

CO-SHOPPER, MALL ENVIRONMENT, SITUATIONAL FACTORS EFFECTS ON SHOPPING EXPERIENCE TO ENCOURAGE CONSUMERS SHOPPING MOTIVATION

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Abstract: Motivation at a shopping Centres can be influenced by a pleasant shopping experience caused by other factors such as the role of companion, the shopping environment, and other situational factors. This study aims to determine the effect of co-shoppers, shopping environment, situational factors on shopping motivation through shopping experience in Jember Shopping Centres in the Covid-19 pandemic era. The population in this study are consumers who shop in all shopping Centres in Jember. The research sample is 125 respondents who are deemed sufficient to meet the requirements of the PLS analysis method of this study with purposive sampling methods. The results showed that the co-shopper had no significant effect on the shopping experience; the shopping environment has a significant positive effect on the shopping experience; situational factors have no significant effect on the shopping experience. Co-shopper has a significant positive effect on shopping motivation. The shopping environment has no significant effect on shopping motivation. Situational factors have a significant positive effect on shopping motivation, and the Shopping Centre's shopping experience has a significant positive effect on shopping motivation. Shopping Centres managers need to create an attractive and comfortable shopping environment to provide a pleasant shopping experience. Meanwhile, to increase shopping motivation, managers need to consider creating a comfortable atmosphere for co-shoppers and creating co-conducive situational factors in increasing consumer shopping motivation in the shopping Centres they lead.



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Retail companies must devise new marketing strategies that can further increase the motivation of consumers to shop at their physical stores. Retail 4.0 has enabled retailers to overcome these problems by creating shopping experiences,

better inventory management, improved operational efficiency, and more informed decision-making in real-time (Poorni et al., 2019). Apart from making it easier for marketers to meet directly with consumers and customers, the existence of a physical store is easier for operational controls such as supervision and the recording process without the need for a third party. There are still some offline experiences for consumers that cannot be replaced when shopping at online stores. Some consumers prefer to see products or try physical products directly rather than invent physical goods through displays or online store catalogs in making purchase decisions.

Because physical retail stores are still important, there are other things that marketers also need to consider. Lifestyle changes today also make consumers fulfill their needs comprehensively. When they come to buy a product, it is hoped that other products they need will be available in the same retail area. Not only fulfilling daily needs but also meeting tertiary needs and leisure products such as entertainment and so on. One type of retail that provides all kinds of conditions is shopping Centres (Codina et al., 2019). A shopping Center is a commercial building located in a strategic area to accommodate shopping activities and lifestyles, a community center for buying and facilitating socio-economic and recreational activities (Zuhri and Ghozali, 2020).

Nowadays people make shopping Centers the best place to shop or enjoy leisure time and even become places for social and recreational activities. Not only to buy a necessary product, shopping Centers are also a place for modern humans in urban areas to gather with family and colleagues and enjoy culinary tours in various restaurants and food outlets. The shopping Centres usually also provide a complete playground for children, a cinema, a large parking area, and exciting photo spots that visitors can use. The availability of various retail products, culinary outlets, and various playgrounds and recreation are the considerations of consumers. That is also a basis for consideration for retail entrepreneurs to increase shopping motivation in shopping

Centres or shopping Centres, especially during a pandemic.

Jember is one of the cities experiencing developmental development in the province of East Java and is still promising to develop. It is an attraction for investors to establish shopping Centers. Shopping Centres are recorded in the city Centres of Jember, including Matahari Johar Plaza, the Shopping Centres Square, Golden Market, Lippo Shopping Centres, and Transmart. There are also various shopping Centers in the suburbs, such as Dira Ambulu, Kencong, and Balung.

Shopping Centers in Jember also provide various facilities in it ranging from supermarkets, clothing stores, sports outlets, fashion and accessories outlets, furniture, salons, bakeries and food shops, games, and so on as described in the study (Rosenbaum et al., 2016). Apart from quite complete facilities as a means of shopping and hanging out, shopping Centers in Jember offer prices that are quite competitive in providing the daily needs of its consumers. Therefore it is necessary to make efforts by shopping Centers to increase consumer desire in shopping by providing several facilities needed by consumers to be motivated to shop (Yadav and Jha, 2018).

