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THE SHOPPING MALL SERVICESCAPE AFFECTS CUSTOMER SATISFACTION

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ABSTRACT

A comprehensive, attractive and well-functioning physical environment of the 'servicescape' in shopping malls can affect the level of customer satisfaction. Furthermore, issues with the servicescape in shopping malls, such as fewer parking spaces, dysfunctional closed-circuit television (CCTV), lack of proper signage, unattractive layout and lack of ambience will decrease the number of customers. Most of the previous studies have focussed on a very specific element of the servicescape. This study discusses the combination of all relevant elements in the shopping mall's servicescape. Thus, the purpose of this study is to provide the basic needs in facilitating the servicescape positioned on customer perception and expectations. This paper reviews the relevant elements in the shopping mall's servicescape. Most of the literature suggested that appropriate servicescapes would provide an attraction to customers. Therefore, shopping mall managers should consider their allocation of the servicescape in the shopping mall. Further studies should investigate shoppers' expectations in providing servicescape facilities, as the servicescape elements may not be consistent within different shopping malls.

Field of Research: *servicescape, shopping mall, customer satisfaction*

1. Introduction

Retail is an important field to study because of its impact on the economy, its functions in distribution and its relationship with firms selling goods and services to retailers for their resale and use (Berman and Evan, 2010). The retail industry is one of the economic components that make an important contribution to the Gross Domestic Product (GDP) of a country. The rate of increase and decrease is influenced by the existence of shopping centres increasing from year to year, with a total of 29 shopping malls recently completed in 2008 (Economic Report, 2007/2008). Johor recorded the highest rate of increase in the number of shopping malls compared with other states in Malaysia at 72 units (Wikipedia).

A shopping centre is a commercial building, which is a commercial property where the preparation of a complete facility is required as one of the key elements for providing high quality services to visitors and other users. With the concept of service orientation as the main activity of trade, the organisation should emphasise the service system to ensure internal and external customer satisfaction. Satisfaction is born through "loyalty", with the customers returning for a particular product or service from the same supplier on an on-going basis (Baker et al., 2007).

Shopping is an essential and everyday activity (Ng, 2003). Recently, it has become very important to the public as a service for daily necessities and so on. According to Alexander and Muchlebach (1992), the management of shopping centres is planned and developed with two main purposes, which are intended to provide an optimal retail environment for retailers and to meet customer needs. This means that good management can increase the amount of rental space by the retailers as well as visitors, thus providing a good image for the shopping mall. Gussander (2004) states that the quality of a shopping mall can be measured from the customer's perception and that the customer's view is important in improving the shopping mall.

Therefore, to ensure that the objective of a shopping mall is achieved, the provision of services and the servicescape of the shopping mall should be enhanced. The term 'servicescape' is used to describe the physical environment of a service. Psychology shows that individuals respond to public places, and vice versa with the other forms, such as approach and avoidance behaviour (Mehrabian and Russell, 1974). Behavioural approaches include the desire to stay in a particular place and the desire to leave the place. Shopping in modern retail stores is essentially a sensory experience that attempts to engage, entertain, involve and absorb the customers through all five senses. Music, lights, colours, displays, fragrances, a soft and cosy ambience and many more elements shape shoppers' mood and behaviour (Jain and Bagdare, 2011). All of the aforementioned senses are included in servicescapes' dimensions. In this context, it can be seen from the perspective of tenants and customers that the tenants and customers will move to another shopping centre if the servicescape or physical environment in these places is not satisfactory. This also involves the elements of "revisit" that are argued by Kim and Moon (2009).

In addition, Darley and Gilbert (1985) and Russell and Snodgrass (1987) stated that servicescape can affect the level of customer satisfaction. Most of studies conducted on the problems within shopping malls are purely behavioural studies. Amongst these are studies done by Oakes (2000), Kwortnik (2008) and Yan, R.N. et al. (2009) and others. These studies focus on the issue of the physical environment, including the performance of building design, indoor air quality, lighting and the level of noise and congestion in the shopping mall. The physical environment of a shopping centre is one of the factors that influences the customer's welcome and progression through a shopping mall.

According to Syuhaily (2008), most shopping malls do not take note of the environmental impact on the shopping behaviour of customers when, in reality, the environment will contribute to the number of customers visiting the place and this refers to facilities and services. In addition, there are shopping mall owners who are unable to identify reasons why customers in a shopping mall became ordinary customers. This really involves the level of satisfaction reached in a shopping mall, which makes it difficult for the customer to leave the place. This demonstrates the nature of "loyalty" in shopping mall customers.

