

The Analysis of the Effect of Service Quality on the Interest of Visiting Malls With Consumer Attitude as an Intervening Variable

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ABSTRACT

This study aims to analyze the effect of service quality on interest in Solo Square Mall visitors with consumer attitudes as a mediating variable. This research used a quantitative method. The population of this research included Solo Square mall visitors who were domiciled in Solo Raya. The total sample was 100 respondents. In determining the right sample, this study used certain purposive sampling criteria. Data collection in this research used a questionnaire that turned into primary data. This analysis used a data processing tool, namely SmartPLS 3.0. The results from the data processing included (1) Service Quality had a positive and significant influence on Revisit Interest. (2) Service quality positively and significantly influenced consumer attitudes. (3) Consumer attitudes positively and significantly influenced revisit interest. (4) The Consumer Attitude Variable could mediate the Service Quality variable on the variable of interest in repeat visits.

Keywords: *Consumer Attitude, Interest in Repeat Visits, Service Quality*

1. INTRODUCTION

This research was conducted due to the research gap, such as the research conducted by Fahmi & Evanita. Based on the results of this study, there is a positive and significant relationship between the attitude variables towards the interest in e-payment-based transactions. However, another study conducted by Maatuil (2020) showed different results. The results of his research stated that the involvement and attitude variables had an insignificant negative effect on visiting interest. Marketing strategy is the main aspect of attracting consumers to visit. According to Kotler (2000), marketing is a social process and system of managers towards an individual or a particular group to ensure they obtain what they need and want through production, marketing and distribution.

In the modern era, many types of businesses have sprung up; one of the businesses developing quite rapidly is the retail business. This business is in great demand by investors as it will rarely go extinct and serve long-term benefits. Many retail companies in the fashion sector continue to appear in big cities in Indonesia (Tampubolon, 2020). One of the cities

experiencing the development is the city of Surakarta, known as the city of Solo. Many people in the city of Solo established malls or shopping centers not only for buying and selling transactions but has become a location for a meeting, exchanging information, even as a place to show self-actualization (Primadani & Nurhasan, 2020).

Price factors, location, company image, and product quality influence the decision-making of visiting consumers (Mangifera et al., 2018). Price and quality of service are very important aspects that consumers consider in buying products or services. If consumers are satisfied as they meet their expectations, they tend to make repeat purchases or revisit and become loyal customers (Kuswati et al., 2021).

Before deciding to buy or shop, consumers usually have considerations to determine the destination and what goods they choose. The company must do forming buying interest to make consumers buy the product (Praswati & Suryandari, 2021). To get a product or service that consumers are interested in, they must visit a place. We have to keep in mind that interest in visiting is an important part of the world of marketing. Due to

consumer visits, they need service. Good service quality will lead to satisfaction since customers feel they have been served well. It cannot be separated from customer perception, which determines the organization's success in serving to achieve the satisfaction of the customers and profitability of a company.

The role of perception in marketing is very important. Perception of a product is the selection, organization and interpretation of marketing and environmental stimuli into a picture for the individual. Perception of a product will affect a person's attitude towards the product (Kussudyarsana, 2016). In research by Fahmi & Evanita, (2019), expressing attitudes usually arise along with the stimulation provided by a product or service.

The aims of this research are:

1. To analyze the positive and significant influence between service quality and interest in revisiting.
2. To analyze the existence of a positive and significant influence between attitudes towards revisiting interest.
3. To analyze whether attitudes mediate the relationship between service quality and interest in visiting.

2. THEORETICAL FRAMEWORK

The research framework in this study is as follows:

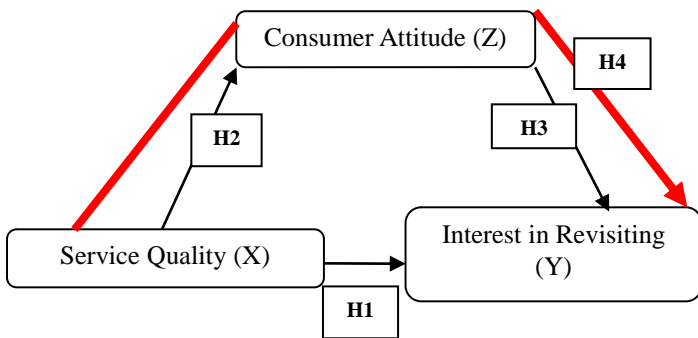


Figure 1 Research Framework

The Influence of Service Quality on Revisit Interest

Quality of service must exist in every business run to serve consumers well. According to Tjiptono (2014:268), the definition of service quality is an effort that focuses on consumers' needs and desires. Meanwhile, Fitriyani's & Pramusinto's (2018) research revealed a positive influence of service quality on the public's interest to visit.

Based on the description above, the researcher formulates the following hypothesis:

H1: Service quality has a positive and significant effect on interest in revisiting.

2.1 The Influence of Service Quality on Consumer Attitude

Service quality is part of the formation of consumer attitudes towards a product. Service quality will affect consumer psychology (Novia et al., 2020). Good quality will form a good attitude from consumers. Therefore, employees who are educated properly will be able to make the company's long survival. In research by Isnaini & Udayana, (2019), service quality has a positive effect on attitudes.