Shopping motivation can measure how many items are purchased, how much interest in shopping and subscribing, and how satisfied the consumer is when shopping. That shows that a shopping Centres should be able to meet the needs of all segments. One of the factors that influence shopping motivation in shopping Centers is a shopping experience. A pleasant or disappointing shopping experience can be a reference for consumers to decide to visit or shop again at the shopping Centres or not. This previous experience can increase motivation to shop again at a shopping Centres (Moriuchi and Takahashi, 2018; Chithralega, 2013; Patel and Sharma, 2009). Retail companies, in this case, will try to provide a pleasant shopping experience to motivate consumers to keep coming to shop at their place (Singh and Sahay, 2012; Verhoef et al., 2009)

However, there are several things that retailers cannot control in providing a good shopping ex-

perience. These external factors can be obtained because of reference groups that ultimately determine consumer behavior (Baudet and van der Meulen, 2015). Reference groups can come from the closest people who accompany someone while shopping or what is commonly called a co-shopper. It is also important for retail to make co-shoppers feel comfortable when accompanying shopping (Chebat et al., 2012; Yim et al., 2014; Wenzel and Benkenstein, 2018).

One other factor that shopping Centres management can control and create is the shopping environment. A good shopping environment can also affect the shopping experience, as confirmed in several previous studies (Kapusy and Lógó, 2020; Andreu et al., 2006; Terblanche, 2018; Codina et al., 2019). This environment can be in the form of a physical or non-physical environment that can be created by retail or shopping Centers such as choosing a strategic location, minimizing crowdedness, designing outlets in shopping Centres to be neat and attractive, regulating a cool room temperature, providing sufficient light so that the product can be seen (Peter and Olson, 2010).

Situational factors can also affect the shopping experience in shopping Centres, which is similar to a co-shopper, which cannot be controlled and regulated by the Shopping Centre's management (Hand et al., 2009; Jamal and Lodhi, 2015; Rousseau and Venter, 2014). From this series of studies, the shopping experience is alleged to be a mediator in examining the influence of co-shoppers, shopping environments, and situational factors on shopping motivation.

Before the pandemic, shopping motivation and the shopping experience will always have good results, even in an uncomfortable atmosphere. People can go to a shopping mall fearlessly with a co-shopper. More co-shoppers sometimes make the shopping experience more enjoyable and more motivated. Situational factors, discounts, sales promos, and physical facilities in shopping Centres are the main things that encourage shopping activities. This study aims to measure whether there are differences in the conclusions of previous research in the era of

the Covid-19 pandemic, limiting the interaction space for consumers to gather together in Shopping Centres.

LITERATURE REVIEW

Shopping Motivation

Shopping motivations have been defined as the drivers of behavior that bring consumers to the marketplace to satisfy their internal needs (Jin and Kim, 2003). While shopping Centres, shoppers are motivated by hedonistic, materialistic, and utilitarian motives (Pal, 2018). Based on exploratory qualitative and quantitative studies on research before by Arnold and Reynolds (2003), a six-factor scale is developed that consists of adventure, gratification, role, value, social, and idea shopping motivations is also used in this research.

Shopping Experience

Shopping experience involves consumer processes and responses to the shopping environment, situation, and consumer characteristics. Their researchers found that previous shopping experiences can affect shopping motivation (Kapusy and Lógó, 2020; Moriuchi and Takahashi, 2018; Patel and Sharma, 2009).

The complete facilities of shopping Centres or shopping Centres can ultimately create a shopping experience that is more than just buying necessities. The customer shopping experience can affect customer satisfaction (Johnston and Kong, 2011). Consumers visualize the shopping Centre's shopping experience through the atmosphere, marketing focus, convenience, and safety (Singh and Sahay, 2012; Verhoef et al., 2009) states that shopping experience has a fundamental role in determining consumer preferences, which in turn can influence purchasing decisions.

Co-shopper

One of the factors that influence shopping motivation is social shopping. Social shopping can provide social benefits when shopping with friends or family, or it can be called a co-shopper (Arnold and

Reynolds, 2003). Shopping motivation with co-shoppers is certainly different from motivation when shopping alone because there are different shopping experiences. That is shown by Chebat et al. (2012) that consumers shopping in groups will visit more areas in the store, will shop for more items in the shopping cart than shop alone (Yim et al., 2014; Wenzel and Benkenstein, 2018). From this, we can see that co-shoppers can influence shopping motivation either directly or indirectly. The size of the co-shopper role in increasing shopping motivation can be seen from two aspects, namely trust and conformity with the shopping partner (Mangleburg et al., 2004)

