Determining the Relationship Between the Shopping Center Environment with Customer-Perceived Value, Customer Satisfaction, And Loyalty

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Abstract: *Nowadays, marketing has changed from its primary state of gaining customer satisfaction to a tool to achieve the goal of competitive advantage. Thus, it is observed that most of the most successful companies in the world have started to reduce costs and increase their productivity, which is not possible regardless of customers' demands and needs. Therefore, attempts to retain great numbers of customer lead marketers to examine customer-perceived value. The concept of perceived value is closely related to concepts such as customer satisfaction, customer absorption, loyalty, and growth in market share, especially offering value to the customer leads to competitive advantage. The purpose of this research was to investigate the relationship between shopping mall environment with customer-perceived value (CPV), customer satisfaction, and loyalty in chain stores in Kermanshah. The study is applied in terms of purpose, and in terms of data type, it is descriptive-survey. The study of the subject literature was through library study such as books, journals, dissertations, articles, etc. Data were collected through a questionnaire and analyzed by statistical methods. Regarding the subject, the study population consisted of customers of Refah and Etka stores in Kermanshah, whose number is unknown. The sample size was determined 384 using Morgan Table, and sampling was random sampling. After analyzing the data, using correlation and structural equations, it was determined that the shopping center environment had a positive and significant effect on CPV, customer satisfaction and loyalty. In addition, CPV had a positive and significant impact on customer satisfaction and loyalty. Therefore, it is suggested that the managers of Refah and Etka stores try to supply the products and services tailored to the expectations and requests of customers, and according to the location of the store in the urban context and its different characteristics, they should emphasize particular goods and services.*

Keywords: *shopping center environment, CPV, customer satisfaction, customer loyalty, chain stores*

INTRODUCTION

Nowadays, marketing has changed from its primary state of gaining customer satisfaction to a tool to achieve the goal of competitive advantage. Thus, it is observed that most of the most successful companies in the world have started to reduce costs and increase their productivity, which is not possible regardless of customers' demands and needs. Therefore, attempts to retain great numbers of customer lead marketers to examine CPV. The concept of perceived value is closely related to concepts such as customer satisfaction, customer absorption, loyalty, and growth in market share, especially offering value to the customer leads to competitive advantage [1].

Transferring value to customer is a continuous consideration for management in many commercial markets nowadays and the concept of value is one of the most important foundations for managers. It is also vital to know in what position is the customer's created value for the organization. The value perceived by the customer is a function of quality and price. This means that customers understand the value of goods and services by these two indices. Therefore, creating value for customers is necessary because higher levels of customer satisfaction and value lead the organization towards more loyal customers, a stronger competitive position, and more market share [2].

In recent years, due to the rapid expansion of global competition and economic and international dynamism, the ideals and goals of organizations have undergone major changes. Although some time ago, the focus on attracting new customers was the main goal of organizations, today, strategic business strategies focus on maintaining and improving loyalty and increasing customer confidence towards the organization. The main cause of such a change is increasing knowledge and public awareness about the desired outcomes of customer satisfaction and loyalty. Companies that have a larger share of loyal customers have greatly increased the company's profitability due to numerous reasons, such as rebate rate, oral advertising for products, and a decrease in the willingness to switch the source supplying the goods [3].

Considering the extensive efforts made today by the researchers, experts and managers of business organizations to improve the quality-management tools and to develop customer-orientation attitude, one can understand that at present customer satisfaction and loyalty are of the most important factors in determining the success of organizations in business and profitability. Thus, achieving business progress has become inevitable. Therefore, the creation and implementation of systems of customer-satisfaction measurement as the most important indicator of the quality of services and products, are considered as the basic needs of today's organizations [4].

Each system, in addition to interacting with elements within itself, deals with elements outside itself and related to the environment. In fact, the environment of each system includes those things that are out of the system. The system cannot do much to control its changes, so the system environment can be considered as a constant factor. Thus, if a hypothetical factor has an effect on the system and controlled by it, it is a system factor, but if an effective factor on the system is beyond its control, it is an environmental factor. If an ineffective factor is not affected by the system, it is neither an environment nor a system factor [5].

