Contents lists available at: https://e-journal.unair.ac.id

## AJIM (Airlangga Journal of Innovation Management)

Journal homepage: https://e-journal.unair.ac.id/AJIM

# The Influence of Affective Image, Attractiveness, Hedonism, Psychological Well-Being, and Shopping Experience on Revisit Intention

Ana Arifiana [1,] Rahayu Mardikaningsih [2*]

[1,2] Department of Management, Faculty of Economics, Universitas Sunan Giri Surabaya, Indonesia

## ARTICLE INFO

## ABSTRACT

This study examines the influence of affective image, attractiveness, hedonism, psychological well-being, and shopping experience on revisit intention of visitors at Tunjungan Plaza Surabaya, one of the largest and most influential shopping centers in Indonesia. By analyzing these factors, the study explores how emotional and behavioral elements impact consumer decisions to return to a shopping destination. The research was conducted using a quantitative survey method, targeting visitors who had shopped at Tunjungan Plaza within the last year. Data was collected from purposive sampling, with 207 valid responses analyzed using multiple linear regression with SPSS 27. The results show that effective image, attractiveness, hedonism, psychological well-being, and shopping experience affected revisit intention significantly. The shopping experience had the strongest impact, with all variables contributing uniquely to predicting visitor loyalty. The managerial implication includes understanding the key factors influencing revisit intentions. Management can provide facilities and services to meet the visitors' needs and expectations. Additionally, designing shopping experiences that evoke diverse sensations and utilizing technological advancements can improve customer satisfaction. Management should also create a fun and engaging atmosphere to reduce stress and boredom among visitors. This study provides new insights into the dynamics of visitor behavior in the context of shopping malls, especially in developing countries like Indonesia. It highlights the critical role of emotional and experiential factors in influencing customer loyalty and revisitation to shopping centers.

*Corresponding author: rahayumardikaningsih@gmail.com

**Introduction**

Along with the development of needs and lifestyles globally, people's mindsets and behavior patterns in meeting the needs and consumption of goods have changed significantly (Pratiwi et al., 2022). Visitors who shop no longer only prioritize basic functions and needs, but also consider aspects of comfort, lifestyle, and shopping experience (Yudha et al., 2024). This change has encouraged the emergence of shopping centers as one of the solutions that can accommodate these needs. Shopping malls serve as places to buy goods and centers of social, entertainment, and lifestyle activities, reflecting the transformation of how people meet their needs in the modern era. Shopping is a means of fulfilling an individual's needs or desires (Ryandono et al., 2022). Shopping activities are conducted almost daily by many people (Riduwan & Wardhana, 2022). This can be observed from the significant number of individuals participating in shopping at retail centers. Shopping malls are increasingly prevalent in various regions (Calvo-Porral & Lévy-Mangín, 2018).

The presence of a shopping center in an area facilitates easier access for individuals to engage in shopping. Shopping malls are seen as cultural and entertainment centers (Kesari & Atulkar, 2016). Shopping malls are also becoming one of the most popular places for consumption levels that increase one's leisure time and lifestyle. Visitors tend to be more selective and more loyal to shopping malls where they appreciate the high value available and they are more satisfied (Zakik et al., 2022). Visitors who feel happy are more likely to be satisfied when shopping at shopping malls. Shopping malls have had a lot of satisfying effects on visitors (Calvo-Porral & Lévy-Mangín, 2018). This satisfaction can be generated from shopping centers that meet the categories of visitors to shop, one of which is at the Tunjungan Plaza Surabaya shopping center.

Tunjungan Plaza Surabaya is a shopping center located in the city of Surabaya, precisely on Jalan Jenderal Basuki Rachmat number 8-12, Kedungdoro, Tegalsari District, Surabaya, 60261 and leading to Jalan Embong Malang, East Java, Indonesia which has been opened since 1986 (tunjunganplaza, n.d.). Tunjungan Plaza Surabaya is also the second largest shopping center in Indonesia after Pakuwon Mall Surabaya. Tunjungan Plaza Surabaya is also one of the first modern shopping centers in Surabaya. Tunjungan Plaza Surabaya adapts to market changes, provides an attractive shopping experience, maintains the quality of visitor services, conducts effective marketing strategies, and has a strategic location.

Tunjungan Plaza Surabaya is also considered the ruler of shopping centers because it has a long history as a famous destination in Surabaya. The facilities and infrastructure available at Tunjungan Plaza Surabaya are the existence of various tenant facilities, entertainment, and culinary, hotels and offices that are attractive to business people, and often host various major events, ranging from exhibitions to cultural festivals so that Tunjungan Plaza becomes a symbol of the lifestyle of the people of Surabaya. One of the tenants that still survives today in Tunjungan Plaza Surabaya is Gramedia, a popular bookstore in Indonesia. A more classic atmosphere and a long history make this shopping center attractive. Its history can make Tunjungan Plaza Surabaya survive to this day. Tunjungan Plaza Surabaya is also as an icon of the capital city of East Java because it is home to many international brands, such as Hugo Boss, Torry Burch, Omega, Michael Kors, Aigner, and so on. Some tenants also include Matahari Department Store, Sogo, Informa, Uniqlo, H&M, Cinema XXI and IMAX, ACE Hardware, Hero Supermarket, and others. Various local and international dishes are available, such as Toby's Estate, Mr. Fox, Pasarame, Seigo, Djournal Coffee, and others. The available equipment makes visitors come and allows visitors to visit the Tunjungan Plaza Surabaya shopping center.

Revisit intention refers to the visitor's desire or plan to revisit the same place (Zakik et al., 2022)(Zulaikha et al., n.d.). Tunjungan Plaza Surabaya is one of the places of choice for visitors to revisit.

The revisit intention is considered to be the result of previously experienced satisfaction and the impetus behind the decision-making process to revisit (Fared et al., 2021)(Juliansyah et al., 2021). The decision to revisit was made by visitors to Tunjungan Plaza Surabaya according to their wishes. According to (Nguyen-Viet et al., 2020), the desire to travel in the future is influenced by their attitude towards past experiences. The pleasant experience makes visitors to Tunjungan Plaza Surabaya intend to visit again. A study conducted by Zulfiqar et al. (2024) stated the level of satisfaction, perceived values, and past behavior. The level of satisfaction, perceived value, and past behavior can improve the affective image of visitors to a shopping location.

The positive affective image gives a special impression to visitors to Tunjungan Plaza Surabaya. The impression of affective image perception from the destination they visited before is more likely to choose the same destination (Zakik et al., 2022)(Muhaimin et al., 2023). The same choice of destinations indicates that visitors feel happy with the places they visit, including Tunjungan Plaza Surabaya. The research by Tosun et al. (2015) studied the comparison between first-time visitors and returning visitors using affective image as a variable. Although this study addresses the differences in perception between first-time visitors and returning visitors, there is still room for further exploration regarding the specific factors that influence the decision to return, especially in different cultural contexts.

 Second, the influence of language communication. Research conducted by (Siddiq et al., 2020) shows that language communication services have a significant impact on the affective image of the destination. However, further research can be conducted to explore how employees' language skills affect the experience of travelers from different cultural and linguistic backgrounds. Third, a more complex Structural Model. There is an opportunity to develop more complex models that consider additional variables such as traveler motivation, previous experience, and demographic factors that may influence perception and return visit intention (Febriyanti et al., 2022). Fourth, the long-term impact of the travel experience: This research focuses more on the experience during the visit.

Further research can explore how long-term travel experiences affect the decision to return and how the image of destinations may change over time. Finally, cross-cultural studies. The study focused on visitors from Russia and Germany. There is a need to conduct similar studies with visitors from other countries to understand how cultural differences affect the perception of service quality and return visit intentions. One of the challenges for Tunjungan Plaza is to build a strong effective image in the minds of visitors, given the fierce competition with other malls in Surabaya. Affective imagery refers to the feelings and emotions that visitors feel towards the city, which can include an impression of the comfort, cleanliness, or luxury of the shopping center. According to Tosun et al. (2015), effective image affects the revisit intention. Visitors to Tunjungan Plaza Surabaya intend to visit again because they feel a positive affective image. Affective imagery can positively influence recommending intentions (Prayag et al., 2017). Recommendation intentions can be made by visitors to Tunjungan Plaza Surabaya when they feel satisfied and happy with their experience. The satisfaction they experience depends on the affective image they feel. Affective imagery has a positive and significant effect on revisiting intention (Hazif & Mohamad, 2020). The revisit intention of the affective image provides its attractiveness for visitors to Tunjungan Plaza Surabaya.

Tunjungan Plaza Surabaya has a strategic location that makes this shopping center attractive. Attractiveness can provide a deep understanding of the target market and visitor decision-making process as well as help the formulation of shopping center policies (Thanh An et al., 2019). Tunjungan Plaza Surabaya shopping center has a complete set of attributes, such as having a variety of fashion tenants and restaurants so that it becomes attractive for visitors. Thiumsak and Ruangkanjanases (2016) found that the

attractiveness of attributes has a significant effect on the revisit intention. Visitors intend to revisit the Tunjungan Plaza Surabaya shopping center because of its attractiveness. The attractiveness of Tunjungan Plaza is greatly influenced by the facilities, tenants, and attractions in it. Competition with other shopping malls in Surabaya often focuses on the uniqueness or attraction offered, such as design concepts, special events, or exclusive brands.

The research gap in Chien's research is first, the geographical context is limited. The study may not be generalized to other ecotourism sites outside the area studied. Second, other variables that affect. Lack of exploration of other factors (social, economic, cultural) that can affect the intention of the visit. Third, long-term impact. Focus on the short-term impact, without considering the long-term effects of the ecotourism experience. Fourth, demographic perceptions are diverse. It does not consider differences in the perception of attraction based on visitor demographics. The Influence of Technology and Social Media. Finally, there is a lack of research on how technology and social media affect the attractiveness and intention of visits. Attractiveness presents a positive effect on the revisit intention (Wardhana, 2023)(Riduwan & Wardhana, 2022). Empirical results of attractiveness also show a positive effect on revisiting intention (Allameh et al., 2014). The positive effect of the Tunjungan Plaza Surabaya shopping center attracted more visitors. Attractiveness has a direct positive effect on the intention to return (Ćulić et al., 2021). The intention to revisit the attractiveness makes visitors to Tunjungan Plaza Surabaya hedonistic.