Based on the description above, the researcher formulates the following hypothesis:

H2: Service quality has a positive and significant effect on consumer attitudes.

2.2 The Influence of Consumer Attitudes on Revisit Interest

According to Azwar (2013), attitude is a response that arises from someone to an object, which will later create a response to that object. There is an attitude as a follow-up evaluation after using an item or service in some cases. In research conducted by Fahmi & Evanita, (2019), an attitude has a positive and significant effect on visit interest.

Based on the description above, the researcher formulates the following hypothesis:

H3: Consumer attitudes have a positive and significant effect on interest in revisiting.

2.3 The Influence of Service Quality on Visiting Interests mediated by Consumer Attitudes

Every consumer will have their own attitude, which will determine someone's decision resulting from good service quality (Isnaini & Udayana, 2019). In this case, it is concluded that the quality of service affects attitudes while attitudes affect consumer interest. Thus, attitudes can mediate the effect of service quality on consumer interest in visiting.

Based on aforementioned description, the researcher formulates the following hypothesis:

H4: Consumer attitudes mediate the relationship between service quality and interest in revisiting.

3. RESEARCH METHODOLOGY

This research is explanatory research. It attempts to explain why and how a relationship can occur in a situation. The population in this study included people who lived in Solo Raya who visited Solo Square Mall. According to Sugiyono (1997: 57), a population is an object/subject that inhabits the generalization area with certain characteristics determined by the researcher to be investigated and concluded. This study used a purposive sampling technique by taking samples based on the research objectives and sampling depending on data collection. The researcher used certain criteria that became the sample requirements in this study. These criteria are:

Table 1. Respondents' Criteria in the study

Respondent Criteria
Minimum age of 17 years
Domiciled in Solo Raya
Been to Solo Square Mall

Primary data and secondary data were used in this study. Primary data were obtained through the first source or respondents' answers using a closed questionnaire, while secondary data were sourced from literature or academic texts as library material related to research problems.

The data collection method used in this research was the distribution of questionnaires via Google Form. The questionnaire was made using a Likert scale format. According to Sugiyono (2014), the definition of a Likert scale is a scale used to measure responses and attitudes towards individuals or groups related to social phenomena being a research subject.

4. RESULTS AND DISCUSSION

This study aims to determine the effect of service quality on interest in revisiting with consumer attitudes as an intervening variable in people who lived in Solo Raya and visited the Solo Square mall. In conducting this study, researchers took as many as 100 respondents. The analysis process was carried out using the Smart PLS 3.0 application.

Characteristics of respondents based on age showed respondents aged 18-20 years as many as 26 respondents with a percentage of 23.1%. Meanwhile, the number of respondents aged 21-25 years was 72 respondents with a percentage of 75.3%. There were 2 respondents with age over 25 years, with a percentage

of 1.6%. The data showed that respondents aged 21-25 years dominated the total respondents.

Characteristics of respondents based on gender showed that male respondents were 35 people with a percentage of 35%. As for female respondents, there were 65 people with a percentage of 65%. Thus, it can be concluded that the female respondents were the dominant gender.

Characteristics of respondents based on their work areas included self-employed as many as 5 people with a percentage of 5%. Then, it was 1 respondent for the labor profession with a percentage of 1%. Furthermore, there were 85 respondents for students, with a percentage of 85%. As for other professions, there were 9 people with a percentage of 9%. Thus, it can be concluded that most of the respondents were students.

SmartPLS 3.0 was used in this study to analyze data and process primary data. The approach used was Structural Equation Modeling (SEM) accompanied by Partial Least Square.

4.1 Analysis of Outer Model

4.1.1 Validity test

The results of data processing using SmartPLS showed that all loading factors had a value above 0.5, which means that all variable indicators were considered valid and met convergent validity.

Each variable showed the value of Average Variance Extracted (AVE) > 0.5. Each variable in this study had the main value for service quality of 0.520, customer attitude of 0.656, and 0.607 for interest in revisiting. It indicated that each study variable could be considered discriminantly valid.

4.1.2 Reliability Test

Each variable had a composite reliability value > 0.7 with a service quality value of 0.866, consumer attitudes of 0.920, and re-visit interest of 0.884. It showed that all variables used by researchers were reliable.

In addition, the reliability test was also seen from the Cronbach alpha value. The results showed that all the results of Cronbach Alpha had a value above 0.60, indicating that the Cronbach Alpha value met the requirements so that all constructs could be considered reliable.

4.1.3 Multicollinearity Test

The Collinearity Statistics (VIF) results identified the multicollinearity test with the results of the service quality variable on the interest in revisiting of 2,238 and on the attitude of 1,000. Furthermore, the value of the consumer attitude variable towards the interest in revisiting was 2.238. Each variable had a cut-off value > 0.1 or equal to the VIF value < 5 ; thus, it did not violate the multicollinearity test.