Shopping Environment

Store for shopping environment is the physical surroundings of a store, is made up of many elements, including music, lighting, layout, directional signage, and human elements. The shopping environment is also divided into external and internal environments (the exterior and interior of a store (Chithralega, 2013; Lam, 2001). The shopping environment in the research focuses on the physical environment, where the shopping environment also shapes consumer perceptions and affects consumer comfort when visiting and buying at retail (Muhammad and Lee, 2015). The retail environment on shopper behavior generally focuses on designing retail environments that produce positive consumer feelings to increase the likelihood of purchase (d'Astous, 2000). In a shopping environment supported by complete good facilities, consumers will have a good experience so that they are motivated to shop (Codina et al., 2019 and Andreu et al., 2006). These propositions concern the multiple effects of individual environmental elements/factors, congruence among these elements/factors, congruence between these elements/factors and a store's merchandise, the moderating role of consumer characteristics, and the lagged effects of store environment (Lam, 2001).

The shopping environment is classified into spatial and non-spatial (Peter and Olson, 2010). The spatial environment includes all physical objects of the area, shops, and interior design. At the same

time, the non-spatial environment includes intangible factors, namely temperature, temperature and humidity, illumination, lighting, crowdedness level, and time.

Situational Factors

Situational factors in this study refer to products in the shopping Centres area that can influence the shopping experience and shopping motivation of consumers. The situational factors that influence customers are external factors that are usually beyond the control of marketers, manufacturers, and even retailers (Sugiyanto and Haryoko, 2020). Situational influence is a temporary condition that affects buyer's behavior, whether they buy a product that has been planned or buy an additional product or don't buy it at all (Kotler and Armstrong, 2018). Still from the same source, situational factors can be measured by product diversity, availability of facilities, product quality levels, and product price levels.

HYPOTHESIS DEVELOPMENT

The Influence of Co-Shopper on Shopping Experience

Groups of family members value each of the three aspects of the shopping experience (Chebat et al., 2012; Mora and González, 2016; Verhoef et al., 2009). A social friend can influence emotions while shopping, create a more hedonic shopping experience, and provide advice and motivate one another (Mangleburg et al., 2004). A good understanding of the effects of shopping buddy types during the shopping experience can help retailers develop more effective strategies for making more profit (Codina et al., 2019; Yim et al., 2014; and Wenzel and Benkenstein, 2018). That can affect the personal experience of consumers and also the surrounding social environment.

H₁: shopping with a co-shopper can significantly affect the shopping experience of consumers.

The Influence of Shopping Environment on Shopping Experience

A shopping experience at the effective shopping Centres can affect the experience of consum-

ers so that they can spend longer in the Shopping Centres (Jackson et al., 2011). Research by Andreu et al. (2006), Terblanche (2018), and Verhoef et al. (2009), have found that ambient atmosphere signs (physical aspects of a shopping environment such as lighting, music, color, product display, etc.), social crowdedness, and employee friendliness are important atmospheric factors that can influence the effectiveness of consumer habits. It has an impact on shopping behaviour in the shopping environment (Lam, 2001). The shopping environment affects emotional states such as pleasure, passion, power, and awareness and can consequently improve the consumer's mood so as to create a pleasant shopping experience (Rousseau and Venter, 2014).

H₂: shopping environment has a significant effect on the shopping experience.

The Influence of Situational Factors on Shopping Experience

The management of a store should take the initiative to pay attention to situational variables to make consumers feel more comfortable visiting (Jamal and Lodhi, 2015). With the creation of a comfortable situation, consumers will feel happy and enjoy shopping trips more to create a positive shopping experience. Elements such as flat-screen videos, graphics, music, smells, lighting, and floors tend to reflect the brand image or personality and help create a unique atmosphere and shopping experience (Hand et al., 2009; Singh and Sahay, 2012; Verhoef et al., 2009). The physical environment that includes situational factors can also influence a consumer's shopping experience. Verhoef et al. (2009) stated that the shopping experience is created by factors that the company cannot control, namely situational factors (product assessment and price). To adapt to consumer needs, shopping Centers provide various kinds of entertainment services. Besides, shopping Centers should also involve consumers in a fun way while shopping to create a pleasant shopping experience.

H₃: situational factors have a significant effect on the shopping experience.