Therefore, in order to see the relationship between service and satisfaction, the factor of servicescape is important in understanding the behaviour of retail industry customers (Bitner, 1992; Hoffman, Kelly, and Chung, 2003; Jones 1999; Wakefield and Baker, 1998). The element of servicescape has been studied by Hoffman et al. (2003) in which

the study examines the failures in the management of problems related to the services in the servicescape. Studies have shown that the failure of the environment, or servicescape, can influence the level of customer dissatisfaction. This study examined the sub-sub-failure of the servicescape and its restore strategy. Results from the study found that cleanliness, mechanical issues and issues of facility design in the servicescape needed to be given more attention. With reference to the dimensions of the servicescape, there are researchers who have studied only the one-dimensional elements within it, for example, the element of music. Oakes (2000) studied the influence of music on the environment and Kwornik (2007) also included music elements in his study. It was found that if the music is loud or discordant it will drive the customers out of them all while soft music will attract return customers to the shopping mall.

Servicescape is described as the physical environment of an organisation that encompasses several different elements, such as design and decoration. This refers to the layout of shopping centres. Kent (2007) has reviewed the design of retail environments, in which he looked at the creativity of a shopping mall space design. Most studies related to servicescape have mostly been performed outside of Malaysia and studies like these have rarely been conducted inside the country. This is because most of the researchers have studied marketing strategies to enhance the performance of the shopping mall. Among the studies conducted outside the State is about how the shopping mall makes customers feel that they like the mall, where it states that if the servicescape is good it will make customers feel like visiting the mall again because they have had an enjoyable experience shopping there (McOmish and McColl-Kennedy, 2003).

However, several issues are involved in the shopping servicescape, of which an example is layout. Customer satisfaction is an important aspect when business is increasingly competitive. When a customer is not satisfied with the layout of the shopping mall, they will choose another shopping centre to visit (Chitale, 2008). Shortage of parking in the shopping mall is also among the issues that frequently arise (Noranisah, 2009). Parking shortages often occur at peak times, especially during large sales, salary time at the end of the month and at times of celebration and during the school holidays. There are a few other problems related to car parking in shopping malls, which are dysfunctional CCTV and no security guards (Utusan Malaysia, 2008).

Referring to the above explanation, each of the researchers' studies only focussed on one element. This study has been unable to identify any researchers who have studied the whole of the servicescape's elements throughout the shopping malls in Malaysia. Therefore, an evaluation of the shopping mall needs to be carried out that includes the management of shopping mall's servicescape (Norazah, 2011). Further research into the physical environment, or the servicescape, of the shopping mall can help to identify a specific item or area that needs improvement (Siu and Cheung, 2001). A comprehensive, attractive and well-functioning shopping mall, with a variety of facilities and services to satisfy the customer, can be developed after the assessment has been made.

However, this paper will only discuss the concept of servicescape, the importance of servicescape quality in relation to shopping malls, types of shopping mall, shopping mall servicescape, the definition of the physical environment and its effects and customer satisfaction.

2. Concepts Of Servicescape

Servicescape can be defined using various terms. According to Baker (1987), servicescape is a physical environment, while Kotler (1973) defines it as an 'atmosphere'. However, there are many more definitions of servicescape from others researchers' perceptions, such as the market environment by Turley and Milliman (2000), the economic environment by Arnold et al. (1996), the interactive theatre by Mathwick et al. (2001), 'healthscapes' by Hutton and Richardson (1995), a psychological area by Weinrach (2000), a servicescape by Bitner (1992), store environment by Roy and Tai (2003), a service area by Cronin (2003) and a social servicescape by Kennedy (2003). Booming and Bitner (1982) first developed this concept of servicescape and they defined it as an environment in which vendors and customers interact, combined with real commodities or services to facilitate the performance.