4.2 Inner Model Analysis (Structural Model Evaluation)

4.2.1 Model Goodness Test (Goodness of Fit):

4.2.1.1 Value of R-Square (R²)

Based on the R square test, it was found that 2 variables had an R square value, namely consumer attitudes and interest in revisiting. The result of interest in revisiting had a value of 0.789, indicating 78.9%. It means that the exogenous latent variables in this study could affect the dependent variable, namely 78.9%. Furthermore, for consumer attitudes, it had a value of 0.553, indicating 55.3%. It means that the exogenous latent variable could influence the dependent variable by as much as 55.3%.

4.2.1.2 Q-Square Value

The Q-square value > 0 indicates that the model has predictive relevance. On the other hand, if the Q-square value is 0, the model lacks predictive relevance. This study found that the Q-square value was 0.905. It indicated that the research model could explain the research data with a percentage of 90.5%, while other variables outside the study clarified 9.5%.

4.2.2 Hypothesis test:

4.2.2.1 Path Coefficient (Direct Effects)

Testing the coefficient path used the bootstrapping process to see the value of t-statistics or p-values (critical ratio) and the original sample value obtained from the process. The p-value < 0.05 indicated a direct effect between variables, while the p-value > 0.05 indicated no direct effect between variables.

The first hypothesis examined whether service quality had a positive and significant effect on interest in revisiting. The test results showed that the t-statistic

value was 4.105, and the original sample had a positive charge of 0.271 with a p-value of 0.000. These results found that the t-statistic was significant because the t-statistic was > 1.96 , and the p-value was < 0.05 . Thus, it can be concluded that the first hypothesis was accepted where there was a positive and significant influence between service quality and interest in revisiting.

The second hypothesis examines whether service quality has a positive and significant effect on consumer attitudes. The test results showed that the t-statistic value was 18,629, and the original sample had a positive charge of 0.744 with a p-value of 0.000. These results found that the t-statistic was significant because the t-statistic was > 1.96 , and the p-value was < 0.05 . Thus, it can be decided that the second hypothesis was accepted where there was a positive and significant influence between service quality on consumer attitudes.

The third hypothesis examines whether consumer attitudes positively and significantly affect revisiting interest. The test results showed that the t-statistic value was 12.005, and the original sample had a positive charge of 0.668 with a p-value of 0.000. Based on these results, it was found that the t-statistic was significant because the t-statistic was > 1.96 , and the p-value was < 0.05 . Thus, it can be decided that the third hypothesis was accepted where there was a positive and significant influence between consumer attitudes towards revisiting interest

4.2.2.2 Specific Indirect Effect

Indirect effects between the two variables can occur when one variable affects another variable by going through one or more latent variables according to the trajectory contained in the research model. If the P-Values is < 0.05 , it can be considered significant. Meanwhile, if the P-Value is > 0.05 , it is insignificant. It means that the intervening variable could be a mediator or could not be a mediator between the effects of the 2 variables.

The fourth hypothesis examines whether consumer attitudes mediate the relationship between service quality and interest in revisiting. The test results showed that the t-statistic value was 4.105, and the original sample had a positive charge of 0.271 with a p-value of 0.000. Based on these results, it was found that the t-statistic was significant as the t-statistic was > 1.96 , and the p-value was < 0.05 . It can be concluded that the fourth hypothesis was accepted where consumer

attitudes could mediate the relationship between service quality and interest in revisiting.

All in all, all of the hypotheses resulted in a positive and significant effect. Therefore, all hypotheses were accepted. All of the results of this study support previous research, such as research conducted by Fitriyani & Pramusinto (2018), Isnaini & Udayana (2019), Fahmi & Evanita (2019) and Aprilisya et al. (2017). It proves that previous research is a fact that occurs in the field.

4. CONCLUSION

Based on the results of the research and discussion carried out using the Partial Least Square (PLS) analysis method and assisted by the SmartPLS 3.0 software analysis tool, the results are as follows:

1. Service quality had a positive and significant influence on interest in repeat visits.
2. Service quality could have a positive and significant impact on consumer attitudes.
3. Consumer Attitudes had a positive and significant influence on interest in repeat visits.
4. Consumer Attitudes could mediate the influence of Service Quality on Revisit Interest.

5. LIMITATIONS OF THE RESEARCH

The limitations of the research identified by researchers when conducting this research are as follows:

1. Dissemination of online questionnaires via Google Form is deemed insufficient to obtain a more detailed and clear picture.
2. The difficulty in searching the respondents is due to the respondent's indifferent attitude to the questionnaire.
3. This study is limited to the independent variable in the form of Service Quality and the intervening variable, namely Consumer Attitude. Meanwhile, other factors that may influence the intention to revisit were not investigated.

6. SUGGESTION

Some suggestions that are needed for future evaluation are as follows:

1. Future research is expected to develop research through interviews or direct observation.
2. Further research may take a personal approach to respondents so that respondents are not indifferent to the questionnaire given.

3. Further research is expected to use other variables that have not been disclosed in this study to explain other factors that can also affect the interest in revisiting.

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