The Influence of Co-Shopper on Shopping Motivation

Shopping behavior and motivation can vary with the existence of co-shopper types: social cause (for example, for fun, leisure, or socializing) tends to make friends as co-shoppers, while assistance motivation (moral support for decision making and expertise in selecting products) tends to make family shopping friends (Arnold and Reynolds, 2003; Codina et al., 2019). Several studies on shopping motivation influenced by co-shopper are consistent with the results that co-shoppers provide information that can help shoppers reduce risk and uncertainty and increase decision-making confidence. Mangleburg et al. (2004) also suggest that when shopping with a co-shopper, shoppers will spend more on shopping and be more impulsive. That is because time spent shopping with co-shoppers encourages increased convenience (Chebat et al., 2012). There is a difference between shoppers who shop alone and shoppers who shop accompanied by co-shoppers which further increases motivation to shop (Yim et al., 2014; Wenzel and Benkenstein, 2018). That is based on the differences in a person's needs and desires, affecting the shopping motive. The co-shopper can stimulate someone's motivation to shop.

H₄: co-shopper has a significant effect on the creation of shopping motivation.

The Influence of Shopping Environment on Shopping Motivation

The store environment attracts shoppers with unique products and quality service. Apart from that, previous research by Chithralega (2013), Lam (2001), and Muhammad and Lee (2015), found that the shop atmosphere also attracts consumers' attention to linger in the shopping Centres enjoying the surrounding environment. Purpose-based shopping or so-called adventure shopping is a form of experience in different environments that can stimulate sensations (Patel and Sharma, 2009). Shopping Centers that have a unique environment can motivate someone to go shopping again at that place.

H₅: shopping environment has a significant effect on shopping motivation.

The Influence of Situational Factors on Shopping Motivation

One way to make shoppers spend longer is to promote key products to get large-scale purchases. Loyal consumers will be motivated to shop more and spend more money at the store (Jamal and Lodhi, 2015). Situational factors have a significant positive effect on impulsive buying and hedonic shopping motivation. Hedonic shopping motivation also significantly affects impulsive buying (Mamuaya and Tumiwa, 2017). Situational factors can influence consumer perceptions and encourage consumers to spend their time in shopping Centers. Consumer motivation in buying a product can come suddenly or unintentionally caused by certain situational factors in a shopping Centre, both positive and negative, attracting consumer buying interest.

H₆: situational factors have a significant effect on shopping motivation.

The Influence of Shopping Experience On Shopping Motivation

Consumers are now showing their preference in choosing a shopping Centres where they can shop a variety of products under one roof and make the atmosphere and entertainment influence the shopping experience. The shopping experience can affect consumer perceptions, which impacts both utilitarian and hedonic (Moriuchi and Takahashi, 2018; Patel and Sharma, 2009). A positive shopping experience will positively affect shopping motivation and vice versa (Singh and Sahay, 2012; Verhoef et al., 2009).

H₇: shopping experience have a significant effect on shopping motivation.

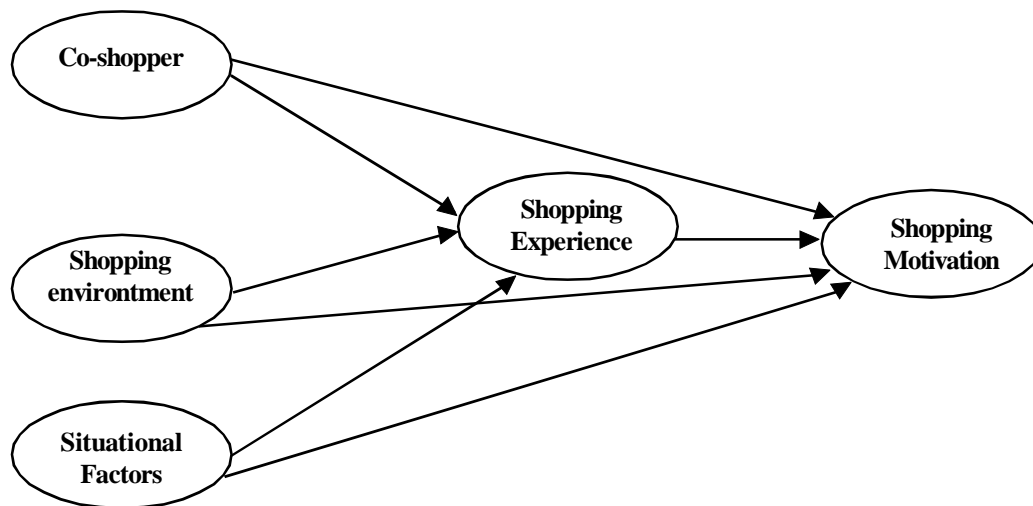


Figure 1. Conceptual Framework Model

METHOD

The type of research used in this research is explanatory research which explains the causal relationship between variables through testing the hypothesis formulated (Sugiyono, 2017). In comparison, the approach used in this research is a quantitative approach with a purposive sampling method. Purposive sampling is a sampling technique with certain considerations, namely, consumers who have

