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The Perceived Value of Malls as Urban Attractions:
A Study of Tourist Perceptions and Experience in Tangerang Area

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ABSTRACT

Urban tourism growing rapidly around the world, with shopping centers (malls) progressively situated as urban tourism centers that coordinated retail, excitement, eating, and social encounters. This research analyzes the perceived value of shopping centers as urban attractions within the Tangerang region, centering on the transaction between tourist perceptions, tourist experience, and the affect on perceived value. Employing a quantitative investigate approach, information were collected from 150 respondents whose the shopping center guests through a organized overview. The study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the relationships among the variables. The results of the analysis indicate that Tourist Perception and Tourist Experience has a significant influence on Perceived Value. This study contributes to the urban tourism literature by highlighting the role of malls as multifunctional tourist attractions and providing practical recommendations for tourism planners and mall developers in Tangerang, so that malls are carefully planned and intended to be a tourist destination that produces sustainable benefits. By increasing the attractiveness of malls through improving visitor perceptions and experiences, malls as one of the urban tourist destinations will be known as attractive and most sought-after places by tourists who want to get a memorable tourist experience.

Keywords - **Urban Tourism, Destinations Malls, Experienced Based Tourism, Mall as Attractions**

INTRODUCTION

Urban tourism and City Tourism has become a major trend recently, with the fastest rate of growth in the world, and in many cities, the evolving nature of city tourism is becoming more and more obvious(Bock, 2015). Travelers are increasingly looking for, locating, and consuming local experiences, made possible by mobile access to information, and the lines separating visitors from locals are becoming increasingly. Malls are positioned as urban tourism hubs as a result of this shift, providing a full experience that draws tourists (López-Gay et al., 2021). Malls, which have developed from simple retail establishments into multipurpose locations that include entertainment, dining, leisure, and cultural activities, are a crucial component of the many metropolitan attractions. Malls are now essential components of urban tourist initiatives rather than merely being commercial establishments in many cities. This transformation positions of mall will shifting how tourists perceive these malls and the value they derive from visiting them is crucial for enhancing the appeal of such attractions(Kushwaha et al., 2017).

The number of malls in Tangerang is growing rapidly. When comparing the number of malls in Jakarta, the Association of Indonesian Shopping Center Entrepreneurs (APPBI) reports that Jakarta has 96 malls, or 1 mall spread across 6.89 km2. In contrast, BSD, Tangerang has 12 malls, with 1 mall spread across within 5 km2 (cnbcindonesia.com, 2024). Meanwhile the city of Tangerang's official website indicates the number of domestic visitors Throughout 2023 recorded

that 13,602,628 tourists visited Tangerang City (Tangerangkota.go.id, 2024). Tangcity Mall, one of Tangerang's busiest shopping centers, aims to attract 100,000 visitors every day during the school holiday (banten.antaranews.com, 2024).

This research will measure the Perceived Value as a key factor that influenced by Tourist Perception and Experience, that related to tourist satisfaction, loyalty, and behavioral intentions, making it an essential concept in tourism research. It encompasses a tourist's overall evaluation of the benefits they receive in relation to the costs incurred, both monetary and non-monetary. Additionally, Tourist Perceptions of a mall's characteristics, such as its accessibility, design, variety of stores, and overall atmosphere play a significant role in shaping their experience and determining their level of satisfaction. With the focus on how Visitor Experiences and Perceptions, this study examined the ways in which these variables interact to provide insight into how malls could become more appealing urban tourism destinations, benefiting both local economies and the travel industry. The study's findings will contribute the understanding of the factors influencing tourists' decisions to visit shopping malls and how satisfied the visitors with their overall experience. It will also provide Tangerang's tourism planners and mall developers with useful recommendations on how to improve malls' appeal as urban tourist destinations.

LITERATURE REVIEW

A. Malls as Urban Tourism Attractions

In the context of urban tourism, malls have evolved from retail spaces into multifunctional attractions that offer a mix of shopping, entertainment, and social experiences (H. Kim & Jang, 2021). As urban populations grow and tourist demand shifts toward more diverse and convenient offerings, malls have become key sites of interest for both tourists and locals. Malls like those in major urban areas such as Singapore, Dubai, and Bangkok have been successfully integrated into tourism strategies, drawing large numbers of visitors seeking not only products but also experiences (Yang & Hsieh, 2021). Tangerang, As a growing urban area near Jakarta, offers malls that attract for local tourists, making the malls as essential to the region's tourism infrastructure (Situmorang & Mirzanti, 2020). The wide variety of retail outlets, dining options, entertainment facilities and cultural representations are attractive attractions for visitors (Li & Ryan, 2020).