A person's new view of the Tunjungan Plaza Surabaya shopping center is that they can fulfill their desires by shopping for whatever they want. A person will do anything to get pleasure and make himself happy because he wants to gain prestige. The prestige that a visitor has makes them spend their money at the Tunjungan Plaza Surabaya shopping center with a variety of tenants available. J. M. Luo et al. (2021) found that hedonism is influenced by behavioral intentions caused by visitor satisfaction. The satisfaction of visitors to Tunjungan Plaza Surabaya makes them behave hedonistically. Today's visitors are looking for a shopping experience that is not only practical but also fun and emotionally satisfying. If Tunjungan Plaza cannot create a pleasant shopping experience and provide happiness for visitors, they will turn to other shopping centers that offer a more enjoyable experience. The research gap in J. M. Luo et al. (2021) research covers several aspects. First, the study focuses more on the Asian context, so the results may be difficult to generalize to other cultures or nationalities. Future research is suggested to explore the same issue with a more diverse sample, including other gaming destinations such as Las Vegas. Second, although this study tries to quantify travel experiences with various connotations, there is a possibility that some connotations, such as memory, are missed. Therefore, future research may integrate more connotations of travel experience when exploring the influence of hedonism on revisit intention. Hedonism is influenced by the intention to revisit the experience of visitors (Luo et al., 2021).

Lim (2014) shows that hedonism has a positive effect on satisfaction, perceived value, and the intention to behave in visitors. Visitors to Tunjungan Plaza Surabaya feel their experience when shopping so that if they are satisfied, they will recommend it to others. Tiwari et al. (2021), empirically recommend a significant relationship between elements of hedonism and the intention to revisit. Visitors to Tunjungan Plaza Surabaya tend to behave hedonistically when shopping because of the urge to seek immediate pleasure. Hedonism has a positive impact on the tendency to revisit (Scarpi de Claricini, 2020). The tendency to revisit is felt by visitors with their psychological well-being when shopping at Tunjungan Plaza Surabaya.

Psychological well-being in shopping activities is determined by several factors, including shopping center functionality, comfort, safety, recreation, atmosphere, self-identification (Hedhli et al., 2015), utilitarian value, and hedonistic value (Hedhli et al., 2016). The functionality and hedonistic values found

in the Tunjungan Plaza Surabaya shopping center, such as spacious parking lots, attractive interior design, pleasant music, refreshing aromas, and others make visitors feel psychological well-being. Psychological well-being was found to have a synergistic aspect on the revisit intention (Creative et al., 2021). The intention of visitors the Tunjungan Plaza Surabaya shopping center is because of the welfare felt during the previous visit. Well-being significantly affects visitors' revisit intention (C. Chen et al., 2021). In the midst of the hustle and bustle of life, visitors are looking for a place not only to shop, but also to feel better psychologically. Tunjungan Plaza must also be able to meet the needs of visitors for a space that provides a sense of security, comfort, and emotional satisfaction. The research gap of C. Chen et al. (2021) research lies in the lack of a deep understanding of how the travel experience resulting from interaction at various touch points can affect traveler behavior, such as the intention to return and the spread of word of mouth. Although there has been previous research on the tourist experience, this study highlights the importance of specific contexts such as "Nong Jia Le" in understanding these dynamics, as well as the need for further exploration of the impact of such experiences on tourist well-being and tourism sustainability in rural areas. Psychological well-being also affects the revisit intention (Nusairat et al., 2020). The revisit intention is due to the shopping experience felt by visitors to Tunjungan Plaza Surabaya.

Unique and authentic experiences can add significant value to a product (Radder & Han, 2015). The products in the Tunjungan Plaza Surabaya shopping center have good quality so that visitors are comfortable when shopping. Today's visitors value convenience and equal choice to get value for their money. Shopping is no longer just an exercise to get a product you like, but a social experience (Terblanche, 2018). The social experiences that visitors feel at Tunjungan Plaza Surabaya, such as shopping together, eating together, and others make them feel the experience. Bernd Schmitt (2015) studies how experience creates visitors to feel, think, act, and relate to a person. Someone who intends to shop at Tunjungan Plaza Surabaya because they have a superior shopping experience.

Terblanche (2018), the shopping experience found that the variety of merchandise, interaction with staff, internal environment, and customer emotions have a strong positive and significant relationship with customer satisfaction cumulatively. Customer satisfaction has a strong positive relationship with revisit intention. A poor shopping experience, such as difficulty finding parking, poor hygiene, or a lack of product variety, can reduce visitors' interest in returning to Tunjungan Plaza. An enjoyable shopping experience is crucial in attracting visitors to keep coming back. The research gap of Terblanche (2018) research lies in the lack of a deep understanding of the customer experience in the store environment as a whole.

While there have been several previous studies that have addressed customer experience, many of them have not adopted a comprehensive approach to exploring how various elements within a store, such as interactions with other customers and the atmosphere of the store, contribute to customer satisfaction. The study also highlights the need for longitudinal studies to understand whether the customer experience remains stable over time or is affected by changes in the store's internal and external environment. Visitors who intend to revisit Tunjungan Plaza Surabaya because of the positive experience they feel. Experience also significantly affects the revisit intention (Kalantari Shahijan et al., 2018). Memorable experiences influence visitors to recommend and revisit (X. Chen et al., 2020).

Based on this description, the development of the times makes visitors meet their needs and desires by shopping. One of them is the Tunjungan Plaza Surabaya shopping center which is the choice of visitors to shop. The novelty in this study is that the researcher uses variables that are factors for visitors to revisit with different objects based on a review of the literature reviewed by the researcher. Promoting repeat visits is essential to identify the factors that influence return visits. Thus, the factors that affect the revisit intention can be studied to increase the likelihood of repeat visits (Bayih & Singh, 2020). The need to study the revisit

intention of visitors to Tunjungan Plaza Surabaya to maintain business continuity and prevent a decrease in the number of visitors, there is increasingly fierce competition between shopping centers, especially with new shopping centers that often offer a more modern and complete experience. Today's shoppers prioritize the experience over just buying a product. Therefore, understanding how elements such as affective imagery, attractiveness, hedonism, psychological well-being and shopping experience affect revisit intention will help Tunjungan Plaza to adapt to changing visitor trends. Through a scientific approach, this study aims to understand the dynamics of emotional and behavioral factors that influence consumers' decision to revisit a shopping mall, taking the example of Tunjungan Plaza, which is one of the largest and most influential shopping centers in Surabaya.

## Literature Review
### Attractiveness

Image is a determinant for estimating behavior (Ortegón-Cortázar & Royo-Vela, 2019). Affective imagery is an equation of judgment, such as interpreting physiological arousal, expression, emotional response arising from experience (Patwary & Rashid, 2016)(Qosim et al., 2023). Affective imagery is the result of a variety of factors (Yao et al., 2023). Affective imagery refers to people's feelings or attractiveness to an object (Chew & Jahari, 2014). Affective imagery is an important and effective component (Khan et al., 2017).

### Attractiveness

Attractiveness is a characteristic that focuses more on visitors and increases the likelihood of visitors refreshing themselves and making decisions (Akgün et al., 2019). Attractiveness is an object that is attracted by a certain style of information from the subject to further emerge intentions and actions as visitor satisfaction (Chien, 2017). Attractiveness is also a permanent force established in the same region and contains places that are planned and developed, such as cinemas, sports centers, theaters, and retail markets, and can provide consumers with places for education, interests, activities, as well as (Sardar et al., 2021). The attractiveness of an area can be created through human management so that it can combine and build skills and strategies that successfully encourage consumers (Lemes et al., 2014).

Another impact that causes economic weakness is the low attractiveness community. This fact makes The community wise in managing finances because when the attractiveness of the community is low, then production and the market economy will also be sluggish (Qanita, 2020). Attractiveness provides the main motivation for consumers to act (Wijayanti & Ryandono, 2020). Attractiveness is the main element that allows visitors to present motivation so that a place without attractiveness cannot develop its industry permanently (Lo & Jim, 2015). The objectives are carried out to face the weaknesses and internal attraction of the community by taking advantage of external opportunities and avoiding threats (Qanita, 2020)(Wardhana & Ratnasari, 2022). Attractiveness is a characteristic of recreational resources and special charm created by people or services and facilities that can meet the needs of consumers to increase interest in visiting (Hultman et al., 2015).

### Hedonism

Hedonism comes from the Greek word "*hedone*", which means pleasure, enjoyment, or delight (Luo et al., 2021). Hedonism is a strong motivation for consumption (Yim et al., 2014). Hedonism is also a reflexive form of pleasure (Luo et al., 2021). Hedonistic needs are necessary to satisfy sensory pleasures, i.e. subjective feelings associated with hedonism. Hedonistic feelings can increase the value of the product

and the likelihood of buying. Consumers buy to stimulate quality, escape from routine life, forget about problems from everyday life, or satisfy their hedonistic needs (Iman et al., 2022). Pleasure is a simple feeling, but it is difficult for the person who experiences it to measure and feel. The desire to please is not enough to experience pleasure. Hedonism is the pleasure of consumption and satisfaction that comes from pleasant experiences (Borges et al., 2016). Hedonistic consumption is consumption that is based on the desire to satisfy pleasurable needs (Luo et al., 2021).

## Psychological Well-Being

Psychological well-being can generally be interpreted as feelings of happiness and satisfaction (Yan et al., 2024). Psychological well-being is a basic concept of positive psychology (Smith & Diekmann, 2017). Psychological well-being is a concept that exists in positive psychology and it is proven that a person's positive psychological state is not only important for the health of the individual, but can also affect the healing process and symptoms of a disease or physical problem (Hernandez et al., 2023). Psychological well-being is a multidimensional concept related to physical, mental, social, and environmental aspects (Pinto et al., 2016).