shopped at various Jember Shopping Centers during the end of 2020 (Sugiyono, 2017). The data analyzed in Partial Least Square used Smart PLS 3.0. The analytical methods used are the measurement model or outer model (convergence validity, discriminant validity, and composite reliability) and structural model or internal model (r-square, path coefficient) (Solimun, 2010). According to the PLS justification, the number of samples in this study was

125 respondents according to the PLS justification, namely a minimum of 30 samples taken from September to November 2021 in 4 shopping Centers in Jember (Hair Jr et al., 2016).

The analytical tool used is Partial Least Square (PLS) with the following variables and measurement dimensions. The co-shopper (X_1) uses the dimensions of the measurement of confidence and suitability (Mangleburg et al., 2004). shopping environment (X_2) using dimensions of location measurement, crowdedness level, shopping Centres design, temperature, lighting, and time (Peter and Olson, 2010). situational factor (X_3) with indicators measuring product diversity, availability of facilities, product quality levels, and product price levels (Kotler and Armstrong, 2018). shopping experience as an intervening variable (Z) using dimensions of the atmosphere, marketing focus, comfort, and safety (Singh and Sahay, 2012). shopping motivation as endogen variable (Y) using hedonic measurement dimensions (with indicator items of adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping) and utilitarian (with indicators of convenient shopping, economical shopping, and achievement shopping) (Arnold and Reynolds, 2003).

Tabel 1. Characteristics of Respondents

Gender		
Characteristic	Total	Percentage
Male	44	35,2 %
Female	81	64,8 %
	125	
Age		
Characteristic	Total	Percentage
< 20 years	36	28,8 %
20 – 30 years	35	28 %
30 – 40 years	26	20,8 %
40 – 50 years	7	5,6 %
50 – 60 years	9	7,2 %
> 60 years	12	9,6 %
	125	
Occupation		
Characteristic	Total	Percentage
Student	47	37,6 %
Privat Employee	25	20 %
Government Employee	17	13,6 %
Business Owner	30	24 %
Unemployed	6	4,8 %
	125	

RESULTS

From the questionnaire’s result recapitulation, data were collected with the following characteristics.

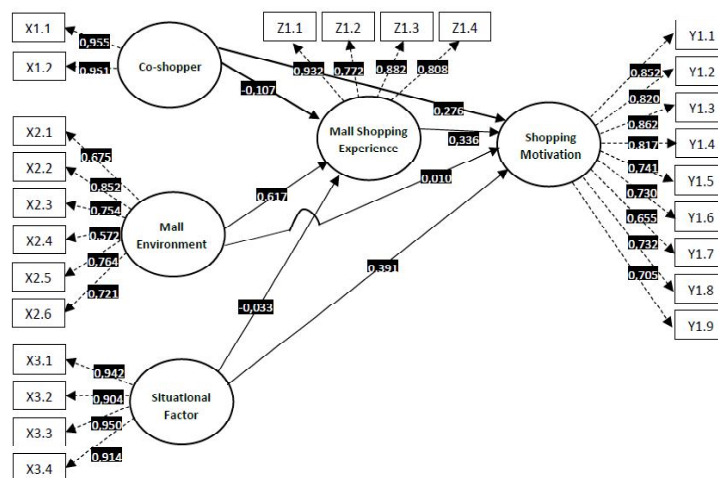


Figure 2. Path Diagram
Source: Data Processed

Based on the characteristics of respondents, female shoppers are more than men. For matters of shopping, both to meet their own needs, their families, and even for unexpected shopping behavior, women often do it because they have higher tastes and motivations (Phumitanon, 2021). The study results also stated that young people and adolescents are the groups who prefer shopping. Hedonic shopping behavior is thought to be experienced by many adolescent age groups, including students. That can be understood when looking at adolescence as transitional in seeking self-identity (Naibaho, 2020). Meanwhile, according to the respondent's occupation, most shoppers are students in line with age-based characters who are teenagers and young people in their early 20s.

The path diagram construction combines the inner and outer models using the SmartPLS software as follows.

Outer Model (Model Measurement)

This model specifies the relationship between latent variables and their indicators, or it can be said that the outer model defines how each indicator relates to its latent variables (Solimun, 2010).