B. Tourist Perception

Tourist perception is the way visitors understand and evaluate a location or attraction based on their experiences and expectations. Perception significantly influences tourists' decisions, contentment, and future behavioral intentions (Xun & Xu, 2021). Furthermore, travelers' impressions of cultural authenticity and social relevance within mall environments can affect how they evaluate their trip (Situmorang & Mirzanti, 2020), Malls that are perceived as modern, accessible, and diverse in terms of offerings tend to attract more visitors (Polas et al., 2022). Indicators of Tourist Perception as variable related to malls include the Experiences, Role and Utility (Herman et al., 2024). Tourist perception is a major axis that has a direct influence on mall management in terms of economic and social efficiency. The influencing factors examined are related to experience, knowledge of its various roles (i.e., instructive/educational; promotion;

improving the image of the tourist destination; increasing efficiency, economic and social) and utility (i.e., social, economic, cultural, and tourist), which are largely derived from experience (Herman et al., 2024). Some of the Tourist Perception indicators are Destination image (cultural and environmental representation), Quality of facilities and services, Safety and security perceptions, Perception of sustainability (social, environmental), Authenticity of the experience. As a result, understanding Tourists Perceptions is crucial for increasing malls Perceived Value as urban attractions (Xun & Xu, 2021).

C. Tourist Experience

In tourist study, experiences encompass a person's emotional, physical, spiritual, and intellectual responses to an event or location. While defining tourist experience, both on-site and previous travel experiences are suggested and emphasized. The on-site experience is described as the interaction between tourists and attractions during the visit process (J. Zhang & Walsh, 2021). The tourist experience is a multidimensional notion that includes emotional, physical, and cognitive exchanges during a visit. Tourist experience refers to tourists' emotional, cognitive, and sensory encounters with a site. This notion is fundamental to tourism studies since it directly affects visitor happiness and loyalty (H. Kim & Jang, 2021). In urban tourism, the experience a tourist has within a mall is impacted by various elements, including the quality of services, the mall's atmosphere, and the diversity of activities provided (Yang & Hsieh, 2021). Tourists who have positive experiences are more likely to see value in their visit, emphasizing the need of delivering different and memorable experiences within malls. According to this study, the perceived worth of malls as urban attractions is heavily influenced by the quality of the visitor experience. The indicators for Tourist Experience are Emotional engagement (positive emotions, excitement, enjoyment), Cognitive engagement (learning, exploration), Sensory experience (sight, sound, touch), Social interactions (interaction with locals, fellow tourists), Physical experience (comfort, convenience, activities) (J. Zhang & Walsh, 2021).

D. Perceived Value

The concept of customer perceived value originated in marketing and refers to how customers view a product or service's quality, features, and psychological benefits (Zeithaml, 1988). Perceived value is a key concept in tourism studies, representing the overall benefit that tourists believe they receive relative to the costs incurred during their visit. It includes functional, emotional, and social dimensions (H. Zhang et al., 2023). In the case of malls, perceived value can be derived from the quality of products and services, the entertainment value, and the social experience offered (Kim, 2020)

Previous studies have shown that higher perceived value leads to greater tourist satisfaction, loyalty, and positive word-of-mouth (Williams & Soutar, 2020). In urban tourism, the perceived value of malls is not just about shopping but also about the entire experience, which includes the ease of access, variety of activities, and overall atmosphere, with the indicators Functional Value, Emotional Value, Social Value, Monetary Value, Experiential Value (Situmorang & Mirzanti, 2020). This study attempts to investigate how Tourist Perceptions and Experiences contribute to the Perceived Value of malls in Tangerang, extending the understanding of malls as urban attractions.

Hypotheses Based on the review of literature, are proposed for this study:

1. Tourist Perception and Perceived Value

Tourist perception, including their views on mall accessibility, service quality, and cultural relevance, is a crucial determinant of perceived value and significantly impacts their evaluation of the mall's value. When tourists perceive a mall as accessible, well-designed, culturally relevant, and offering high-quality services, it will make tourist likely to assign greater value to the experience. Positive perceptions are expected to enhance the perceived value of malls as urban attractions. Prior studies suggest that perceptions of destination image and service quality are strongly related to perceived value   (Agapito, D., Pinto, P., & Mendes, 2021)

H1: Tourist Perception influences the Perceived Value of malls as urban tourism attractions in Tangerang.

2. Tourist Experience and Perceived Value

The quality of the Tourist Experience is directly related to Perceived Value. Tourist Experience, characterized by emotional engagement, cognitive stimulation, and social interactions, is likely to result in higher Perceived Value and enhances the tourist's overall evaluation of the attraction (Kim, 2020). Tourists who have enjoyable, memorable experiences in malls are expected to attribute value to the visit and malls that provide diverse and enriching experiences are likely to be perceived as offering higher value, leading to greater satisfaction and loyalty. Previous research highlights that a well-rounded tourist experience boosts perceived value (Campos, A. C., Mendes, J., Valle, P. O., & Scott, 2020).

