajarnya apabila membina kompleks membeli belah yang baru atau menaik taraf kompleks membeli belah yang sedia ada. Dicadangkan juga agar pembuat keputusan, pengurus dan pereka bentuk memasukkan faktor daya tarikan untuk mencapai kepuasan pembeli belah dan kejayaan pengurus. Pembeli belah sepatutnya diutamakan dan dianggap sebagai sasaran akhir. Hal ini kerana mereka dapat diibaratkan sebagai batu asas bagi keseluruhan proses penjualan. Dalam kata lain, semakin diutamakan pembeli belah, maka semakin besar pulangan yang bakal dijana.

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SATISFACTION IN JORDAN**

ABSTRACT

Shopping malls have turned into be a vibrant milieu for business with a wide-ranging impact on traders, retailers, and shoppers, who are attracted to modern malls not only to do shopping, but also to enjoy the recreational facilities and services. Due to the growing interest of shoppers in shopping malls in Jordan, and to the importance of such project to the overall economy of the country as a whole, it has become contingent to examine the current statues of both shopping malls and shoppers' interests and desires to achieve an utter success in various related walks. In this vein, it has been noticed that only few studies have investigated the effect of attractiveness factors on shoppers' satisfaction in Jordan. Accordingly, the researcher has stepped forward to bridge the gap of lack of updated knowledge in this respect. That is to say, the present study will tackle in detail the effect of eight attractiveness factors on shoppers' satisfaction in selected Jordanian malls. Such a study requires first identifying the available attractive factors in the selected malls. Second, showing the extent to which the available attractiveness factors affect achieving shoppers' satisfaction. For the purpose of achieving the objectives of this study, questionnaire surveys have been used to measure shopper's satisfaction. The questionnaire instruments are an adaptation of the previous studies'. They contain (57) items distributed on (9) domains. As for the sample of the study, it consists of (775) shoppers who visit malls frequently. The chosen malls represent the biggest four malls in Jordan. These include the following: Mecca Mall, Mukhtar Mall, Sameh Mall and Arabella Mall. These malls exist in the three largest cities in Jordan, Amman, Al-

Zarqa' and Irbid. The data have been analyzed using descriptive statistics, correlations, multiple regression analysis, T test, one way-ANOVA, and scheffe' test. Results obtained have shown that the attractiveness factors that highly affect shoppers' satisfaction are the following: location, entertainment, facilities and services, aesthetic, price, promotion, diversity and quality. However, the findings have shown that theoretically shoppers would only be satisfied when the attractiveness factors exist properly and with a high quality. In addition, the following attractiveness factors: entertainment, aesthetic and price have achieved the highest percentage with respect to shopper's satisfaction. More so, the existence of such factors as entertainment, aesthetic, quality, price and facilities and services are the most significant factors in attracting shoppers to malls. Furthermore, the researcher has noticed that the tendencies of the shoppers in the capital city are towards entertainment, aesthetic and variety. On the other flip, the tendencies of the shoppers in Al-Zarqa' and Irbid are towards the price. Such a result clearly convey another important issue, which is that of the differences in the level of the monthly income between the people who live in the capital and those who live in cities away from the capital, such as Al-Zarqa' and Irbid. Finally, it is hoped that such significant findings to be taken into account when constructing or refurbishing a new or an existent mall, respectively. He further recommends malls' decision-makers, managers and designers to concentrate on the tackled attractiveness factors to achieve the two-end project, shoppers' satisfaction and managers' success. More so, it is highly recommended to put shoppers the first and last target. This is because they represent the corner stone of the whole process of selling. In other words, the more taking care of shoppers, the greater the revenues will be.