The concept of psychological well-being is a combination of human development theory, clinical psychology theory, and conception of mental health (Ryff, 2015). Psychological well-being can be built by the welfare status of individuals in several domains of life, such as social life, leisure, family life, work life, health, and safety (Gragnano et al., 2020). Psychological well-being is also the achievement of psychological potential and the state of the individual as a whole, where a person can accept his strengths and weaknesses, have life goals, develop positive relationships with others, have an independent personality, be able to control his or her environment and have good personal growth (Ryff, 2015).

## Shopping Experience

Experience is a complex psychological process with a special focus on memory (Soni et al., 2024). The shopping experience is an experience that is built selectively based on individual experience assessments (Moliner-Tena et al., 2023)(Ghifara et al., 2022). The shopping experience is a direct and indirect consumer experience of the company's service process, various facilities, and how consumers interact with the company and other consumers (Ryandono et al., 2019). Experience is a personal subjective reaction and feeling that a person has when buying or using a product. The key for companies to profit is the creation of high-quality hedonistic experiences that can lead to consumer retention (Hussain, 2015). Today's consumers often expect shopping experiences that are multisensory, interactive, holistic, entertaining, emotionally stimulating, and creatively challenging (Bernd Schmitt, 2015; Foster & Mclelland, 2014). Consumer experience is defined as an internal and subjective reaction of consumers that requires direct or indirect contact with the company (Godovykh & Tasci, 2020). The shopping experience is a positive consumer experience because they are emotionally satisfied by shopping regardless of whether or not they make a purchase (Terblanche, 2018).

## Revisit Intention

Revisiting intention is also an important behavior to represent the possibility of revisiting the same destination in the future (Hasan et al., 2017). The intention to visit again is a form of interest in behavioral intentions. The intention to revisit can be interpreted as the level of willingness or desire of a person to travel again to the same destination to give the most accurate guess to the decision to revisit (Abbasi et al., 2021). The intention to revisit is referred to as individual behavior influenced by positive and negative decisions to

return to the destination in the future. The intention to review leads to financial gains or losses from a goal caused by humans, financial risks, service quality risks, socio-psychological risks, car accident risks and food safety and weather issues (Harun et al., 2018). The intention to revisit is the visitor's ability to revisit the same destination (Huang et al., 2015). Stylos et al. (2016) define to the revisit intention as the desire to visit the same destination a second time in a certain period of time.

## Methodology

This research is quantitative survey research. The population in this study is visitors who shop at the Tunjungan Plaza Surabaya shopping center. The sample in this study is visitors who have been shopping for less than a year at the Tunjungan Plaza shopping center in Surabaya. The sampling technique in this study is using Purposive Sampling where the sample selection method is based on certain considerations. The researcher uses this method by distributing the questionnaire link to visitors who have been shopping at Tunjungan Plaza Surabaya for less than a year and have met the prerequisites to become respondents, such as women or men, aged (< 20 years, 20 – 30 years, 31 – 40 years, or > 40 years old), have the last education (high school/vocational school or university), status (unmarried or married) have a job (entrepreneur, civil servant, private employee, or others), have income (UMR, below UMR, or above UMR) and have a frequency of spending (often, rarely, or when needed) through google forms. According to Malhotra et al. (2017) in marketing research, the minimum number of samples used is 300 respondents if the valid data is less than 300, then the percentage value is required to exceed 50%. The researcher took 300 samples of respondents as a sample in the Tunjungan Plaza Surabaya shopping center study.

Variables related to other variables act as the cause of the existence of bound variables. The independent variables in this study were effective image (X1), attractiveness (X2), hedonism (X3), psychological well-being (X4), and shopping experience (X5). Affective image is a determinant of visitor behavior that arises from the experience when shopping at the Tunjungan Plaza Surabaya shopping center. Affective image has two indicators, namely 1) Response; and 2) Tourists' emotional assessment of destinations (Stylos et al., 2016). Attractiveness is the uniqueness, beauty, and interest owned by the Tunjungan Plaza Surabaya shopping center so that it can attract visitors. Attractiveness has six indicators, namely 1) Availability of tourist resources; 2) Accessibility of tourist destinations; 3) Various tourist offers; 4) Safety at a destination; 5) Tourist destination information support; 6) Attitudes of local communities (Morozov & Morozova, 2016). Hedonism is the pleasure of visitors to consume products at the Tunjungan Plaza Surabaya shopping center. Hedonism has five indicators, namely 1) Calling (fun); 2) Exciting; 3) Delightful; 4) Thrilling; 5) Enjoyable to measure brand product attitudes (Voss et al., 2003). Psychological well-being is a positive feeling that visitors have when shopping at the Tunjungan Plaza Surabaya shopping center. Psychological well-being has three indicators, namely 1) Happiness; 2) Quality of life; 3) Life satisfaction (Gilbert & Abdullah, 2004). The shopping experience is a positive or negative experience felt by visitors when shopping at the Tunjungan Plaza Surabaya shopping center. The shopping experience has five indicators, namely 1) Reason; 2) Flavoring; 3) Thinking; 4) Act; 5) Relativity (Bernd Schmitt, 2015).

The variable tied to this study is the revisit intention. The revisit intention is the intention or desire of visitors to revisit the Tunjungan Plaza Surabaya shopping center in the future. The revisit intention has four indicators, namely 1) transactional interest; 2) Reference interest; 3) Preferential interest; 4) Exploratory interest (Brida et al., 2013). This study uses multiple linear regression analysis techniques. The data analysis tool used is the Statistical Program for Social Science (SPSS) software version 27.

**Hypothesis Development**
**The effect of affective image on revisit intention**
        Positive affective image, such as a sense of comfort and satisfaction when shopping at Tunjungan Plaza, encourages visitors to have a desire to the revisit intention. The stronger the pleasant emotional experience, the greater the visitor's intention to repeat the visit in the future. According to Tosun et al. (2015), effective image also affects the revisit intention. Affective imagery can positively influence recommending intentions (Prayag et al., 2017). Affective imagery has a positive and significant effect on revisit intention ( Hazif & Mohamad, 2020). Based on the study, the hypothesis is determined.
*H1: Affective image has a significant positive effect on revisit intention.*

**The effect of attractiveness on revisit intention**
        Attractiveness, such as attractive designs, complete facilities, and a variety of tenants in Tunjungan Plaza, affect the revisit intention to shopping. The higher the attractiveness, felt, the more likely visitors are to want to repeat their visit in the future. According to Allameh et al. (2014), attractiveness shows a positive effect on the intention of revisiting. Attractiveness presents a positive effect on revisit intention  (Chien, 2017). Attractiveness  has a direct positive effect on revisit intention (Ćulić et al., 2021). Based on the study, the hypothesis is determined.
*H2: Attractiveness has a significant positive effect on revisit intention.*

**The effect of hedonism on revisit intention**
        Hedonism, which reflects the pleasure and emotional satisfaction of visitors when shopping or enjoying the facilities at Tunjungan Plaza, plays an important role in encouraging to the revisit intention. The greater the hedonistic experience felt, the stronger the visitor's desire to the revisit intention. Lim (2014) shows that hedonism has a positive effect on the satisfaction and value felt, as well as the intention of visitors to behave. Hedonism is influenced by the intention to revisit through the experience of visitors (Luo et al., 2021). Tiwari et al. (2021), empirically recommend a significant relationship between elements of hedonism and the revisit intention. Based on the study, the hypothesis is determined.
*H3: Hedonism has a significant positive effect on revisit intention.*

**The effect of psychological well-being on revisit intention**
        Psychological well-being, such as the feeling of comfort, relaxation, and happiness that visitors experience while at Tunjungan Plaza, can increase to the revisit intention. When visitors feel the place supports their emotional health, the desire to return tends to be stronger. Psychological well-being was found to have a synergistic aspect on the revisit intention (Creative et al., 2021). Psychological well-being affects the revisit intention (Nusairat et al., 2020). Well-being significantly affects visitors' intention to return (C. Chen et al., 2021). Based on the study, the hypothesis is determined.
*H4: Psychological well-being has a significant positive effect on revisit intention.*

**The effect of shopping experience on revisit intention**
        Positive shopping experiences, such as satisfactory service, comfortable atmosphere, and ease of transaction at Tunjungan Plaza, encourage visitors to have the revisit intention. The better the experience, the greater the desire of visitors to the revisit intention. Terblanche (2018), the shopping experience has a strong positive and significant relationship to the revisit intention through customer satisfaction. Experience significantly influences the revisit intention (Kalantari Shahijan et al., 2018). Memorable experiences

influence visitors to recommend and revisit (X. Chen et al., 2020). Based on the study, the hypothesis is determined.

***H5: The shopping experience has a significant positive effect on revisit intention.***
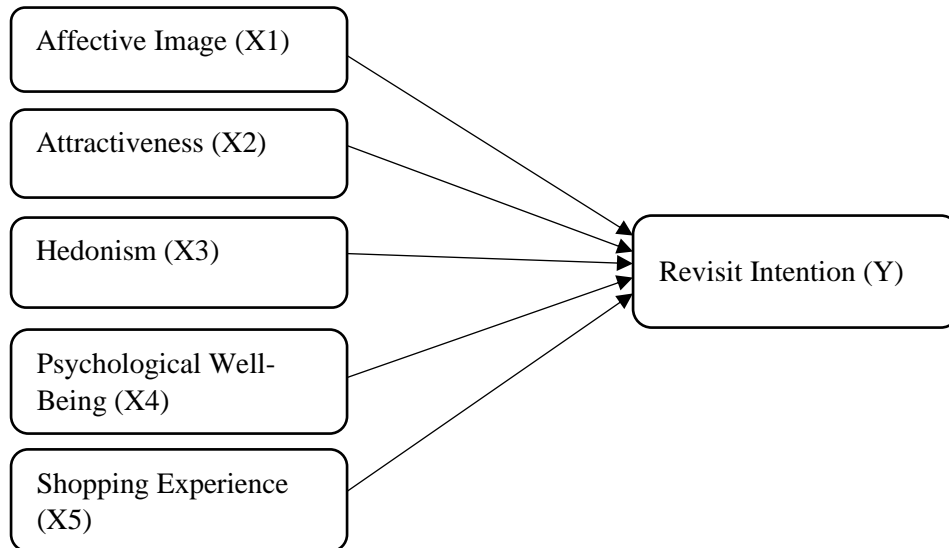


**Figure 1. Research Framework**

Source: Arranged by authors (2024)

## Results and Discussion
## Results

This study uses respondents who are visitors to Tunjungan Plaza Surabaya with varying characteristics. The study sample was 300, but only 207 respondents met the criteria for further analysis. Data was collected through a questionnaire distributed online using Google Form and analyzed with SPSS version 27. The following is a summary of the characteristics of respondents based on several categories.