Servicescape is divided into three dimensions, namely:

- i. Ambience – weather, temperature, quality of air, sound, music, smell, colour and light
- ii. Space layout and function – the way the equipment and furniture are managed
- iii. Signage, symbol and artefacts – the signage or directions and the décor used to communicate

Bitner (1981) created the above explanation of the dimensions of servicescape. However, there is an expanded servicescape perspective that concludes that there are four dimensions (Rosebaum and Massiah, 2011). These are:

- i. Physical dimension – ambient conditions
- ii. Social dimension – Employees, customers, social density, displayed emotion of others
- iii. Socially symbolic dimension – Ethnic signs/symbols, ethnic objects/artefacts
- iv. Natural dimension – being away, fascination, compatibility

Furthermore, Siddiqui and Tripathi (2011) stated that servicescape consists of a different four dimensions, which are:

- i. General interior
- ii. Social dimension
- iii. Internal display facilities
- iv. Exterior facilities

In this paper, the elaboration of shopping mall servicescapes will cover all dimensions.

3. The Importance Of Servicescape Quality To Shopping Malls

Shopping malls are often the focus of the public, not only from the domestic market but also from overseas, regardless of age. The purpose of their visits is not only for shopping, but also for relaxing, 'window shopping', sightseeing and dining. Therefore, the shopping mall must provide a good servicescape (physical environment) to attract them into visiting the shopping mall, besides gaining profit from their spending.

In this context, the quality of the shopping mall's servicescape should be noted. Each shopping mall is always competing with other shopping malls in providing a good service and meeting the customers' requirements, as well as achieving high levels of customer satisfaction. Therefore, the shopping mall must identify the importance of quality indicators of service to give service productivity, which results in better service delivery and higher customer satisfaction, while increasing profits for both the suppliers and service recipients (Ree and McLennan, 2006).

Retail strategies should be focused on both service and sales shopping. Further research into the image of shopping mall servicescapes can help to identify specific items or environments that need to be repaired (Siu and Cheung, 2001). Thus, the servicescape elements are emphasised in this study in order to produce a framework for shopping mall servicescapes, and the relationship between the shopping mall and its quality and management, which can help managers to design the shopping mall's image, as well as contributing ideas to develop new shopping centres.

4. Types Of Shopping Mall

A shopping mall is defined as a project planned by developers to provide all types of goods and services, together with car parking. Its size is not limited, but it is very important in its planning (Mustafa bin Omar, 2000). While Warren (1995) stated that the shopping mall, also called a shopping centre or a shopping plaza, is independent retail stores, services and parking areas conceived, and maintained, by a management firm as a unit. It is a 20th century invention as an adaptation of the historical marketplace, with accommodation made for vehicles. A shopping mall may also contain restaurants, banks, theatres, professional offices and service stations. In the last two decades, the mall has become not only a centre for shopping but also a community centre for social and recreational activities (Ng, 2003). Many malls have expanded to include service outlets and entertainment providers.

However, a shopping mall is defined according to certain categories, namely:

- a) **Convenience Shopping Mall**
This type of shopping mall has a very small floor area of 5,000 square feet to 50,000 square feet and consists of lots of shops in one continuous line. Tenants rent many stores selling mainly food, or provide services, and do not have an anchor tenant.
- b) **Neighbourhood Shopping Mall**

This shopping mall is very small with a gross floor area of 35,000 to 70,000 square feet, selling goods and daily necessities, such as food, medicines and other items and is generally known as a supermarket.

c) Community Shopping Mall

Shopping malls of this type have a gross floor area of between 100,000 to 200,000 square feet and provide essential goods that are easily accessible by people in surrounding areas. Usually the main tenants are various small supermarkets or hypermarkets.

d) Regional Shopping Mall

Shopping malls of this type have at least two or four anchor tenant stores with 100 lots in a building and the floor area of the site exceeds 250,000 to 800,000 square feet. This shopping mall also provides equipment such as business products, home appliances and a variety of services and recreational equipment.

e) Super-Regional Shopping Mall

Features of this shopping mall are close to that of the regional shopping mall in that it provides a wide range of consumer goods, including public goods, clothing, restaurants, banks and others. The gross floor area of these shopping mall is 800,000 square feet and is usually available in metropolitan areas that are easily accessible by the public.

5. Shopping Mall Servicescapes

Shopping mall servicescapes include the internal and external environments of the shopping mall. There are a number of shopping mall servicescapes but the following are some of them:

a) Lighting

Good lighting in the store involves more than just illuminating the space. Lighting is used for illuminating merchandise display spaces and wins the customers' hearts or feelings for the image of the store. Lighting can also be used to shrink the less attractive features that cannot be changed. Having the right lighting has been proven to influence the shopping behaviour of customers positively (Levy & Weitz, 2004).

