

**KAJIAN KE ATAS FAKTOR DAYA TARIKAN PUSAT MEMBELI-BELAH  
DALAM MEMPENGARUHI PENGGUNA MEMILIH  
PUSAT MEMBELI-BELAH**

(Study on Shopping Mall Attractiveness Factors which Influence  
Consumer in Choosing a Shopping Mall)

*KHAIRUL ANUAR MOHD ALI & JULIANA ONG POH LING*

*ABSTRAK*

Objektif kajian ini adalah untuk mengenalpasti faktor-faktor daya tarikan yang menjadikan sesebuah pusat membeli-belah itu menarik untuk dikunjungi. Tiga buah pusat membeli-belah besar di Lembah Kelang telah dipilih, iaitu Suria KLCC di Kuala Lumpur, Mid Valley Megamall di Petaling Jaya dan Berjaya Times Square di Bukit Bintang. Kajian ini cuba untuk mengenalpasti faktor-faktor daya tarikan yang mempengaruhi keinginan pengguna semasa proses membuat keputusan dalam pemilihan sesebuah pusat membeli-belah. Di samping itu, kajian ini turut mengkaji faktor-faktor yang mempengaruhi proses membuat keputusan dalam pemilihan pusat membeli-belah berdasarkan jantina, umur, etnik, status perkahwinan, tahap pendidikan dan gaji bulanan. Dapatan kajian menunjukkan bahawa faktor hiburan dan faktor kepelbagaian merupakan faktor daya tarikan utama yang mempengaruhi keputusan pengguna semasa membuat pemilihan sesebuah pusat membeli-belah. Hasil kajian juga menunjukkan bahawa tidak terdapat perbezaan yang signifikan untuk faktor daya tarikan dalam pemilihan pusat membeli-belah di antara lelaki dan perempuan, umur, tahap akademik dan gaji. Manakala terdapat perbezaan yang signifikan faktor daya tarikan dalam pemilihan pusat membeli-belah berdasarkan etnik dan status perkahwinan di kalangan responden.

*Kata kunci:* pusat membeli-belah; daya tarikan; keinginan

*ABSTRACT*

The objective of the study is to identify features of a mall which make it attractive for shopping. Three shopping malls in Klang Valley had been chosen, which are Suria KLCC at Kuala Lumpur, Mid Valley Megamall at Petaling Jaya and Berjaya Times Square at Bukit Bintang. This study try to identify the factors of mall attractiveness that will influence consumer intention in choosing a shopping mall. Apart from that, this study also determines the factors that influence decision-making among respondents based on gender, age, ethnic, marriage status, education level and monthly income. The finding shows that the entertainment and variety are the main factors that influence consumer in choosing a shopping mall. The finding also indicates that there is no significant difference between male and female, age, education level and monthly income among the respondents. Meanwhile, there are significant differences in factors of mall attractiveness that influence the respondents based on ethnics and marital status.

*Keywords:* shopping mall; attractiveness; intention

**Rujukan**

Ahmed Z.U., Ghingold M. & Dahari Z. 2007. Malaysian shopping mall behavior: an exploratory study. *Asia Pacific Journal of Marketing* **19**(4): 331-348.

- Bellenger D., Robertson D. & Greenberg B. 1977. Shopping centre patronage motives. *Journal of Retailing* **53**(2): 29-38.
- Barry B. & Evans J.R. 1995. *Retail Management*. 6<sup>th</sup> Ed. New York: Macmillan Publishing Co.
- Black J.A. & Champion D.J. 1976. *Methods and Issues in Social Research*. New York: John Wiley & Sons.
- Bloch P.H., Ridgway N.M. & Dawson S.A. 1994. The consumer mall as shopping habitat. *Journal of Retailing* **70**(1):23-42.
- El-Adly M.I. 2006. Shopping malls attractiveness: a segmentation approach. *International Journal of Retail & Distribution Management* **35**(11): 939-950.
- Haynes J. & Talpade S. 1996. Does entertainment draw shoppers? The effects of entertainment centres on shopping behavior in malls. *Journal of Shopping Centre Research* **3**(2): 29-48.
- Kerlinger F.N. 1973. *Foundation of Behavioral Research*. 2<sup>nd</sup> Ed. New York: Holt, Rinehart and Winston, Inc.
- Loudon D.L. & Bitta A.J.D. 1993. *Consumer Behavior: Concepts and Applications*. 4<sup>th</sup> Ed. New York, NY: McGraw-Hill.
- Lui K.F. 1997. Shopping behavior in Kuala Lumpur shopping malls. Tesis sarjana, Universiti Putra Malaysia.
- Nevin J. & Houston M. 1980. Image as a component of attraction to intraurban shopping areas. *Journal of Retailing* **56**(1): 77-93.
- Paul W.C. 1995. Homart revives Virginia mall with renovation and remarketing. *Stores* **77**(1): 47-48.
- Sit J., Merrilees B. & Birch D. 2003. Entertainment-seeking shopping centre patrons: the missing segments. *International Journal of Retail & Distribution Management* **31**(2): 80-94.
- Spangenberg E.R., Crowley A. & Henderson P.W. 1996. Improving the store environment: do old factory cues affect evaluations and behaviors? *J. Mark.* **60**(2):67– 80.
- Terblanche N.S. 1999. The perceived benefits derived from visits to a super regional shopping centre: an exploratory study. *South Africa Journal of Business Management* **30**(4): 141-146.
- Wakefield K. & Baker J. 1998. Excitement at the mall: determinants and effects on shopping response. *Journal of Retailing* **74**(4): 515-39.
- Wong K.M., Lu Y. & Yuan L.L. 2001. SCATTAR: an instrument for measuring shopping centre attractiveness. *International Journal of Retail & Distribution Management* **29**(2): 76-86.

Pusat Pengajian Sains Matematik  
Fakulti Sains dan Teknologi  
Universiti Kebangsaan Malaysia  
43600 UKM Bangi  
Selangor D.E., MALAYSIA  
Mel-e: kabma@ukm.my\*, julianaong@yahoo.com