Convergent Validity is the loading factor value on the latent variable with the indicators that must be > 0.5. All indicators on each variable have an outer loading > 0.6 and are significant, so the research instrument for all variables is valid convergent.

Discriminant Validity is useful to determine whether a construct has sufficient discriminant. The loading value of the intended construct must be greater than the loading value of other constructs.

Average Variance Extracted (AVE) recommend that the measurement value should be greater than 0.50. The AVE score of all variables in this study was > 0.50. So it can be said that all variables are valid.

Table 2. Convergent Validity Results

Co-shopper (X ₁) Loading Factor	Shopping Environment (X ₂) Loading Factor	Situational Factor (X ₃) Loading Factor	Shopping Experience (Z) Loading Factor	Shopping Motivation (Y) Loading Factor
X _{1.1} 0,955	X2.1 0,675	X3.1 0,942	Z1.1 0,932	Y1.1 0,852
X _{1.2} 0,951	X2.2 0,852	X3.2 0,904	Z1.2 0,772	Y1.2 0,820
	X2.3 0,755	X3.3 0,950	Z1.3 0,882	Y1.3 0,862
	X2.4 0,572	X3.4 0,914	Z1.4 0,808	Y1.4 0,817
	X2.5 0,764			Y1.5 0,741
	X2.6 0,721			Y1.6 0,730
				Y1.7 0,655
				Y1.8 0,732
				Y1.9 0,705

Source: Data Processed

Table 3. Discriminant Validity Results

Variable	AVE		Exp.
	Score	Rule of Tumbs	
Co-shopper (X1)	0,908	0,50	Valid
Shopping Centers Environment (X2)	0,530	0,50	Valid
Situational Factor (X3)	0,861	0,50	Valid
Shopping Centers Shopping Experience (Z)	0,724	0,50	Valid
Shopping Motivation (Y)	0,595	0,50	Valid

Source: Data Processed

Composite Reliability and Cronbach Alpha.

Almost all variable data measured in this study have composite reliability > 0.8, so it can be concluded that all variables have high reliability. When seen in Table 4, the Cronbach Alpha value in all variables also produces a value > 0.7, indicating that the consistency of the respondent's answers in one latent variable is excellent or consistent with a minimum limit of 0.6.

Inner Model (Model Structural)

The test on the structural model is carried out to examine the relationship between latent con-

structs. Several tests in structural modeling include the following.

The test on the structural model is carried out to test the relationship between the constructs. The value of R Square is the coefficient of determination in the endogenous construct. According to (Hair Jr et al., 2016) R square values of 0.67 (strong), 0.33 (moderate) and 0.19 (weak). R Square for Shopping Experience (Z) is 0.375, and shopping motivation (y) is 0.398, which means that the variable shopping experience and shopping motivation are moderate.

Table 4. Composite Reliability Value

Variable	Composite Reliability			
	Cronbach Alpha	Score	Rule of Tumbs	Information
Co-shopper (X1)	0,899	0,952	0,70	Reliabel
Shopping Centers Environment (X2)	0,834	0,870	0,70	Reliabel
Situational Factor (X3)	0,872	0,961	0,70	Reliabel
Shopping Centers Shopping Experience (Z)	0,914	0,912	0,70	Reliabel
Shopping Motivation (Y)	0,946	0,929	0,70	Reliabel

Source: Data Processed

Prediction relevance (Q square) has a value with a range of $0 < Q^2 < 1$, where the closer to 1 means that the model is getting better. Q-square can be done using the formula:

$$Q^2 = 1 - (1 - R^2) (1 - R^2) \dots (1 - R^2)$$

$$Q^2 = 1 - (1 - 0,375) (1 - 0,398)$$

$$Q^2 = 0,624$$

Obtained predictive relevance value of $Q^2 = 0.624$ or 62.4%. That means that the model can explain this research phenomenon by 62.4%. Therefore the model can be said to be good or has a good predictive value so that it can be used for hypothesis testing.

Effect Size (f square) to know the benefits of the model.

According to (Hair Jr et al., 2016) GoF shopping Centres value = 0.1, medium GoF = 0.25, GoF big = 0.38. From the above test, it is known that the results of the Q-square calculation in this study are 0.624, and the GoF is 0.528. So it can be concluded that the results of this test indicate that the overall model has a predictive value or meets the requirements and is capable.

Estimate for Path Coefficients.