The value attributed to a product or service is directly related to the benefits its customers expect, and has an inverse relationship with the costs associated with the use of that product or service. The value network received by end-customers is in fact the difference between the value that customers attribute to a product or service and the cost they really pay for it. Huber and others argue that creating superior value for a customer is a key element in ensuring the success of companies [6].

The importance of providing superior value to the customer has been taken into account in most strategic business models. A clear understanding of the concept of customer value is essential for the success of value-based strategies. In fact, the superior value of services or goods offered to customers leads to customer loyalty, and the customer's loyalty is the real stimulus of financial activities [7].

Javosky and Kohli (1993) have identified problems in defining the customer's expected value. These problems stem from subjectivity and ambiguity in CPV because it is a dynamic concept that occurs over time. Value is defined by customers and in the market, and not by the suppliers in the factory, or as Dile (1989) says, value is not what production creates, but what customers perceive.

Today, in most industries, companies deal with studying, evaluating and implementing loyalty strategies and programs aimed at developing strong relationships with their customers [8]. Moreover, customer satisfaction is the main factor for success in many organizations, and numerous studies have mentioned the relationship between customer satisfaction with oral communication, loyalty, and increased profitability of organizations [9]. In the service industries where the provision of services involves communication and interaction with the customer, overall customer satisfaction is based on the quality of confrontation and their experience of the

organization, so it is no surprise that companies spend significant resources on measuring and managing customer satisfaction. To improve customer satisfaction and loyalty, firms need to investigate the factors affecting customer satisfaction and referring again, and achieve their loyalty through their satisfaction [10].

We live in a society where the demand for products and services is rising steadily compared to the past, and no company can survive without customer satisfaction. Moreover, there is the fact that customer expectations have increased sharply, and the company should no longer be mindful of meeting the basic and primary needs of customers, but must go beyond that and focus on mutual benefit and long-term mutual relationships. Customer loyalty is one of the concepts that will lead to corporate success in today's competitive world. In today's perspective, marketing means growing new customers, paying attention to his satisfaction and seeing quality from his perspective. Quality is one of the most important criteria for product evaluation, a broad concept that various parts of the organization are committed to [11].

Therefore, in this research, we are trying to answer the following question. What is the relationship between shopping center environment, with customer perceived value, satisfaction and loyalty of customers in chain stores in Kermanshah?

RESEARCH METHODOLOGY

This research is descriptive-analytical based on the type of data, where we describe the cause and effect relationships between existing variables using regression and correlation tests. It is considered applied in terms of purpose.

The population of this study is all customers who come for shopping to chain stores of Kermanshah (Refah and Etka). Since the population of this research is unlimited (unidentified), we used Cochran formula to determine the sample size. Using this formula, we determined the sample size as 384 people. Moreover, the sample was selected using simple random sampling method.

In this study, a questionnaire was used to measure and study the effective factors and to collect data, which is designed based on a five-point Likert.

Table 1: Classification of the questions of the questionnaire

Variable	Questions	Components
Shopping center environment	1-5	Relaxation, security, charm, parking, proper space
Perceived value	6-10	Functional value, social value, emotional value, cognitive value, status value
satisfaction	11-15	Useful organization of the organization, pursuing affairs, providing services tailored to the customer's request, fair treatment, cleanliness
Loyalty	16-20	Feelings of belonging, the desire to continue the relationship, being the first choice, introduction to others, the importance of the relationship

The validity of the questionnaire was investigated through content validity, so after the preparation of the questionnaire, a sample was presented to the supervisor and the faculty members of the management group for the purpose of studying and commenting, and their points of view and amendments were applied.

In this research, the reliability of the questionnaire was measured by Cronbach's alpha test. According to Cronbach's alpha, the reliability should be at least 70% to be reliable to measure the scale, all components had this more than 70%, and the Cronbach's alpha coefficient of the whole questionnaire is 0.811, which indicates that the reliability is proper.

In order to investigate the relationship between independent and dependent variables and to test research hypotheses, first Kolmogrov-Smirnov test was used for data normalization. In addition, spss software was used to test Spearman's correlation coefficient. In order to study the cause and effect relationships among the variables and components studied, we modeled the structural equations of the relationships between variables using AMOS software.