**Table 1. Respondent Characteristics**

| Gender | | |
|---|---|---|
| **Category** | **Sum** | **Percentage** |
| **Men** | 44 | 21.3 |
| **Woman** | 163 | 78.7 |
| **Total** | 207 | 100 |
| **Age** | | |
| **Category** | **Sum** | **Percentage** |
| **<20 Years** | 45 | 21.7 |
| **>40 Years** | 12 | 5.8 |
| **20 – 30 Years** | 127 | 61.4 |
| **31 – 40 Years** | 23 | 11.1 |
| **Total** | 207 | 100 |
| **Education Level** | | |
| **Category** | **Sum** | **Percentage** |
| **High School / Vocational School** | 81 | 39.1 |

584

| | | |
|---|---|---|
| **University** | 126 | 60.9 |
| **Total** | 207 | 100 |

**Marital Status**

| Category | Sum | Percentage |
|---|---|---|
| **Unmarried** | 149 | 72 |
| **Ever Married** | 2 | 1 |
| **Married** | 56 | 27.1 |
| **Total** | 207 | 100 |

**Job**

| Category | Sum | Percentage |
|---|---|---|
| **Employee** | 42 | 20.3 |
| **Other** | 148 | 71.5 |
| **Civil servants** | 5 | 2.4 |
| **Entrepreneurial** | 12 | 5.8 |
| **Total** | 207 | 100 |

**Income**

| Category | Sum | Percentage |
|---|---|---|
| **Above UMR** | 17 | 8.2 |
| **Under UMR** | 147 | 71 |
| **UMR** | 43 | 20.8 |
| **Total** | 207 | 100 |

**Shopping Frequency**

| Category | Sum | Percentage |
|---|---|---|
| **When Required** | 122 | 58.9 |
| **Infrequently** | 42 | 20.3 |
| **Often** | 43 | 20.8 |
| **Total** | 207 | 100 |

Source: SPSS version 27 data processing results

a. Gender

Based on gender, the majority of respondents were women at 78.7%, while men were only 21.3%. This shows that women do shopping more often than men.

b. Age

The largest age group is 20–30 years old, covering 61.4% of respondents, which shows that Tunjungan Plaza Surabaya attracts visitors from the productive age group who are more likely to shop regularly.

c. Education

Level As many as 60.9% of respondents are university graduates, while 39.1% are high school/vocational school graduates. This reflects that the majority of respondents have a fairly high level of education, which can affect their preferences and consumption patterns.

d. Marital Status

Most unmarried respondents, at 72%, show that unmarried individuals tend to have a greater desire to shop compared to married people.

e. Job

The job category was dominated by the "other" category at 71.5%, which may include respondents who are not yet employed or work in a non-formal profession. As many as 20.3% of respondents are employees, while civil servants and entrepreneurs each contribute very little.

f. Income

As many as 71% of respondents have an income below the UMR, and only 8.2% have an income above the UMR. This income is considered sufficient to meet shopping needs, but large expenses may be more selective.

g. Shopping Frequency

Most respondents shop "when needed" at 58.9%, which is consistent with income profiles below the UMR. This shows that visitors tend to only shop when necessary, not as a routine.

From the data above, it can be concluded that the majority of visitors to Tunjungan Plaza Surabaya are young women of productive age, with good educational backgrounds and relatively low incomes. Nonetheless, their shopping frequency level is quite high, which shows the great attractiveness of this shopping center, especially in meeting the shopping needs and desires of consumers with lower middle income. These factors can provide a significant picture of consumer behavior and their desire to return to Tunjungan Plaza.

The validity test aims to measure the quality and accuracy of the research data by using corrected item-total correlation, where the valid value must be greater than 0.3. The results obtained are as follows:

**Table 2. Validity Test**

| Variable | Item/Statement | Corrected Item | Information |
|----------|----------------|----------------|-------------|
| **X1** | X1.1 – X1. 8 | 0.430 – 0.775 | **Valid** |
| **X2** | X2.1 – X2.24 | 0.388 – 0.722 | **Valid** |
| **X3** | X3.1 – X3.20 | 0.426 – 0.810 | **Valid** |
| **X4** | X4.1 – X4.24 | 0.490 – 0.832 | **Valid** |
| **X5** | X5.1 – X5.20 | 0.535 – 0.798 | **Valid** |
| **Y** | Y.1 – Y.16 | 0.691– 0.902 | **Valid** |

Source: SPSS version 27 data processing results

a. Affective Image Variable (X1): All items are valid, with corrected item values ranging from 0.430 to 0.775. This shows that all items in this variable are reliable in measuring the concept of affective image.
b. Attractiveness Variable (X2): A total of 24 items were declared valid with corrected item values ranging from 0.388 to 0.722. This indicates that each statement on the attractiveness variable has a fairly good quality in supporting data analysis.
c. Hedonism Variable (X3): There are 20 valid items, with corrected item values ranging from 0.426 to 0.810. This confirms that hedonism is measured with sufficient accuracy through these items.
d. Psychological Well-being Variable (X4): A total of 12 items were declared valid with corrected item values exceeding 0.3, indicating that psychological well-being has an accurate instrument.
e. Shopping Experience Variable (X5): All 20 valid items with corrected item values varying from 0.535 to 0.798, indicating that this variable has good measurement quality.
f. Revisit Intention Variable (Y): All 16 valid items with the highest corrected item value reaching 0.902. This shows that the revisit intention is measured with good consistency.
g. All variables in this study have met the validity requirements, with corrected item values greater than 0.3. This means that each item used in this study is representative and reliable enough to measure the construct in question.

The reliability test measures the internal consistency of variables using Cronbach's Alpha value, where a value above 0.7 is considered reliable. The results are as follows:

**Table 3. Reliability Test**

| Variable | Alpha Cronbach | Information |
|----------|----------------|-------------|
| **X1** | 0.882 | |
| **X2** | 0.931 | |
| **X3** | 0.949 | |
| **X4** | 0.936 | **Reliable** |
| **X5** | 0.949 | |
| **Y** | 0.965 | |

Source: SPSS version 27 data processing results

a. Affective Image (X1) has a Cronbach's Alpha value of 0.882, indicating that this variable is reliable.
b. Attractiveness (X2) has a reliability value of 0.931, which is also very reliable.

c. Hedonism (X3) has a value of 0.949, indicating very high reliability.
d. Psychological Well-Being (X4) with a score of 0.936 is also included in the reliable category.
e. Shopping Experience (X5) obtained a score of 0.949, which indicates excellent consistency.
f. Revisit Intention (Y) recorded the highest reliability score of 0.965, indicating an exceptionally high consistency.

All of the research variables had a Cronbach's Alpha value above 0.7, indicating that this research instrument was very reliable and consistent. This gives confidence that the data collected is stable enough and reliable for further analysis. Thus, the results of the validity and reliability test show that all items in the research variables have good quality and consistency. The instruments used successfully measure relevant constructs with high accuracy, so that the resulting data is ready for further analysis for hypothesis testing and drawing scientific conclusions.

In the classical assumption test, it was found that the data was normally distributed. The results of the study can be interpreted more validly, as well as allowing the use of regression analysis to test the relationship between variables. The P-P Plot graph (Figure 1) shows the data spread around the diagonal line, which shows that the data in this study is normally distributed. That is, the assumption of normality is met, so that the regression model can be analyzed by parametric statistical methods.
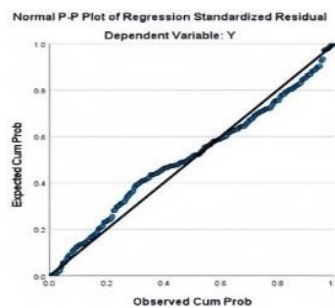


**Figure 2. Normality Test**

Source: SPSS version 27 data processing results

Autocorrelation tests are used to detect the relationship between residuals in regression models. Based on the output of SPSS, the Durbin Watson value is 1.869, which is in the range of -2 to 2. This shows that there is no autocorrelation in the regression model.

Based on the results of the study, all Variance Inflation Factor (VIF) values are below 10 and tolerance values are above 0.1. This shows there is no multicollinearity between independent variables. The highest VIF value was found in the psychological well-being variable (X4) of 5.093, and the lowest VIF value was in the affective image (X1) of 2.951. All of these values are still within safe limits. The absence of multicollinearity indicates that each independent variable in the regression model has a unique contribution and does not over-influence each other, so the regression results are reliable.
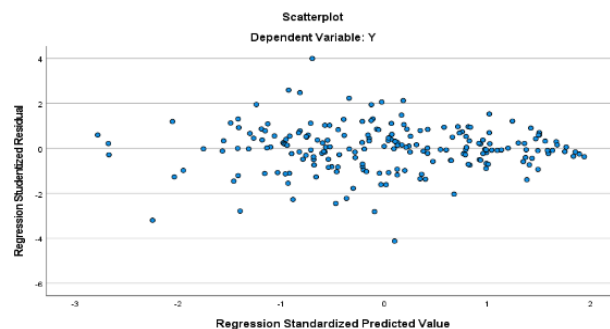
**Figure 3. Heteroscedasticity Test**

Source: SPSS version 27 data processing results

Based on Figure 2, the data distribution is scattered randomly around the Y axis, without forming a specific pattern. The absence of a specific pattern indicates that the residual variance is constant (homoscedasticity) so that the regression model does not experience heteroscedasticity. This means that the regression model is not biased, and the results obtained are trustworthy. Based on the results of the classical assumption test which includes normality, autocorrelation, multicollinearity, and heteroscedasticity tests, all classical assumptions have been fulfilled. This shows that the regression model used in this study is feasible and valid for further testing. The multiple linear regression test was carried out using the SPSS analysis tool version 27 and produced the following formula:

$Y = -19,211 + 0,219X.1 + 0,103X.2 + 0,115X.3 + 0,205X.4 + 0,491X.5 + e$.