To find out whether the mediation in this study is fully mediated or quasi-mediating, it can be seen through the total effects Table 5.

Table 5. Total Effects

Variable	Path Coefficient	t-statistic	p-value	Exp.
X1 → Z	-0,107	1,264	0,207	Unsignificant
X1 → Y	0,240	2,225	0,027	Significant
X2 → Z	0,617	7,154	0,000	Significant
X2 → Y	0,217	1,819	0,070	Unsignificant
X3 → Z	-0,033	0,306	0,760	Unsignificant
X3 → Y	0,380	3,384	0,001	Significant
Z → Y	0,336	2,763	0,006	Significant

Source: Data Processed

The analysis shows that the co-shopper still does not affect the shopping Centre’s shopping experience because it has a t-statistic of 1.264 <1.993 and a p-value of 0.107 > 0.05. So it can be concluded that this mediation is quasi-mediating. Co-shoppers still influence shopping motivation because they have a t-statistic of 2.225 > 1.993 and a p-value of 0.027 <0.05.

In the results of total effects, it is also known that the Shopping Centre’s environment variable still influences the shopping Centre’s shopping experience because it has a t-statistic of 7,154 > 1,993 and a p-value of 0,000 <0.05. But the shopping environment still does not affect shopping motivation because the t-statistic is 1.819 <1.993, and the p-value is 0.070 > 0.05. So the mediation is quasi-mediating.

Table 5 also shows that the situational variable does not affect the variable shopping experience because the t-statistic is 0.306 <1.993, and the p-value is 0.760 > 0.05. Situational factors still influ-

ence variable shopping motivation because the t-statistic is 3.384 > 1.993 and a p-value of 0.001 <0.05 so that the mediation is quasi-mediating.

The variable shopping experience in the results of total effects also still influences variable shopping motivation because the t-statistic is 2.763 > 1.993, and the p-value is 0.006 <0.05. So the mediation is quasi-mediating.

The overall results showed that all relationships between variables are quasi-mediating. The significant effect of the relationship between variables about the total impact is the same as the results on the path coefficient.

Hypothesis Test

The results of testing the hypothesis of direct and indirect effects are presented in the following Table 6.

Table 6. Path Coefficient and Hypothesis Testing Results

Variable	Path Coefficient	t-statistic	p-value	Exp.
X1 → Z	-0,103	1,218	0,224	Unsignificant
X1 → Y	0,276	2,884	0,004	Significant
X2 → Z	0,617	7,169	0,000	Significant
X2 → Y	0,010	0,080	0,936	Unsignificant
X3 → Z	-0,033	0,302	0,763	Unsignificant
X3 → Y	0,391	3,473	0,001	Significant
Z → Y	0,336	2,483	0,013	Significant

Source: Data Processed

DISCUSSION

The Influence of Co-shopper on Shopping Experience

The co-shopper variable does not have a significant effect on the Variable shopping experience. This result is not following the research by Chebat et al. (2012) and Verhoef et al. (2009) but gave the same results as research conducted by Mangleburg et al. (2004) and Mora and González (2016), which stated that the type of shopping partner (co-shopper) would have a different effect on the creation of a shopping experience. The results of the study concluded that shopping with friends does not always create a better shopping experience. There is a mismatch with shopping friends, which is assumed to be less able to influence a good experience while shopping.

The Influence of Shopping Environment on Shopping Experience

A variable shopping environment has a significant positive effect on the variable shopping experience. These results are consistent with research conducted by Andreu et al. (2006), Jackson et al. (2011), Lam (2001), and Terblanche (2018). Based on the research data, the respondents' assessment of on shopping environment in Jember Shopping Centres can be said to be good with an average score of 3.88 answers or categorized as agree. Thus, it shows that the physical factors of the shopping Centres can influence the creation of a shopping experience described by the pleasure and comfort of consumers in an environment that the company can control. That is in line with the research results conducted by Verhoef et al. (2009), which states that a store's design and atmosphere can influence a consumer's shopping experience. Rousseau and Venter (2014) also found a positive relationship between shopping experience and shopping environment.

The Influence Situational Factor on Shopping Experience

In this study, the results show that the situational variable does not significantly affect the variable

shopping experience. These results are not following the research conducted by Hand et al. (2009), Jamal and Lodhi (2015), Kapusy and Lógó (2020), Singh and Sahay (2012), and Verhoef et al. (2009). From the respondents' answers, it can be concluded that the availability of a variety of quality products, good facilities, and competitive prices does not encourage a pleasant shopping experience.