RESULTS AND FINDINGS

Table 2: Correlation between research variables

Variables	Shopping center environment	CPV	Customer satisfaction	Customer loyalty
Shopping center environment	1	0.314 Sig = 0.001	0.508 Sig = 0.003	0.334 Sig = 0.009
CPV	-	1	0.389 Sig = 0.011	0.373 Sig = 0.002
Customer satisfaction	-	-	1	0.442 Sig = 0.020
Customer loyalty	-	-	-	1

There is a positive and significant relationship between shopping center environment and customer satisfaction.
As shown in Table 2, regarding the relationship between shopping center environment and customer satisfaction, the significance level is 0.003 and less than 0.05. Therefore, there is a positive and significant relationship between these two variables, which means that shopping center environment has a positive and significant effect on customer satisfaction in the chain stores of Refah and Etka in Kermanshah. The value of this effect is 0.330. Given that, this coefficient is positive, its effect is direct, with one unit change (increase) of the shopping center environment, 33% customer satisfaction in the chain stores of Refah and Etka in Kermanshah increases.
There is a positive and significant relationship between CPV and customer satisfaction.
As shown in Table 2, regarding the relationship between CPV and customer satisfaction, the significance level is 0.001 and less than 0.05. Therefore, there is a positive and significant relationship between these two variables, which means that CPV has a positive and significant effect on customer satisfaction. The value of this effect is 0.412. Given that, this coefficient is positive, its effect is direct, with one unit change (increase) of CPV, 42% customer satisfaction in the chain stores of Refah and Etka in Kermanshah increases.
There is a positive and significant relationship between shopping center environment and CPV.
As shown in Table 2, regarding the relationship between CPV and shopping center environment, the significance level is 0.001 and less than 0.05. Therefore, there is a positive and significant relationship between these two variables, which means that shopping center environment has a positive and significant effect on CPV in the chain stores of Refah and Etka in Kermanshah. The value of this effect is 0.274. Given that, this

coefficient is positive, its effect is direct, with one unit change (increase) of shopping center environment, perceived value of customers will increase by 27% in the chain stores of Refah and Etka in Kermanshah increases.

There is a positive and significant relationship between shopping center environment and customer loyalty.

As shown in Table 2, regarding the relationship between customer loyalty and shopping center environment, the significance level is 0.001 and less than 0.05. Therefore, there is a positive and significant relationship between these two variables, which means that shopping center environment has a positive and significant effect on customer loyalty in the chain stores of Refah and Etka in Kermanshah. The value of this effect is 0.433. Given that, this coefficient is positive, its effect is direct, with one unit change (increase) of shopping center environment, customer loyalty increases by 43% in the chain stores of Refah and Etka in Kermanshah increases.

**There is a positive and significant relationship between CPV and customer satisfaction.**

As shown in Table 2, regarding the relationship between CPV and customer satisfaction, the significance level is 0.002 and less than 0.05. Therefore, there is a positive and significant relationship between these two variables, which means that CPV has a positive and significant effect on customer satisfaction in the chain stores of Refah and Etka in Kermanshah. The value of this effect is 0.370. Given that, this coefficient is positive, its effect is direct, with one unit change (increase) of CPV, 37% customer satisfaction in the chain stores of Refah and Etka in Kermanshah increases.

There is a positive and significant relationship between customer loyalty and customer satisfaction.

As shown in Table 2, regarding the relationship between customer loyalty and customer satisfaction, the significance level is 0.000 and less than 0.05. Therefore, there is a positive and significant relationship between these two variables, which means that customer satisfaction has a positive and significant effect on customer loyalty in the chain stores of Refah and Etka in Kermanshah. The value of this effect is 0.474. Given that, this coefficient is positive, its effect is direct, with one unit change (increase) of customer satisfaction, 37% customer loyalty in the chain stores of Refah and Etka in Kermanshah increases.

