

**Pengaruh citra mal terhadap Mall Attitude Mall Patronage dan word of mouth communication studi pada pengunjung Mal Kelapa Gading =
The impact of Mall image to Mall Attitude Mall patronage and word of mouth communication a study of Mal Kelapa Gading shopper**

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh variabel Citra Mal terhadap variabel mall attitude, mall patronage dan word of mouth communication. Penelitian dilakukan dengan metode kuantitatif melalui survei responden untuk pengumpulan data. Responden pada penelitian ini merupakan pengunjung Mal Kelapa Gading. Pengumpulan data dianalisis dengan menggunakan structural equation model dengan perangkat lunak LISREL 8.5.

Hasil dari penelitian ini menunjukkan bahwa citra mal berpengaruh positif signifikan terhadap mall attitude, mall patronage dan word of mouth communication. Penelitian ini membuktikan citra mal memengaruhi positif signifikan terhadap mall attitude sebesar 94%, mall patronage sebesar 41% dan word of mouth communication sebesar 81%.

This study aimed to investigate the impact of mall image to mall attitude, mall patronage and word of mouth communication. The respondents were Mal Kelapa Gading shopper. The type of research used was the quantitative study and the data collected by survey. Data analysis method used were structural equation modelling with LISREL 8.5 software. The result of this research indicated that there were impacts of mall image measure significantly predict three endogenous variables.

Mall image has a significantly positive influence on mall attitude, mall patronage and word of mouth communication. Taken together, these results suggest that mall image is an important predictor of mall attitude explaining at average about 94%, mall patronage about 41% and word of mouth communication about 81%. This research was expected for retail companies to fully understand the importance of mall image in competitive positioning and the components of store image.