**Table 4. Multiple Linear Regression Test**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -19,211 | 3,715 | | -5,172 | <0,001 |
| | X1 | 0,219 | 0,106 | 0,094 | 2,058 | 0,041 |
| | X2 | 0,103 | 0,046 | 0,111 | 2,229 | 0,027 |
| | X3 | 0,115 | 0,047 | 0,139 | 2,459 | 0,015 |
| | X4 | 0,205 | 0,087 | 0,142 | 2,356 | 0,019 |
| | X5 | 0,491 | 0,053 | 0,515 | 9,212 | <0,001 |

Source: SPSS version 27 data processing results

Shopping experience (X5) had the greatest influence on revisit intention, while other variables such as affective image, attractiveness, hedonism, and psychological well-being also contributed significantly but with less influence.

Based on the results of the t-test, all independent variables had a significance value below 0.05, which means that all of them had a significant influence on the revisit intention.

a. Affective Image (X1): Significant with a value of 0.041.
b. Attractiveness (X2): Significant with a value of 0.027.
c. Hedonism (X3): Significant with a value of 0.015.
d. Psychological Well-Being (X4): Significant with a score of 0.019.
e. Shopping Experience (X5): Significant with a value of <0.001.

All variables individually contributed significantly to the revisit intention. This shows that every aspect from the affective image to the shopping experience plays an important role in encouraging visitors to return to shopping at Tunjungan Plaza.

Table 2 is the result of the F test which shows an F value of 241.373 with a significance of 0.001, which is smaller than 0.05.

**Table 5. Test F**

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 87017,719 | 5 | 17403,544 | 241,373 | ,001b |
| | Residual | 14492,552 | 201 | 72,102 | | |
| | Total | 101510,271 | 206 | | | |

Source: SPSS version 27 data processing results

Simultaneously, all independent variables (affective image, attractiveness, hedonism, psychological well-being, and shopping experience) had a significant effect on revisit intention. This means that the regression model used is valid as a whole and can be used to predict revisit intentions.

The coefficient of determination (Adjusted R Square) was obtained at 0.854, which means that 85.4% variability of revisit intention can be explained by the variables of affective image, attractiveness, hedonism, psychological well-being, and shopping experience. The remaining 14.6% was explained by other factors that were not included in this study.

**Table 6. Coefficient of Determination Test**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | 0,926a | 0,857 | 0,854 | 8,49130 | 1,869 |

Source: SPSS version 27 data processing results

This regression model has excellent ability to explain the influence of independent variables on revisit intention. A high $R^2$ value indicates that the model has a good match rate and is able to account for most of the variance in revisit intention.

Thus, the results of multiple linear regression analysis showed that all independent variables, both individually and simultaneously, had a significant effect on the revisit intention to Tunjungan Plaza. The shopping experience makes the biggest contribution in influencing that intent. The resulting regression model has a high fit, indicating that the factors studied provide a strong picture of consumer behavior related to shopping malls.

## Discussion

### The Effect of Affective Image on Revisit Intention

Based on the results of the significance test, it was shown that there was a significant influence of affective image on the intention. The results of multiple regression of affective image show that there was a positive influence of affective image on revisit intention, so the first hypothesis was accepted. This research is in line with previous research, namely research from Tosun et al. (2015), Prayag et al. (2017), and Hazif and Mohamad (2020) who explained that affective imagery has a positive influence on the revisit intention. The findings of this study provide relevant information about the preferences and shopping habits of visitors to Tunjungan Plaza Surabaya based on statements that have been validated for each indicator. The validity of the statements on each indicator shows that most of the young people, especially students, like products with positive and attractive brands, such as Uniqlo, H&M, and others. They visit the Tunjungan Plaza Surabaya shopping center because their emotional values are fulfilled, such as friendly service, cleanliness and security contained in the shopping center, especially during holidays they prefer to spend their time shopping.

Affective image in the 20–30-year age group is more often influenced by factors such as modern venue design, energetic atmosphere, and existing entertainment facilities (for example, hangout spots, cinemas, or special events held in shopping malls). Visitors at this age tend to look for fun, trendy, and social experiences. They are more sensitive to visual aesthetics, the presence of international brands, and the entertainment provided. Meanwhile, affective image in the age group of 40 years and older tends to be influenced by comfort factors, service quality, cleanliness, and a calmer atmosphere. They value a stress-free shopping experience more, with easily accessible amenities and a less crowded atmosphere. Their affective image focuses more on efficiency and convenience, as well as experiences that can make them feel comfortable and valued as customers.

Thus, on the variable affective image of the company can strengthen a positive and attractive brand identity by focusing on the emotional values of visitors (such as, maintaining the characteristic nuances on certain celebratory days, maintaining environmental cleanliness, as well as improving safety). Companies can also emphasize a commitment to product quality and visitor service that can increase visitors' trust and emotional satisfaction with the brand and shopping mall (e.g., providing product quality that matches its brand and providing even better service).

The managerial implication of affective imagery is that management understands the important factors that affect the revisit intention, it will help in devoting effective marketing strategies which can influence

the visitor's decision while shopping. Thus, the intensity of the revisit intention depends on the emotional response of each time that the visitor passes during the shopping which is related to emotional judgment which is the most important indicator of the affective image variable.

## The Effect of attractiveness on Revisit Intention

Based on the results of the signification test, it shows that there is a significant influence of attractiveness with the revisit intention. The results of the multiple regression of attractiveness showed that there was a positive influence of affective image on revisit intention so that the second hypothesis was accepted. This research is in line with previous research, namely research from Allameh et al. (2014); Chien (2017); Ćulić et al. (2021) who explained that attractiveness has a positive influence on the revisit intention. One of the attractiveness of this shopping center is the availability of free Wi-Fi that can be accessed at Tunjungan Plaza 5. The attractive and luxurious design of the building makes this shopping center crowded with visitors, especially among young people. This shopping center has quite adequate infrastructure, but accessibility is lacking for visitors who use motorized vehicles when visiting Tunjungan Plaza Surabaya.

Tunjungan Plaza which offers entertainment facilities such as cinemas, children's playgrounds, and interesting hangouts also adds to its attractions. These entertainment activities provide more reasons for visitors to come and spend longer, especially for families or young groups who are looking for experiences other than shopping. The variety of brand and store choices, both affordable and premium, is also a determining factor in attractiveness. This shopping place that provides a variety of options appeals to a variety of age groups and shopping preferences. Tunjungan Plaza that hosts special events, such as exhibitions, mini-concerts, bazaars, or seasonal festivals, can enhance the appeal of this shopping mall. These events often provide a different and interesting experience for visitors. Various dining options, both fast food and premium restaurants, can be an attraction in itself (Zaki et al., 2024). The delicious and varied culinary will attract visitors, especially those who want to enjoy an outdoor dining experience with a comfortable atmosphere (Loestefani et al., 2022).

For visitors aged 20-30, the appeal of Tunjungan Plaza Surabaya shopping centers is often related to the entertainment and social experiences they get. Visitors at this age really appreciate a comfortable and Instagrammable hangout. They also tend to be interested in fashion products and accessories that fit the latest trends. Young brands or unique store concepts will increase their chances of returning. Special events such as small concerts, festivals, or exclusive promotions can catch their attention. They tend to look for new experiences that are exciting and enjoyable beyond just shopping. For visitors aged 40 years and above, Tunjungan Plaza appeal focuses more on comfort and amenities that support a quieter and more practical shopping experience, such as spacious parking areas, good accessibility, or comfortable rest areas within the shopping mall. If Tunjungan Plaza offers comfort and convenience, they are likely to intend to return. The presence of friendly and professional customer service also makes visitors feel valued and more likely to return. In addition, stores with more functional and useful products (such as electronics stores, home furnishings) will interest them. Restaurants that provide quality food with a calm and cozy atmosphere also make them to revisit.

Thus, in the variable of attractiveness, the company can provide equal distribution of free Wi-Fi access in all areas of Tunjungan Plaza Surabaya, not only Tunjungan Plaza 5 so that it can increase the interest of visitors to shop at Tunjungan Plaza Surabaya. Sustainable building design is also an important factor in the attractiveness, especially Tunjungan Plaza 1 and Tunjungan Plaza 2, improving infrastructure that affects accessibility, and attractive marketing content can also be an effective tool as an attractiveness so that visitors are motivated to revisit.

The managerial implication of attractiveness is that management can provide facilities and services provided to meet the needs and expectations of visitors in accordance with the majority of criteria in this study, namely the student category where it is related to the availability of tourist resources which is the most important indicator on the attractiveness variable.

## The Effect of Hedonism on Revisit Intention

Based on the results of the signification test, it shows that there is a significant influence of hedonism on the revisit intention. The results of multiple regression of hedonism show that there is a positive influence of affective image on revisit intention so that the third hypothesis is accepted. This research is in line with previous research, namely research from Lim (2014); Luo et al. (2021); Tiwari et al. (2021) who explained that hedonism has a positive influence on the revisit intention. The statement obtained in validity on each indicator shows that most of the young people, especially students, like promos when shopping at Tunjungan Plaza Surabaya, especially since they often use it as a form of self-reward so that their expenses are not measured. They often hunt for promos such as fashion, culinary, and other products. The majority of them prefer payments using advanced technology, such as payments using debit, credit cards, Qris, and others. They also often spend their money when there are events, exhibitions, or mini concerts at Tunjungan Plaza Surabaya.

