

ABSTRAK

Modern shopping centers such as malls are currently facing significant challenges due to the increasing use of digital platforms for shopping, especially in the post Covid-19 era. Nevertheless, malls retain a unique appeal as public space that not only provide shopping needs but also serve as venues for socializing, recreation, and emotional fulfillment.

This study aims to analyze the influence of social experience, seductive experience, recreational experience, and satisfaction on mall visitor loyalty in the city of Medan. A quantitative approach was employed using a survey method involving 120 respondents who had visited a mall in Medan at least once a month. Data were collected through an online questionnaire and analyzed using SPSS version 27.

The research instruments were tested through validity and reliability assessments, and multiple linear regression analysis was used to examine the relationships among variables. The results indicate that all four independent variables significantly influence mall visitor loyalty, with satisfaction being the most dominant factor.

The findings highlight the importance of malls in designing customer experience strategies that focus on creating emotional and social value. This study expected to provide insights for mall management in developing programs that enhance social interaction, deliver visually and sensorially appealing atmospheres, and offer recreational and relation facilities that support visitor satisfaction.

Keywords: Social Experience, Seductive Experience, Recreational Experience, Satisfaction, Loyalty