H2: Tourist Experience influences the Perceived Value of malls as urban tourism attractions in Tangerang.

METHODOLOGY

This study employs a quantitative research with hypotheses test design to examine the relationship and effect between Tourist Perceptions, Tourist Experiences, and the Perceived Value of malls as urban attractions in the Tangerang area. The research adopts a cross-sectional survey design, which allows for the collection of data at a single point in time (Sekaran & Bougie, 2016) from a sample of tourists visiting malls in Tangerang Area. The approach is appropriate for investigating the correlations between perception, experience, and perceived value, as well as for testing the hypotheses formulated in the study. The study will focus on several popular malls in the Tangerang area, which have become significant attractions for both domestic and international tourists. These malls include but are not limited to Supermall Karawaci, Summarecon Mall Serpong, AEON Mall BSD City, and Living World Alam Sutera. These locations were selected due to their high traffic and the status as key urban tourism destinations in Tangerang. This study's target populations consists of visitors who frequent visited malls in Tangerang and using the sample of 150 visitors of Tangerang malls. Sampling method using at this study is non-probability convenience sampling to choose participants, as this strategy provides for practical and cost-effective data gathering from travelers who are available and eager to participate (Hair et al., 2019). The measurement scale used in this questionnaire is the six poin Likert scale (Chomeya, 2010), with value scale 1: indicates disagreement or a very low frequency, while value scale 6 indicates a

very high level of agreement or frequency. As the variables using in this research Tourist Perception and Tourist Experience are the Independent Variables, and Perceived Value as a dependent variables, SmartPLS version 4.0 software using at this study for data analysis and will be employed to perform Partial Least Squares Structural Equation Modeling (PLS-SEM) (Sarstedt et al., 2017). This method is appropriate for exploring complex relationships among variables, particularly when the sample size is moderate to large and the data may not meet the assumptions of traditional regression analysis (Ghozali, 2021). PLS-SEM is especially useful for theory testing and understanding how different latent constructs influence one another (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017).

RESULTS

According to the data that has been collected of 150 respondents, the majority are female, in percentage of 65.7% with the most age range of 25-35 years, which is 85%. The residence of most respondent (95%) in Tangerang Area and the back ground of educations, most of respondent is High School with percentage of 53%, and 85,7% sample visited malls in the last 1 years at least 1 in a week.

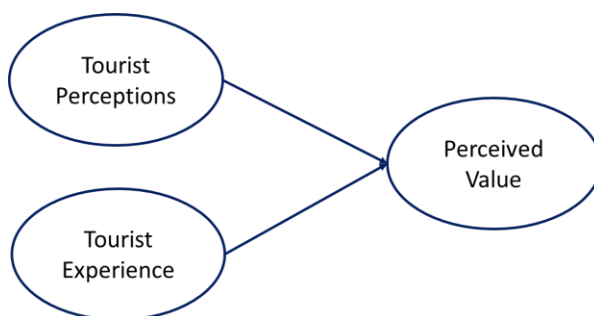The model of research at below figure 1 :

Figure 1. Construct Model

Referring to table 1 below, there are three variables in the construct were analyzed, there are Tourist Perception, Tourist Experience and Perceived Value. The all three variables were measured in basis of several indicators. The finding result of measurement, for all indicators factor loading value exceeded of 0.75 it can be concluded that each indicator was valid in assessing the variable. Furthermore, the three variables view the value of Average Variance Extracted (AVE) greater than 0.6, mean that the variance explained by the construct is more dominant. The composite reliability and Cronbach's alpha values exceed of the value 0.7 standard, indicating the reliability of all the three variables are.

TABLE 1
RELIABILITY AND VALIDITY RESULTS TEST

Constructs Variable	Item	Factor Loadings	AVE	Composite Reliability	Cronbach's Alpha

Tourist Perception	X1.1	0.797	0.679	0.798	0.873
	X1.2	0.765			
	X1.3	0.777			
	X1.4	0.815			
Tourist Experience	X2.1	0.843	0.683	0.854	0.889
	X2.2	0.842			
	X2.3	0.786			
	X2.4	0.753			
Perceived Value	Y.1	0.780	0.657	0.890	0.850
	Y.2	0.864			
	Y.3	0.779			
	Y.4	0.741			
	Y.5	0.732			

The next criterion in the discriminant validity test, at below table 2 and 3 there are Fornell-Larcker criteria and Cross Loadings show that the comparison between indicators is more dominant with its own indicators, as well as variables than with other variables. Means, all indicators and variables have high level of validity.