Table 3: Estimates of the general model

The overall relationship between variables			Non-standard error	Standard error	Critical ratio	Sig.	Standard coefficient	The results of the hypotheses
Customer satisfaction	<---	Shopping center environment	0.133	0.047	0.742	0.022	0.330	Confirmed
Customer satisfaction	<---	CPV	0.694	0.118	0.644	0.013	0.412	Confirmed
CPV	<---	Shopping center environment	0.334	0.059	0.868	0.002	0.274	Confirmed
Customer loyalty	<---	Shopping center environment	0.996	0.141	1.251	0.001	0.433	Confirmed
Customer loyalty	<---	CPV	0.393	0.078	0.768	0.014	0.370	Confirmed
Customer loyalty	<---	customer satisfaction	0.561	0.095	1.310	0.021	0.474	Confirmed
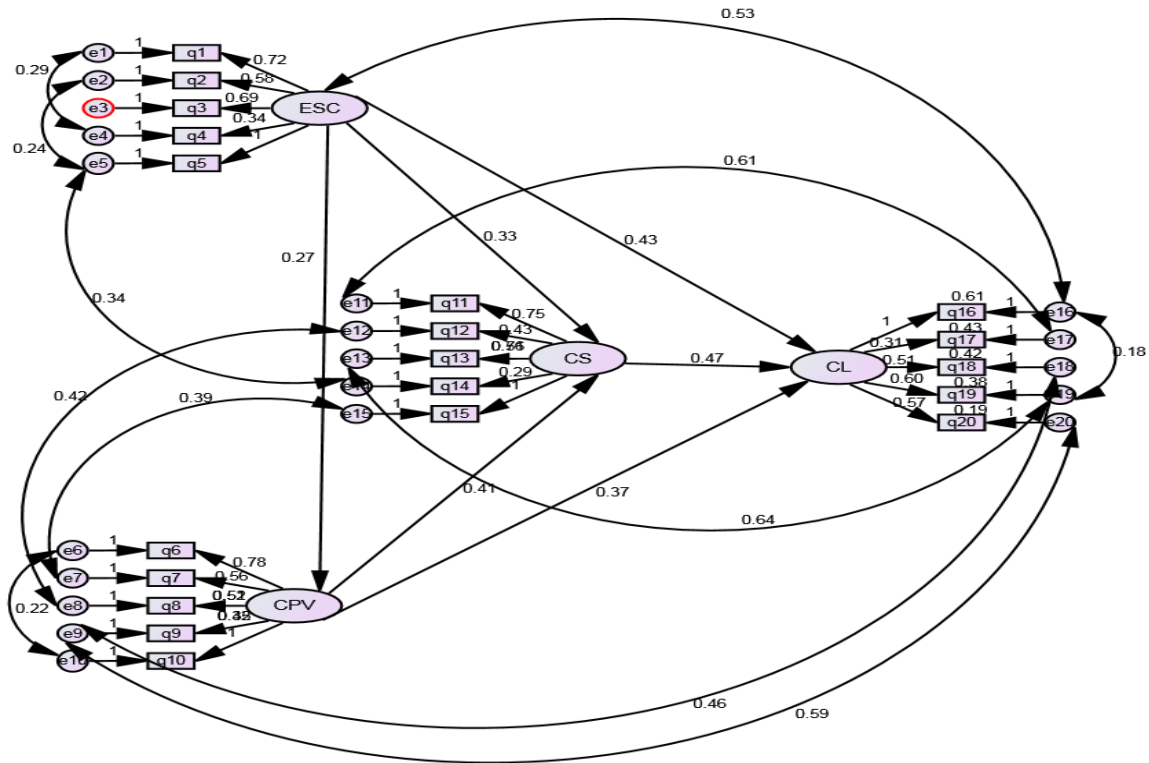
Graph 1: Corrective model of research with standard coefficient

Table 4: Fit indices of overall corrective model

PCFI	PNFI	PRATIO	RFI	IFI	CFI	NFI	RMSEA	X2/df	Overall model
>0.50	>0.50	>0.50	>0.9	>0.9	>0.9	>0.9	<0.05	<3	Acceptable value
0.415	0.412	0.327	0.714	0.995	0.948	0.918	0.034	1.122	Measure value

Comparative indices (NFI, RFI, CFI, IFI)
- The NFI value or the Benthaler-Bonnet standardized fit index is 0.918, which according to the standard value of 0.9, which is the optimal level of this index, the model has a favorable fit for this index.
- The value of RFI or relative fit index is 0.714, which indicates the optimal fit of the model.
- The value of IFI or increasing fitting index is obtained as 0.995, which indicates the optimal fit of the model.
- The value of CFI or comparative fit index is 0.948, which indicates the optimal fit of the model.
- The value of RMSEA or Root Mean Square Error of Approximation is 0.034, which is desirable due to the standard value less than 0.05.