Ng (2003) stated that Underhill (1999) emphasised the importance of adequate lighting and it being big enough for all the signs and labels, especially for older buyers. Meanwhile, according to Wakefield and Baker (1998) lighting has no effect on producing happiness, which may be due to the lighting being required by the purchaser only when it is not pleasant.

b) Colour

Colour is used to create the desired atmosphere in shops and there is confidence that colour will put customers in the mood to buy (Bellizzi, Crowley & Hasty, 1983). Turley and Milliman (2000) have already carried out experiments into the influence of colour on retail buyers. Based on Ng (2003), colour that is warm appears to

influence the simulation of the total purchase, purchase price and intent to stay in the store (Bellizzi & Hite, 1992), pleasant feelings (Bellizzi & Hite, 1992; Crowley, 1993), arousal (Crowley, 1993) and the ability to attract customers to the retail display (Bellizzi et al., 1983), when compared with cold colours.

Creativity of colours can enhance the image of retailers and help create a mood. Studies have shown that warm colours like red and yellow produce physiological and psychological effects that are the opposite of cool colours (blue and green), which are opposite them in the colour spectrum. Studies have also shown that cold colours, like blue or green, cause more relaxed feelings, being peaceful, quiet and pleasant.

c) Music

Music and shopping malls cannot be separated as they have relationship with each other. We can see it in every shopping mall as they play music all the time. Background music can influence consumer behaviour in modern retail stores. Music has been observed as a powerful stimulus in shaping retail experiences (Jain and Bagdare, 2011). As a key ambient factor in retail environments, music engages, entertains, energises, refreshes, involves and creates a pleasurable memorable experience for the shoppers.

Store managers believe that music enhances the retail environment and customer satisfaction as well as leading to higher sales (Yalch & Spangenberg, 1990). Some aspects of music have been examined in several studies. Milliman (1982) reported that clients move more slowly through the store during the slower tempo of music and they tend to buy more. Loud music will make customers leave the stores (Smith & Curnow, 1996). Levels of convenience to the customer become low. Use of right background music will help to attract not only customers but also in positively influencing the retailers and employees in the shopping mall.

d) Noise

Ng (2003) said that in Smith & Curnow (1996), noise from music can make shoppers leave. Similarly, noise has grown where most shopping malls now have many recreational facilities, with the concept of combining them with shopping. This can be seen in the shopping malls, Jaya Jusco, where there are toys in it.

e) Odour

Odours or flavours in the store environment are one element of interest to researchers in looking at the relationship between smell, shopping and customer satisfaction. They believe that smells operate to have an unconscious emotional influence and a very strong effect on sales (Bone & Ellen, 1999). However, no studies have reported the presence of powerful aromas in relation to staying longer in the store and the number of purchases and interactions with the vendor (Spangenberg et al., 1996). In relation to the effect off in fragrance,

Baron (1997) reported a positive relationship with a mood, which affects attendance in shopping malls. However, the level of smell or aroma should be treated so as not to stick to customers' clothing.

f) Temperature and touch

Temperature and contact means shopping malls are temperature controlled to provide comfort (Jacobs, 1984). Shopping malls or stores that are too hot make the buyer dissatisfied (d'Astous, 2000). There are currently no studies that examine how the textures of building material and furnishings affect the assessment of buyers in the retail environment.

g) Congestion

Congestion increases as the density shopping centre is increased. Machleit, Kellaris and Eroglu(1994) state that the two components causing this are the density of the spatial environment and human congestion and that these components can have different effects on the satisfaction of shopping in different retail settings.

Research by Eroglu and Machleit (1990) showed the perception of the negative impact of congestion on satisfaction. However, there are situations where a high rate of traffic is considered as a positive, for example, in a shopping centre that is organising a direct sales campaign. This situation shows a high rate of over crowding.

h) Safety, comfort, confidence

All shopping malls try to meet the wishes of their customers in terms of safety, comfort and convenience (Jacobs, 1984). Physical security at shopping centres is provided by the security measure implemented by the suppliers (Jacobs, 1984). The majority of the crime that goes on in the mall is mostly unnoticed. This is called a contingent risk. Safety devices such as video cameras and alarm system exist to make the shopper feel safe(Falk & Campbell, 1997). Shoppers believe that it is the responsibility of the management of shopping centres to create or facilitate a pleasant environment, including being one that is non-threatening and safe (Uzzell, 1995).