Visitors in their 20-30s are often looking for a fun and emotionally satisfying shopping experience. They tend to choose places that offer more than just buying and selling transactions, but also social experiences, entertainment, and the opportunity to enjoy their time with friends or family. They are attracted to events that offer entertainment, hangouts, or even promotions and discounts that provide instant gratification. Hedonism is also related to the search for sensation and social recognition. Visitors in their 20-30s are attracted to certain brands that can improve their social status in the eyes of others. Therefore, they tend to visit shopping malls that provide well-known brands, unique boutique designs, or shopping experiences that satisfy their desire for social and personal achievement. Visitors aged 40 and over tend to focus more on well-being and a comfortable and emotionally satisfying experience. Hedonism in visitors aged 40 years and above can be seen in the form of quality culinary experiences and relaxation. They are more interested in visiting shopping malls that offer restaurants with delicious food and a pleasant atmosphere. In addition, comfort such as comfortable seating or adequate rest facilities is also an important factor for them to feel satisfied.

Thus, on the hedonism variable, the company can provide attractive promos and maintain the attractive features that exist in Tunjungan Plaza Surabaya (such as the use of advanced technology at the time of payment). The company can also collaborate with brands and artists (such as, events, art exhibitions, and mini concerts). The managerial implication of hedonism is that management can design shopping experiences that evoke different sensations and can take advantage of existing technological advancements, where it relates to hedonism variable indicators. Thus, visitors will feel happy so they intend to visit Tunjungan Plaza Surabaya again.

## The Effect of Psychological Well-Being on Revisit Intention

Based on the results of the significance test, it was shown that there was a significant influence on psychological well-being with the revisit intention. The results of the multiple regression of psychological well-being showed that there was a positive influence of affective image on revisit intention so that the fourth hypothesis was accepted. This research is in line with previous research, namely research Lin, (2012); Nusairat et al. (2020); C. Chen et al. (2021)who explained that psychological well-being has a positive influence on the revisit intention. The findings of this study provide the statement obtained its validity on each indicator shows that most of the young people, especially students, like to shop according to the income they have. They use their money when there is a product that suits their desires and is in accordance with the budget they are targeting. However, there are some people who have an income below the UMR but want to prosper psychologically and fulfill their lifestyle, they are willing to save or take loans before so that they get the product they want.

Research shows that psychological well-being at the age of 20 - 30 years is often closely related to happiness and social exploration. Respondents at this age are more likely to seek new experiences, including visiting shopping centers such as Tunjungan Plaza to shop or socialize with friends. Therefore, their happiness can be more influenced by social interaction, entertainment experiences, and momentary gratification of these activities. However, the quality of life and life satisfaction for them are still growing,

considering that they have not fully felt stable in aspects of life such as career and finance. Respondents over 40 years old are more concerned about the comfort factor and the quality of service when visiting shopping places because, in this age group, individuals are more stable in their professional and personal lives. They often already have permanent jobs, families, and more established finances that can affect their perception of quality of life and satisfaction. Factors such as facilities, quality of goods, and service were very important in their decision to visit Tunjungan Plaza again. For respondents who have high incomes, their psychological well-being is more influenced by quality of life and life satisfaction, compared to happiness which can be more temporary. Individuals with large incomes tend to have better access to various necessities and comforts of life, which can increase their life satisfaction. They also have higher standards in the shopping experience, such as product quality, venue comfort, and customer service.

Thus, on the psychological well-being variable, the company can ensure that each shopping center cluster has a combination of tenants that match the targeted class segmentation (for example, Tunjungan Plaza 1 offers affordable products for the lower middle-class segment while Tunjungan Plaza 6 offers a variety of premium tenants with international brands for the high-end segment) so that visitors can adjust the income they have and they feel happy when shopping at Tunjungan Plaza Surabaya.

The managerial implication of psychological well-being is that the management places the Tunjungan Plaza Surabaya shopping center cluster from Tunjungan Plaza 1 to Tunjungan Plaza 6 based on class segmentation. The class segmentation is placed by providing the right combination of tenants so that buyers can compare prices and quality that suit their needs and desires. Thus, visitors can feel their psychological well-being which is related to quality of life which is the most important indicator of psychological well-being variables.

## The Effect of Shopping Experience on Revisit Intention

Based on the results of the significance test, shows that there is a significant influence on the shopping experience with the revisit intention. The results of the multiple regression of psychological well-being showed that there was a positive influence of shopping experience on revisit intention so the fifth hypothesis was accepted. This research is in line with previous research from Terblanche (2018); Kalantari Shahijan et al. (2018); X. Chen et al. (2020) who explained that the shopping experience influences the revisit intention. The findings of this study provide relevant information about the preferences and habits of visitors when shopping with the manager of Tunjungan Plaza Surabaya based on statements that are validated on each indicator. The statement obtained in validity on each indicator shows that most young people, especially students, feel lucky when shopping at Tunjungan Plaza Surabaya because of the completeness of this shopping center. Tunjungan Plaza Surabaya is the shopping center of choice for them. They prefer to spend their time shopping with friends, family, and others. They also always carry smartphones when shopping to meet their social media needs and interact with others. They also really like Fear of Missing Out (FOMO) which can influence them to shop or visit Tunjungan Plaza Surabaya.

Thus, in the variable of the shopping experience, the company can provide several charging station areas so that visitors do not worry when their smartphones experience low battery, besides that visitors can relax while interacting with their friends, especially among young people. The company can also increase the use of social media, such as collaborating with local influencers and content creators who are popular among young visitors to increase the popularity of Tunjungan Plaza Surabaya. The managerial implication of the shopping experience is that management needs to create a pleasant and engaging experience in the shopping mall to reduce the stress and boredom felt by the visitor, which relates to the mind which is the most important indicator of the variable of the shopping experience.

## Conclusion

The results of this study show that all the main variables studied, namely affective image, attractiveness, hedonism, psychological well-being, and shopping experience, have a significant influence on the revisit intention Tunjungan Plaza Surabaya. Affective imagery through regression test and t-test, it is proven that affective image has a significant positive influence on revisiting intention. This shows that

the positive emotional perception of visitors towards Tunjungan. The influence of hedonism has also been shown to be significant, indicating that the pleasure and emotional satisfaction that visitors get when shopping directly increases their revisit intention to Tunjungan Plaza.

The results also showed that psychological well-being had a positive and significant effect on the revisit intention. Visitors who feel comfortable and emotionally satisfied during shopping tend to have a strong revisit intention. The shopping experience variable has the most significant influence on the revisit intention. Thus, it can be concluded that these five variables play an important role in building visitor loyalty. Tunjungan Plaza is advised to continue to maintain and develop these factors to increase the revisit intention and maintain its competitiveness among other shopping centers. For Tunjungan Plaza Surabaya. Based on research, five main variables, namely affective image, attractiveness, hedonism, psychological well-being, and shopping experience, were proven to have a significant effect on the revisit intention.

Efforts to strengthen brand identity and positive emotional nuances by focusing on cleanliness, safety, and visitor experience, especially at the moment of celebration. Maintain the quality of products and services to build trust and emotional satisfaction of visitors. Related to the attractiveness variable by increasing attractiveness by providing free Wi-Fi access in all areas, improving the infrastructure of old buildings, and presenting more attractive marketing content. Modern building design and good accessibility also need to be improved. Companies can offer attractive promos and utilize advanced technology in their services. Collaborations with well-known artists and brands through events or mini-concerts will add to the attractiveness and experience of visitors. For further research, researchers must consider more in-depth research methods, such as direct interviews to dig up more information than questionnaires. In addition, other variables that affect revisit intention can result in a more robust and significant model.

## Author's Contribution

All authors made substantial contributions to the preparation of this final manuscript. Ana was responsible for data collection, manuscript preparation, image preparation, and development of key conceptual ideas. Rahayu provided excellent advice and guidance, made important revisions to the paper, and was a proofreader. All authors discussed the study results and contributed to the final manuscript.

## Declaration of Competing Interest

The author declares that the research was conducted without any commercial or financial relationships that could be construed as a potential conflict of interest.

## Reference

Abbasi, G., Kumaravelu, J., Goh, Y.-N., & Singh, K. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing - ESIC*, *ahead-of-p*. https://doi.org/10.1108/SJME-12-2019-0109

Abdul Hazif Abdul Hamid | Mohd Rosli Mohamad. (2020). Validating Theory of Planned Behavior with Formative Affective Attitude to Understand Tourist Revisit Intention. *International Journal of Trend in Scientific Research and Development*, *4*(2), 594–598. https://doi.org/10.31142/ijtsrd30059

Akgün, A., Ayar Şentürk, H., Keskin, H., & Onal, I. (2019). The relationships among nostalgic emotion, destination images and tourist behaviors: An empirical study of Istanbul. *Journal of Destination Marketing & Management*, *16*. https://doi.org/10.1016/j.jdmm.2019.03.009

Allameh, S., Pool, J., Jaberi, A., Salehzadeh, R., & Asadi, H. (2014). Factors influencing sport tourists' revisit intentions: The role and effect of destination image, perceived quality, perceived value and satisfaction. *Asia Pacific Journal of Marketing and Logistics*, *27*, 191–207. https://doi.org/10.1108/APJML-12-2013-0159

Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: motivations, satisfaction and tourist behavioral intentions. *Heliyon*, *6*(9), e04839. https://doi.org/https://doi.org/10.1016/j.heliyon.2020.e04839

Bernd Schmitt. (2015). *Marketing experiencial: Un nuevo marco para Diseño y Comunicaciones*. *10*, 19–27.

Borges, R., Mondini, V., Domingues, M. J., & Lavarda, C. E. (2016). Journal of Marketing , Communication and New Media Identification of Items Used in Scales to Measure Hedonism Identificación de los Artículos Usados en Escalas para Medir el Hedonismo 1 . INTRODUCTION The individual ' s rationality is a widely accepted ap. *Identification of Items Used in Scales to Measure Hedonism*, *4*(December), 30–45.

Brida, J. G., Disegna, M., & Vachkova, T. (2013). Visitor satisfaction at the museum: Italian versus foreign visitors. *TOURISM*, *16*, 167–186.