TABLE 2
DISCRIMINANT VALIDITY – FORNELL-LARCKER
CRITERION

	X1	X2	Y
X1	0.867		
X2	0.763	0.845	
X3	0.656	0.753	0.845

TABLE 3
DISCRIMINANT VALIDITY – CROSS LOADINGS

	X1	X2	Y
X1.1	0.759	0.552	0.423
X1.2	0.841	0.614	0.490
X1.3	0.740	0.531	0.461
X1.4	0.844	0.697	0.567
X2.1	0.638	0.864	0.669
X2.2	0.540	0.813	0.576
X2.3	0.656	0.808	0.528
X2.4	0.640	0.783	0.633
Y.1	0.506	0.650	0.797
Y.2	0.546	0.577	0.837
Y.3	0.503	0.582	0.828
Y.4	0.506	0.600	0.790
Y.5	0.453	0.619	0.844

TABLE 4
HYPOTHESIS TEST

Hypothesis		Original Sample	T Statistic	P Values	Results
Tourist Perception to Perceived Value	**H1**	0.575	5.253	0.002	H1 is supported
Tourist Experience To Perceived Value	**H2**	0.646	6.329	0.000	H2 is Supported

The Hypothesis analysis with the results listed in table 4. It can be explained that the first independent variable, which is Tourist Perception (X1), has an influence coefficient of 0.575 with T statistic value of 5.253 and P Values of 0.002. the result of H1 measurement indicate the significantly affect to the dependent variable (Perceived Value). Likewise the H2 measurement has the result of significantly affect to the dependent variable (Perceived Value), with value of influence impact 0.646, T Statistic value 6.329 and P Values 0.000, means H2 is supported as well. The result support by the previous research of Lidong Wang, (2023), reveals that emotional and social values greatly affect recommendation intentions, suggesting a strong positive association between tourists' perception and experience affect positively to the perceived value . According to the model analyzed, the result of the research model likewise exhibits a fair fit, with the R square Value of 79% and NFI of 0.863, the obtained R-square and NFI values fall into the moderate to strong range (Ghozali, 2021).

CONCLUSION

According to the results of the analysis and discussion in the research on Determinant Factor of The Perceived Value of Malls as Urban Attractions , it can be concluded that the mean of each indicators scores, and the average score of the variable of Tourist Perceptions and Tourist Experience regarding to Perceived Value of Malls as Urban Attractions show the scores are all above five, which indicates that in most instances, respondents tend to agree with the statements.

The results of this research indicate a dominant factor which influence The Perceived Value of Malls as Urban Attractions is Tourist Experience. This situation is caused by the experience can increase Perceived Value. Lidong Wang, (2023) mentioned in their study that there is strong positive relationship between tourists' perception of the experience and the perceived value.

MANAGERIAL IMPLICATIONS

The findings of this study, which show that both tourist perception and tourist experience have a positive and considerable impact on the perceived value of malls as urban attractions, have several major implications for mall managers and urban planners in Tangerang. Malls management should apply the strategic actions to effectively increase the perceived value of their establishments as urban tourism destinations, leveraging on the beneficial influence of tourist perceptions and experiences, ultimately leading to higher tourist satisfaction, loyalty, and return visitation.

Positive tourist experiences, as a primary driver of perceived value, indicate that mall managers should prioritize providing high-quality services that increase consumer happiness. This involves guaranteeing consistent customer service, maintaining cleanliness, providing a secure and pleasant environment, and creating an engaging setting that fulfills the needs of a varied range of visitors. Initiatives like interactive events, pop-up exhibitions, and local cultural performances can improve the overall visitor experience.

Mall operators should work to improve the perception of malls as bustling urban destinations by curating a mix of shopping, entertainment, food, and cultural events. Because tourists' opinions have a direct impact on perceived value, marketing efforts should emphasize the mall's distinctive attractions, cultural relevance, and experiential products that appeal to both local and international visitors. Social media, digital advertising, and partnerships with travel influencers can help to improve the mall's image as a dynamic urban hub.

With tourists placing a higher value on sustainability, malls should embrace ecologically friendly practices such as energy-efficient architecture, recycling initiatives, and sustainable product offerings. Highlighting these efforts can have a favorable impact on tourist perceptions and increase the mall's overall perceived value, especially among environmentally concerned visitors.

RESEARCH LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

The study has several limitations that should be acknowledged. The use of convenience sampling means the results may not be fully representative of all tourists visiting Tangerang's malls. Additionally, the cross-sectional nature of the study limits the ability to draw causal conclusions. The research is also limited to a specific geographic area (Tangerang) and may not be generalizable to other regions.

With the expanding trend of sustainable tourism, future research should look into how mall sustainability practices, such as eco-friendly operations, waste reduction, and ethical product offerings, influence travelers' perceived value. This would provide information about whether and how environmentally conscious activities increase the attractiveness of urban tourism destinations.

Future research could look into additional psychological elements including tourist motivation, brand loyalty, and emotional attachment, and how they affect perceived value. Understanding the underlying psychological motivations can help provide a more complete picture of how tourists perceive urban attractions.

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