Besides security, shopping centres also offer comfortable seating and rest area in public areas. Shopping centres also contain a variety of service providers, such as banks, and other customer services, such as toilets and parking areas.

i) Car park

Parking facilities are another element that must be provided in a shopping centre. Commonly, the ambience around shopping malls is devoted to parking, unless a multi-level parking structure is provided for customer use

(Carter and Vendell, 2005). Parking facilities can be provided either on the ground floor or in the basement, in the manner of multi-storey blocks in the mall or in a clearing. The location of car parks in a shopping centre depends on the environment of the road system, local policies, other development areas, topography, development costs, availability, etc. (Darlow, 1972). At least two types of parking should be provided in the shopping centre parking lot, long term parking that is focused on the employees, and parking for the short term, which is focused on the customers of the shopping centre. The place prepared for the vehicles should have a control system such as an alarm, CCTV and security for the safety of the area.

j) Visual communication

Visual communication consists of graphics, signs and theatrical effects. It is used to assist in the sale of goods by providing product information and product recommendations or special purchases. Signs and graphics also help customers find a department or merchandise. Graphics, such as pictures, can add character, beauty and uniqueness to the image of the store (Levy and Weitz, 2004).

The use of signs should be clear. They must contain the information to be followed and indicators of the right direction. The use of signs in the external environment in shopping centres should be more robust and appropriate because they are exposed to the weather and temperature uncertainties.

k) Store layout

Store layout consists of the dimensions of space, layout and function and it indicates the design or image of the store. It means the arrangement in the store, which will look at merchandise arrangement and location of the facility's merchandise and whether it is easy to pick it up and go. Store layout is a dominant attribute (Woodruffe-Burton and Wakenshaw, 2011). It can affect the consumers' sense of control of their shopping experiences in stores.

6. Definition Of Physical Environment

As explained before, the term 'servicescape' in this paper refers to the physical environment and a discussion of the meaning of 'physical environment' will follow. Based on the study by Wakefield and Baker (1998), the physical environment includes elements such as layout, interior architecture and decor, lighting, music, aromas and cleanliness (Baker, 1986). Wakefield and Baker (1998) also said that there are previous research studies that have suggested that the physical environment of malls is an important determinant of patrons' behaviour. Alternatively, Aubert-Gamet and Cova (1999) said that the physical environment itself is considered as instrumental in customers' assessment of the quality and level of service they can expect and, consequently, in customer satisfaction with service businesses such as restaurants, retail stores and banks. The physical environment of the mall may influence consumers' emotional states and thereby have important effects on their behavioural responses.

The needs and preferences of retail consumers relative to the environment have been discussed in terms of physical dimensions, as well as other store attributes. These attributes are thought to produce the store's image. The physical dimensions are facilities in stores, such as elevators, lighting, air conditioning, washrooms, store layout, aisle placement and width, carpeting and architecture (Norazah, 2011).

However, other store attributes are studied more often than physical attributes and these include the categories of merchandise, service and clientele (Lindquist, 1974). Besides the factors of location, price and merchandise offerings, Martineau (1958) states that the store's personality draws shoppers to one store rather than another and that not only should retailers be concerned with the value and quality of merchandise, but also with a wide range of other factors (for example, environmental dimensions). All of these factors are expected to play a critical role in the success or failure of stores.

7. Environmental Effects

The environment is one of the many factors that can affect behaviour and provides a context in which behaviour occurs. The environment consists of elements such as brightness, size, shape, amount, odour, freshness, softness, smoothness and temperature. These factors will influence the customer who visits the mall (Jain and Bagdare, 2011). One of the most important tasks of managers is how to attract and retain consumers. It is necessary for them to identify the attributes of the retail characteristics that are most important to the buyer so that the retail strategy can be developed (Norazah, 2011). This study refers to servicescape factors in shopping malls. All of these factors are expected to play an important role in the success or failure of the shopping experience.

In service organisations, the physical environment has an impact on customer satisfaction and, ultimately, on the storeowners (Baker et al., 1988). Holman and Wilson (1982) examined the customer responses to the environment. They said that customers with and without time pressure respond to different retail environments. For example, if customers are very busy and have limited time to make purchases, they will often move through the mall ignoring the environment and other decorative dimensions and became angry when the environment hindered them in their search for goods. Alternatively, customers who have unlimited time for shopping and sightseeing enjoy the atmosphere. In both cases, if the customer is not satisfied with the image and/or services delivered by a particular retailer, they often find other outlets for their purchases the next time (Holman & Wilson, 1982). Therefore, retailers need to identify the characteristics of stores, especially how the dimensions of the environment directly affect the physical environment and lead to a positive response from their customers, as well as properties that affect the decisions for the future.