The Influence Co-Shopper on Shopping Motivation

The co-shopper variable has a significant effect on variable shopping motivation. These results are consistent with previous research by Arnold and Reynolds (2003), Chebat et al. (2012), Mangleburg et al. (2004), Wenzel and Benkenstein (2018), and Yim et al. (2014). Respondents in this study stated that one of the goals of shopping at shopping Centres is to spend time with friends or family. Co-shoppers who can provide suggestions or recommendations when shopping have a positive influence on shopping motivation.

The Influence Environment on Shopping Motivation

The shopping environment variable does not have a significant effect on the shopping motivation variable. These results are not following previous research by Chithralega (2013), Lam (2001), Muhammad and Lee (2015), and Patel and Sharma (2009). Based on the research and observations on shopping Centres, the environment inside the shopping Centres is quite busy, especially on weekends. The crownless indicator level tends to influence consumers' negative perceptions of the shopping environment, so there is no desire to buy (willingness to buy). Consumer attention on shopping Centre design indicators is also irrelevant to shopping goals and motivation.

The Influence Situational Factor on Shopping Motivation

Situational variables have a significant effect on shopping motivation variables. These results are consistent with Jamal and Lodhi's. Based on re-

search data, most respondents assessed product diversity, availability of facilities, product price levels, and product quality as indicators of variable situational factors in good shopping Centres. The average reason consumers shop at shopping Centers is for hedonic interests. That is one of the factors that encourage the formation of consumer shopping motivation in Shopping Centres. Situational factors that are created in shopping Centres can influence consumers' emotional feelings, thereby arousing a passion for shopping (Mamuaya and Tumiwa, 2017).

The Influence Shopping Experience On Shopping Motivation

Variable shopping experience significant effect on Variable shopping motivation. These results are following previous research by Chithralega (2013), Moriuchi and Takahashi (2018), Patel and Sharma (2009), and Verhoef et al. (2009). The study results identified that respondents felt the sensation of adventure or felt that the stimuli received were positive. So it can be concluded that the shopping experience factors created by the shopping Centres can stimulate consumers to shop. Various kinds of shopping motivation are influenced by how consumers evaluate their shopping experiences (Mowen, John C dan Minor, 2012). If consumers' shopping experience is good, the shopping motivation of the consumer is increasing.

CONCLUSIONS

Based on the research results conducted at Jember Shopping Centres, it can be concluded that Co-shopper does not significantly affect the shopping experience for consumers. Shopping environment has a significant effect on shopping experience for consumers. Situational factors do not have a significant effect on shopping experience for consumers. Co-shoppers have a significant effect on shopping motivation on consumers. Shopping environment does not have a significant effect on shopping motivation on consumers. Situational factors have a significant effect on shopping motivation on consumers. Shopping experience has a significant effect on shopping motivation on consumers.

IMPLICATIONS

Shopping Centres managers need to create an attractive and comfortable shopping environment to provide a pleasant shopping experience. Meanwhile, to increase shopping motivation, managers need to consider creating a comfortable atmosphere for co-shoppers and creating co-conductive situational factors in increasing consumer shopping motivation in the shopping Centres they lead. However, it does not mean that other variables that do not have a significant effect in this study are ignored. It could be that there is a need for manager development in increasing the contribution of variables such as the role of co-shoppers and the shopping environment in generating motivation and positive shopping experiences.

LIMITATIONS

This study only examines three variables that are thought to influence shopping motivation directly or indirectly through shopping experiences. That including co-shopper, shopping environment, and situational factors for consumers who shop at four shopping Centres in Jember, namely Roxy Square, Transmart, Lippo Plaza, and Golden Market, from September to November 2021. Research can be developed with other methods that are more relevant following the needs and phenomena that occur at different places and times

RECOMMENDATIONS

Retail shopping Centers management should pay more attention to enhancing a pleasant shopping experience with friends, be it colleagues, games, or family, by creating a shopping atmosphere that accommodates various segments of the consumer group. Situational factors can be created by completing product variations, improving and adding facilities, and improving the quality of products sold in shopping centers to increase a good shopping experience because consumers ultimately feel at home in the Shopping Centers. Retailers and shopping Centers developers or management should increase their offerings with more fun things to form shopping motivation by creating a pleasant shopping en-

vironment, especially improving the queuing system to overcome crowding and making interior and exterior spatial designs more fun, unique, and *instagramable* (something worth uploading to the Instagram platform).

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