Parsimony indices (PNFI, PCFI, PRATIO)
- The PNFI or Parsimony Normed Fit Index is equal to 0.412 and below 0.5 and indicates the optimal status of the model.

- The PCFI value or parsimony comparative fitting index is equal to 0.415 and below 0.5 and represents, the optimal status of the model.
- The value of PRATIO or the ratio of equivalence is equal to 0.377 and less than 0.5 and indicates the optimal status of the model.

Therefore, in general, considering all the indicators, it can be stated that the model has a suitable fit, so due to correction, most indicators were improved.

DISCUSSION AND CONCLUSION

There is a positive and significant relationship between shopping center environment and customer satisfaction. The significance level is 0.003 and less than 0.05, and the correlation value is 0.508, so there is a positive and significant relationship between these two variables. In addition, according to the results of Table 4.14, the significance level of the hypothesis is equal to 0.022 and less than 0.05, and the effect rate is 0.33. Given the fact that this coefficient is positive, its effect is direct. In other words, with one unit change (increase) in the shopping center environment, 33% of customer satisfaction in the chain stores of Refah and Etka increases in Kermanshah. The results of this study are consistent with the results of Nazari and Bahrinejad (2012).

There is a positive and significant relationship between CPV and customer satisfaction. The significance level is 0.001 and less than 0.05, and the correlation value is 0.389, so there is a positive and significant relationship between these two variables. In addition, according to the results of Table 4.14, the significance level of the hypothesis is equal to 0.013 and less than 0.05, and the effect rate is 0.412. Given the fact that this coefficient is positive, its effect is direct. In other words, with one unit change (increase) in CPV, 42% of customer satisfaction in the chain stores of Refah and Etka increases in Kermanshah. The results of this study are consistent with the results of Dong Xavi [12].

There is a positive and significant relationship between shopping center environment and CPV. The significance level is 0.001 and less than 0.05, and the correlation value is 0.314, so there is a positive and significant relationship between these two variables. In addition, according to the results of Table 4.14, the significance level of the hypothesis is equal to 0.002 and less than 0.05, and the effect rate is 0.274. Given the fact that this coefficient is positive, its effect is direct. In other words, with one unit change (increase) in shopping center environment, 27% of CPV in the chain stores of Refah and Etka increases in Kermanshah. The results of this study are consistent with the results of Hamidizadeh (2008).

There is a positive and significant relationship between shopping center environment and customer loyalty. The significance level is 0.001 and less than 0.05, and the correlation value is 0.334, so there is a positive and significant relationship between these two variables. Moreover, according to the results of Table 4.14, the significance level of the hypothesis is equal to 0.001 and less than 0.05, and the effect rate is 0.433. Given the fact that this coefficient is positive, its effect is direct. In other words, with one unit change (increase) in shopping center environment, 43% of customer loyalty in the chain stores of Refah and Etka increases in Kermanshah. The results of this study are consistent with the results of Agayi (2012).

There is a positive and significant relationship between CPV and customer loyalty. The significance level is 0.002 and less than 0.05, and the correlation value is 0.373, so there is a positive and significant relationship between these two variables. Furthermore, according to the results of Table 4.14, the significance level of the hypothesis is equal to 0.014 and less than 0.05, and the effect rate is 0.370. Given the fact that this coefficient is positive, its effect is direct. In other words, with one unit change (increase) in CPV, 37% of customer loyalty in the chain stores of Refah and Etka increases in Kermanshah. The results of this study are consistent with the results of Agayi (2012).

There is a positive and significant relationship between customer satisfaction and customer loyalty. The significance level is 0.000 and less than 0.05, and the correlation value is 0.334, so there is a positive and significant relationship between these two variables. Moreover, according to the results of Table 4.14, the significance level of the hypothesis is equal to 0.021 and less than 0.05, and the effect rate is 0.474. Given the fact that this coefficient

is positive, its effect is direct. In other words, with one unit change (increase) in customer satisfaction, 47% of customer loyalty in the chain stores of Refah and Etka increases in Kermanshah. The results of this study are consistent with the results of Nazari and Bhrinejad (2012), Agayi (2012), and Touzani, Temessek, [13].

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