8. Customer's Satisfaction

Customers include external customers, to whom companies sell products and services, and internal customers, who are the employees of the company. Companies sell to consumers, businesses, or both. Thus, there are two types of external customers, consumers or the ultimate end users, who are individuals and households, and business-to-business (B2B) customers (Swartzlander, A., 2004).

The existence of the retail function is to meet the needs and requirements of its users. These concepts emphasise the "customer satisfaction" that appears to help the success of a business (Osman Md Zain, 1988). According to Gerson (1993), customer satisfaction is when a product or service meets or exceeds a customer's expectations. Meanwhile, according to the Oxford English Dictionary (2004), satisfaction is a feeling of like or being satisfied with something that has been done or achieved. Jasimin (2011) said that an individual's level of satisfaction varies according to time, situations and environments.

According to a comprehensive study conducted by Yi (1990), customer satisfaction is defined as either a result or the process. The definition of satisfaction with the result reflects the results of previous experiences. There is a quote from John Wanamaker (1876), "When a customer enters my store, forget me, he is the King" (Retailization: Brand Survival in The Age of Retailer Power, 2006). This highlights the importance of customers in a business. The retailers serve the customers as well as they can in order to satisfy the customer and, at the same time, to attract them to make purchases.

In this study, 'customers' refers to the people who come to the malls. Customers will choose a shopping mall that can meet their needs. Therefore, the owners of the shopping malls will have to satisfy their customers and meet their needs in addition to competing with other malls. However, all customers' needs will not be met when the requirements exceed the customers' needs, as they may be adverse parties (Noorbakyah, 2010).

Thus, the comprehensive, attractive and well-functioning shopping mall servicescape will influence customer visits to the mall. It must cover the overall physical environment in the shopping mall, both internal and external. If the customer is satisfied with the facility provided, it will also benefit the shopping mall.

9. Shopping Mall's Servicescape Affect Customer Satisfaction

Based on the discussion above, it can conclude that shopping mall's servicescapes can affect customer satisfaction. If the customers not satisfy with the servicescape, they will not come to the shopping mall. We can take one of element's servicescape which is car park (Nooranisah, 2009) as example. Insufficient parking at the shopping mall will have a lot of impact not only on customers, but also to the management. Insufficient parking will lead to customers using the disable parking. The customer will park anywhere even on the road should not be park and disabilities' customer park. This will affect traffic. Travel in and out can be crowded and sometimes will be accidents

in the areas of shopping mall. For person with disabilities, they will have less interest in the shopping mall due to lack of attention to them (Baker, et al., 2007). Lack of carers and CCTV will also lead to customers feeling less safe as it can of theft, robbery, criminal cases (Utusan Malaysia, 2011) and others.

Second example which is store layout (Woodruffe-Burton and Wakenshaw, 2011) also affects the customer. If the arrangement of layout is strategic, it will attract the customers come to the shopping mall. Customers usually like the shopping mall that easy to shop. It's mean easy to find and get the things that they want to buy or survey. For the customers who come just to relax, they are more likely to soothing landscape of their mind. Although the customers come to the shopping mall just to buy and then go back or just to relax, the servicescapes in shopping mall must take attention. The comprehensive, attractive and well-functioning servicescape will attract customer to come again not only to buy but also to enjoy the experience of the shopping mall.

10.Limitations And Future Research

This paper is limited to the literature review of the servicescape, concept and element servicescapes and customer satisfaction. Although this paper has already identified and discussed the elements of servicescape in shopping malls, it is limited just to certain services or facilities that are provided in shopping malls. Further study should investigate the expectation of the shoppers to provide servicescape elements that may not be consistent across a variety of shopping malls.

11.Conclusion

Customers are assets of shopping malls. The welcoming of customers to the shopping mall is not only important for profit, but also symbolises prestige or increases the good name of the shopping centre. Thus, customer satisfaction must be emphasised to attract more customer visits to the shopping mall. The servicescape provided in the shopping mall must achieve a level of customer satisfaction in order to ensure continuity of customer visits.

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