Calvo-Porral, C., & Lévy-Mangín, J. P. (2018). Pull factors of the shopping malls: an empirical study. *International Journal of Retail and Distribution Management*, *46*(2), 110–124. https://doi.org/10.1108/IJRDM-02-2017-0027

Chen, C., Teng, Z., Lu, C., Hossain, M., & Yuantao, F. (2021). Rethinking Leisure Tourism: From the Perspective of Tourist Touch Points and Perceived Well-being. *SAGE Open*, *11*, 215824402110591. https://doi.org/10.1177/21582440211059180

Chen, X., Cheng, Z. feng, & Kim, G. B. (2020). Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability (Switzerland)*, *12*(5), 1–24. https://doi.org/10.3390/su12051904

Chew, Y. T., & Jahari, S. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, *40*, 382–393. https://doi.org/10.1016/j.tourman.2013.07.008

CHIEN, M. (2017). An empirical study on the effect of attractiveness of ecotourism destination on experiential value and revisit intention. *Applied Ecology and Environmental Research*, *15*, 43–53. https://doi.org/10.15666/aeer/1502_043053

Creative, P., Current, T., & In, I. (2021). Promoting Creative Tourism: Current Issues in Tourism Research. In *Promoting Creative Tourism: Current Issues in Tourism Research*. https://doi.org/10.1201/9781003095484

Ćulić, M., Vujicic, M., Kalinic, C., Dunjić, M., Stankov, U., Kovačić, S., Vasiljevic, D., & Anđelković, Ž. (2021). Rookie Tourism Destinations—The Effects of Attractiveness Factors on Destination Image and Revisit Intention with the Satisfaction Mediation Effect. *Sustainability*, *13*, 5780. https://doi.org/10.3390/su13115780

Fared, M. A., Darmawan, D., & Khairi, M. (2021). Contribution of E-Service Quality To Repurchase Intention With Mediation of Customer Satisfaction: Study of Online Shopping Through Marketplace. *Journal of Marketing and Business Research*, *1*(2), 93–106. https://doi.org/10.56348/mark.v1i2.37

Febriyanti, A. R., Ratnasari, R. T., & Wardhana, A. K. (2022). The Effect of Economic Growth, Agricultural Land, and Trade Openness Moderated By Population Density on Deforestation in OIC Countries. *Quantitative Economics and Management Studies*, *3*(2).

Foster, J., & Mclelland, M. (2014). Retail atmospherics: The impact of a brand dictated theme. *Journal of Retailing and Consumer Services*, *22*. https://doi.org/10.1016/j.jretconser.2014.07.002

Ghifara, A. S., Iman, A. N., Wardhana, A. K., Rusgianto, S., & Ratnasari, R. T. (2022). The Effect of Economic Growth, Government Spending, and Human Development Index toward Inequality of Income Distribution in the Metropolitan Cities in Indonesia. *Daengku: Journal of Humanities and Social Sciences Innovation*, *2*(4), 529–536.

Gilbert, D., & Abdullah, J. (2004). Holidaytaking and the Sense of Well-being. *Annals of Tourism Research*,

*31*, 103–121. https://doi.org/10.1016/j.annals.2003.06.001

Godovykh, M., & Tasci, A. D. A. (2020). Customer experience in tourism: A review of definitions, components, and measurements. *Tourism Management Perspectives*, *35*, 1–10. https://doi.org/10.1016/j.tmp.2020.100694

Gragnano, A., Simbula, S., & Miglioretti, M. (2020). Work–life balance: weighing the importance of work–family and work–health balance. *International Journal of Environmental Research and Public Health*, *17*(3), 9–11. https://doi.org/10.3390/ijerph17030907

Harun, A., Obong, A., Bin, A., & Lily, J. (2018). The Effects of Destination Image and Perceived Risk on Revisit Intention: A Study in the South Eastern Coast of Sabah, Malaysia. *E-Review of Tourism Research*, *15*, 540–559.

Hasan, M. K., Ismail, A. R., & Islam, M. F. (2017). Tourist risk perceptions and revisit intention: A critical review of literature. *Cogent Business and Management*, *4*(1). https://doi.org/10.1080/23311975.2017.1412874

Hazif, H., & Mohamad, M. (2020). Validating Theory of Planned Behavior with Formative Affective Attitude to Understand Tourist Revisit Intention. *International Journal of Scientific Research*, *4*, 594–598. https://doi.org/10.31142/ijtsrd30059

Hedhli, K., Chebat, J.-C., & Sirgy, M. (2015). *Shopping well-being*.

Hedhli, K., Zourrig, H., & Chebat, J.-C. (2016). Shopping well-being: Is it just a matter of pleasure or doing the task? The role of shopper's gender and self-congruity. *Journal of Retailing and Consumer Services*, *31*, 1–13. https://doi.org/10.1016/j.jretconser.2016.03.002

Hernandez, R., Bassett, S. M., Boughton, S. W., Schuette, S. A., Shiu, E. W., & Moskowitz, J. T. (2023). *Psychological Well-being and Physical Health: Associations, Mechanisms, and Future Directions*. *10*(1), 18–29. https://doi.org/10.1177/1754073917697824.Psychological

Huang, H., Mao, L. L., Wang, J., & Zhang, J. (2015). Assessing the relationships between image congruence, tourist satisfaction and intention to revisit in marathon tourism: the Shanghai International Marathon. *International Journal of Sports Marketing and Sponsorship*, *16*, 46–66. https://doi.org/10.1108/IJSMS-16-04-2015-B005

Hultman, M., Kazeminia, A., & Ghasemi, V. (2015). Intention to visit and willingness to pay premium for ecotourism: THE impact of attitude, materialism, and motivation. *Journal of Business Research*, *68*. https://doi.org/10.1016/j.jbusres.2015.01.013

Hussain, K. (2015). Influence of Experiences on Memories, Satisfaction and Behavioral Intentions: A Study of Creative Tourism. *Journal of Travel & Tourism Marketing*, *33*. https://doi.org/10.1080/10548408.2015.1038418

Iman, A. N., Wardhana, A. K., Rusgianto, S., & Ratnasari, R. T. (2022). Venture vs Investment, Which Type of Financing was more Demanded by Agriculture, Forestry, and Aquaculture Sector? *Daengku: Journal of Humanities and Social Sciences Innovation*, *2*(5), 587–595.

Juliansyah, A. F., Putri, A. E., Suryadana, M. L., Endyana, C., & Wardhana, A. K. (2021). Global Muslim Response to Bandung Halal Tourism Branding. *International Journal of Applied Sciences in Tourism and Events*, *5*(2), 197–206. https://doi.org/https://doi.org/https://doi.org/10.31940/ijaste.v5i2.197-206

Kalantari Shahijan, M., Rezaei, S., & Amin, M. (2018). Qualities of effective cruise marketing strategy: Cruisers' experience, service convenience, values, satisfaction and revisit intention. *International Journal of Quality & Reliability Management*, *35*, 0. https://doi.org/10.1108/IJQRM-07-2017-0135

Kesari, B., & Atulkar, S. (2016). Satisfaction of mall shoppers: A study on perceived utilitarian and hedonic shopping values. *Journal of Retailing and Consumer Services*, *31*, 22–31. https://doi.org/10.1016/j.jretconser.2016.03.005

Khan, M., Chelliah, S., & Ahmed, S. (2017). Factors influencing destination image and visit intention among young women travellers: role of travel motivation, perceived risks, and travel constraints. *Asia Pacific Journal of Tourism Research*, *22*. https://doi.org/10.1080/10941665.2017.1374985

Lemes, M. T., Nunes, J. R., Nunes, P. A., & Oliveira, S. S. (2014). Contribuição do ecoturismo e educação ambiental em um balneário localizado no município de Nobres (MT). *Revista Brasileira de Ecoturismo (RBEcotur)*, *7*(1), 151–167. https://doi.org/10.34024/rbecotur.2014.v7.6317

Lim, W. M. (2014). Antecedents and consequences of customer hedonism in hospitality services. *Journal of Hospitality Marketing & Management*, *23*, 626–651. https://doi.org/10.1080/19368623.2014.846838

Lin, C.-H. (2012). Effects of Cuisine Experience, Psychological Well-Being, and Self-Health Perception on the Revisit Intention of Hot Springs Tourists. *Journal of Hospitality & Tourism Research*, *38*, 243–265. https://doi.org/10.1177/1096348012451460

Lo, A., & Jim, C. Y. (2015). Protest response and willingness to pay for culturally significant urban trees: Implications for Contingent Valuation Method. *Ecological Economics*, *114*, 58–66. https://doi.org/10.1016/j.ecolecon.2015.03.012

Loestefani, V., Poan, R., Suwitorahardjo, B., & Wardhana, A. K. (2022). Service Quality and Product Quality as An Influence on Customer Loyalty at Naturalis Koffie. *FIRM Journal of Management Studies*, *7*(2), 211–236.

Luo, J. M., Lam, C., & Wang, H. (2021). Exploring the Relationship Between Hedonism, Tourist Experience, and Revisit Intention in Entertainment Destination. *SAGE Open*, *11*, 1–11. https://doi.org/10.1177/21582440211050390

Malhotra, N., Nunan, D., & Birks, D. (2017). *Marketing Research: An Applied Approach*.

Moliner-Tena, M. A., Monferrer-Tirado, D., Estrada-Guillen, M., & Vidal-Meliá, L. (2023). Memorable customer experiences and autobiographical memories: From service experience to word of mouth. *Journal of Retailing and Consumer Services*, *72*, 103290. https://doi.org/https://doi.org/10.1016/j.jretconser.2023.103290

Morozov, M. A., & Morozova, N. S. (2016). Attractive tourist destinations as a factor of its development. *Journal of Environmental Management and Tourism*, *7*. https://doi.org/10.14505/jemt.v7.1(13).10

Muhaimin, H., Herachwati, N., Hadi, C., Wihara, D. S., & Wardhana, A. K. (2023). Entrepreneurship Leadership: Fostering An Entrepreneurial Spirit In Students During Pandemic Covid-19 (Case Study In Tebuireng Boarding School East Java). *Journal of Namibian Studies: History Politics Culture*, *33*, 5597–5610.

Nguyen-Viet, B., Dang, H., & Nguyễn, H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business & Management*, *7*. https://doi.org/10.1080/23311975.2020.1796249

Nusairat, N., Al-Hammouri, Q., Al-Ghadir, H., Ahmad, A., & Abuhashesh, M. (2020). Fitness Centers Ambience-Customer Behavioral Intentions Relationship: The Mediating Role of Customer Emotional States. *International Journal of Business and Management*, *15*, 93. https://doi.org/10.5539/ijbm.v15n9p93

Ortegón-Cortázar, L., & Royo-Vela, M. (2019). Nature in malls: Effects of a natural environment on the cognitive image, emotional response, and behaviors of visitors. *European Research on Management and Business Economics*, *25*(1), 38–47. https://doi.org/10.1016/j.iedeen.2018.08.001

Patwary, A., & Rashid, B. (2016). The Impacts of Hospitality Services on Visit Experience and Future Visit Intention of Student Travelers. *International Journal of Business and Technopreneurship*, *6*, 107–125.

Pinto, S., Fumincelli, L., Mazzo, A., Caldeira, S., & Martins, J. (2016). Comfort, well-being and quality of life: Discussion of the diferences and similarities among the concepts. *Porto Biomedical Journal*, *2*. https://doi.org/10.1016/j.pbj.2016.11.003

Pratiwi, A. C., Wardhana, A. K., & Rusgianto, S. (2022). Application of Vector Error Correction Model on Macroeconomic Variables toward Changes in the Composite Stock Price Index. *Daengku: Journal of Humanities and Social Sciences Innovation*, *2*(2), 219–229.

Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the Relationships between Tourists Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. *Journal of Travel Research*, *56*. https://doi.org/10.1177/0047287515620567

Qanita, A. (2020). Analisis Layanan Belanja Kriing Pasar Tradisional Sumenep Di Tengah Pandemi Covid-19 Dengan Metode Swot Dan Qspm. *Airlangga Journal of Innovation Management*, *1*(2), 160. https://doi.org/10.20473/ajim.v1i2.21259

Qosim, N., Ratnasari, R. T., Wardhana, A. K., Fauziana, H., & Barkah, T. T. (2023). Eight Years of

Research Related to the Green Sukuk in the Global Stock Exchange Market to Support the Implementation of SDG: A Bibliometric Review. *Journal of Islamic Economic and Business Research*, *3*(2), 161–180.

Radder, L., & Han, X. (2015). An Examination Of The Museum Experience Based On Pine And Gilmore's Experience Economy Realms. *Journal of Applied Business Research*, *31*, 455–470. https://doi.org/10.19030/jabr.v31i2.9129

Riduwan, R., & Wardhana, A. K. (2022). Effect of industrial digitalization on total halal meat production in Java. *Journal of Halal Product and Research*, *5*(1), 24–31.

Ro, Y., & Chon, K. (2006). Antecedents of Revisit Intention. *Annals of Tourism Research - ANN TOURISM RES*, *33*, 1141–1158. https://doi.org/10.1016/j.annals.2006.06.003

Ryandono, M. N. H., Mawardi, I., Rani, L. N., Widiastuti, T., Ratnasari, R. T., & Wardhana, A. K. (2022). Trends of research topics related to Halal meat as a commodity between Scopus and Web of Science: A systematic review. *F1000Research*, *11*(1562), 1562.

Ryandono, M. N. H., Permatasari, S. A., & Wijayanti, I. (2019). Business behavior in an islamic perspective: Case study of muslim woman entrepreneurs in Ikatan Wanita Pengusaha Indonesia (IWAPI). *12th International Conference on Business and Management Research (ICBMR 2018)*, 154–159.

Ryff, C. D. (2015). Psychological Well-being Revisited: Advances in Science and Practice. Psychother Psychosom [revista en Internet] 2014, dic [acceso 12 de febrero de 2021]; 83(1):10-28. *Psychother Psychosom*, *83*(1), 10–28. https://doi.org/10.1159/000353263.Psychological

Sardar, S., Hossain, D. M. E., Kamruzzaman, D. M., & Ray, R. (2021). Ict Applications in Tourism and Hospitality Industry of Bangladesh: a Research Review. *IJRDO - Journal of Business Management*, *7*(6), 64–74. https://doi.org/10.53555/bm.v7i6.4404

Scarpi de Claricini, D. (2020). *A Literature Review of Hedonic and Utilitarian Shopping Orientation* (pp. 7–40). https://doi.org/10.1007/978-3-030-43876-0_2

Siddiq, I., Juliana, J., & Adirestuty, F. (2020). Shariapreneur Interest: Analysis Of Sharia Business Knowledge and Motivation (Studies On Students Of The Islamic Economics Study Program Bandung City Universities. *Review of Islamic Economics and Finance*, *3*(2), 80–90.

Smith, M. K., & Diekmann, A. (2017). Tourism and wellbeing. *Annals of Tourism Research*, *66*, 1–13.

Soni, G., Hussain, S., & Shah, F. A. (2024). *The Tourist Psychology and the Creation of Tourist Experiences BT - International Handbook of Skill, Education, Learning, and Research Development in Tourism and Hospitality* (A. Sharma (ed.); pp. 103–117). Springer Nature Singapore. https://doi.org/10.1007/978-981-97-4318-6_6

Stylos, N., Vassiliadis, C., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management*, *53*, 40–60. https://doi.org/10.1016/j.tourman.2015.09.006

Terblanche, N. (2018). Revisiting the supermarket in-store customer shopping experience. *Journal of Retailing and Consumer Services*, *40*, 48–59. https://doi.org/10.1016/j.jretconser.2017.09.004

Thanh An, L., Markowski, J., Bartos, M., Rzeńca, A., & Namieciński, P. (2019). An evaluation of destination attractiveness for nature-based tourism: Recommendations for the management of national parks in Vietnam. *Nature Conservation*, *32*, 51–80. https://doi.org/10.3897/natureconservation.32.30753

Thiumsak, T., & Ruangkanjanases, A. (2016). Factors Influencing International Visitors to Revisit Bangkok, Thailand. *Journal of Economics, Business and Management*, *4*, 220–230. https://doi.org/10.7763/JOEBM.2016.V4.94

Tiwari, A., Bajpai, N., Singh, D., & Vyas, V. (2021). Antecedents of hedonism affecting memorable tourism experience (MTE) leading to revisit intention in tourists. *International Journal of Tourism Cities*, *ahead-of-p*. https://doi.org/10.1108/IJTC-03-2021-0043

Tosun, C., Dedeoğlu, B., & Fyall, A. (2015). Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of Destination Marketing & Management*, *4*. https://doi.org/10.1016/j.jdmm.2015.08.002

tunjunganplaza. (n.d.). *Tunjungan Plaza*. Https://Tunjunganplaza.Com/.

Voss, K., Spangenberg, E., & Grohmann, B. (2003). Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude. *Journal of Marketing Research - J MARKET RES-CHICAGO*, *40*, 310–320. https://doi.org/10.1509/jmkr.40.3.310.19238

Wardhana, A. K. (2023). Applying Islamic Leadership In Working Environment: A Bibliometric Study. *Journal Human Resources 24/7: Business Management*, *1*(1), 25–32.

Wardhana, A. K., & Ratnasari, R. T. (2022). Impact of Agricultural Land and the Output of Agricultural Products Moderated with Internet Users toward the Total export of Agricultural Product in Three Islamic South East Asian Countries. *Iqtishodia: Jurnal Ekonomi Syariah*, *7*(2), 11–20.

Wijayanti, I., & Ryandono, M. N. H. (2020). Zakat institutions' mustahiq transformation in developing countries: Comparison study. *Opcion*, *36*(S26), 350–366.

Yan, N., de Bloom, J., & Halpenny, E. (2024). Integrative review: Vacations and subjective well-being. *Journal of Leisure Research*, *55*(1), 65–94. https://doi.org/10.1080/00222216.2023.2193180

Yao, Q., Kuai, L., & Jiang, L. (2023). Effects of the anthropomorphic image of intelligent customer service avatars on consumers' willingness to interact after service failures. *Journal of Research in Interactive Marketing*, *17*(5), 734–753. https://doi.org/10.1108/JRIM-06-2022-0164

Yim, M. Y.-C., Yoo, S.-C., Sauer, P., & Seo, J. H. (2014). Hedonic shopping motivation and co-shopper influence on utilitarian grocery shopping in superstores. *Journal of the Academy of Marketing Science*, *42*, 528–544.

Yudha, A. T. R. C., Huda, N., Maksum, M., Sherawali, S., & Wijayanti, I. (2024). The Moderating Effect of Religiosity on Fashion Uniqueness and Consciousness in Halal Fashion Purchase. *Indonesian Journal of Halal Research*, *6*(2), 71–84.

Zaki, I., Herianingrum, S., Hapsari, M. I., Bayuny, A. F. R., & Wijayanti, I. (2024). Diversifikasi Pengolahan Frozen Nugget, Pengemasan dan Pemasaran Google Bisnis. *JILPI: Jurnal Ilmiah Pengabdian Dan Inovasi*, *2*(3), 1–10.

Zakik, Z., Kamil, A., Prasetyo, A. S., Ryandono, M. N. H., & Wijayanti, I. (2022). Economic development on Madura Island through halal tourism: A business feasibility study. *Al-Uqud: Journal of Islamic Economics*, *6*(2), 289–303.

Zulaikha, S., Hendratmi, A., Sridadi, A. R., Basit, A., Iman, A. N., Wardhana, A. K., Ghifara, A. S., Pratiwi, A. C., Febriyanti, A. R., & Nugroho, A. D. (n.d.). *FILSAFAT EKONOMI ISLAM Menjawab Tantangan Peradaban*. Zifatama Jawara.

Zulfiqar, U., Abbas, A. F., Aman-Ullah, A., & Mehmood, W. (2024). A bibliometric and visual analysis of revisit intention research in hospitality and tourism. *Journal of Tourism Futures*, 1–29. https://doi.org/10.1108/JTF-01-2024-0013