

The mid valley megamall tourism essay



**ASSIGN
BUSTER**

In the previous chapter, secondary data such as books, journals and online journals are used to conduct the literature review. In this chapter, primary data is collected through the case study. This chapter will cover the research framework consists of research purpose, research method, sampling method, research instrument and information collected from the case study. The analysis of the data is discussed in the next chapter.

This case study is conducted for the purpose of investigating the level of customer satisfaction of the local customers towards the performance of a shopping centre. Mid valley megamall is chosen as the subject in case study. The time frame for the whole research is 1 month.

RESEARCH FRAMEWORK

First of all, the measurement objectives must be specified in order to simplify the research process. Basically, there are four types of customer satisfaction survey which is based on the measurement objectives of the research (Vavra, 2002). Since this research is used to investigate the level of performance of a shopping centre from the customer's satisfaction in general, thus, it is known as overall status survey. According to Vavra, overall status survey is emphasized more on the general issues, overall performance, and overall customers' satisfaction. (2002)

RESEARCH METHOD AND PURPOSE

This research is conducted using quantitative research method. From the customer satisfaction survey, the research information collected from the sample is the primary data. The aim of this study is to investigate the level of customers' satisfaction in a shopping centre, to identify the actual need of

customers through the distribution of questionnaires to the sample and to clarify whether the performance meet the customers' expectations.

POPULATION AND SAMPLING METHOD

Sampling method is a method of choosing a group of peoples from the entire target population in order to obtain the required information. Basically, there are two types of sampling designs: probability and non-probability. This research has adopted non probability sampling technique which is most suitable for a widely dispersed population such as the customers of Mid Valley Megamall. It is impossible to use the probability sampling method for this research due to the difficulty in identifies the target populations as it is too large for research. The sample is selected to estimate the gross results because less cost and time required and the sample is easily obtained while compared with the probability sampling technique.

The target populations for this research are the Malaysian customers of Mid Valley Megamall and the sample is limited to adult from 18 to 50 years old. This sample is chosen because these groups of person visit the shopping mall more frequently than other demographic profile. The sample size of 100 customers ranged from 18 to 50 years old is considered as representative of Malaysian customers of Mid Valley Megamall.

3. 4 DESIGN OF QUESTIONNAIRE

Questionnaire is used as research instrument for this study. The questionnaires are prepared according to the objectives which set up at the beginning. In order to obtain better response from the sample, the questionnaires are designed to be simple and easy to be understood. If the

length of the questionnaires is too long, it will affect the rate of response.

According to Vavra, there are four types of question can be collected, namely facts, attitudes, prediction behavior and demographics. (2002).

Diversified types of question are more interesting for the customers.

The questionnaire consists of three sections. The first section is about the demographic profile of the respondent. The objective is to know the respondents' background. The second section is about the general information regarding the relationship between the respondents and the shopping mall. Besides, it is used to identify the actual need of the customers. The third section is about the investigation on the level of satisfaction of the customers from the sample chosen towards the location, product performance, staff, building layout, infrastructure and facilities provided in the shopping mall. This section is important in determine whether the shopping mall meet the requirements of the customers. Furthermore, it includes the recommendations from the customers in order to help the shopping mall to enhance their performance in the future.

3. 5 SCALE

For the questionnaire, every question has its own response options such as open-ended response and close-ended response. Open-ended questions require the opinions of the customers regarding the overall performance of the shopping mall. Close-ended questions are more efficient and quantifiable because it consists of numeric scales which used by the customers to express their feelings in a simple way. The scale is known as Likert Scale.

The 5-point numerical scale is adopted which ranging from 1 to 5, 1 represents not satisfied, 2 represents somewhat dissatisfied, 3 represents

neither satisfied or dissatisfied, 4 represents somewhat satisfied and 5 represents strongly satisfied. The scale help the respondents to make a clear decision based on their level of satisfaction.

3. 6 DISTRIBUTION METHOD

Distribution method also known as field method and it defined as the way used by the interviewer to distribute the questionnaires to the sample. The questionnaires in research are distributed to the customers personally at the Mid Valley Megamall and at the same time they return the questionnaires.

3. 7 CASE STUDY: MID VALLEY MEGAMALL

3. 71 BACKGROUND

Mid Valley Megamall is one of the Malaysia's largest urban development projects in the world. It was one of the projects inside the Mid Valley City. Mid Valley City desires to be the most modern and integrated mixed-use developments in the world. The construction starts in year 1995. At present, it comprises Mid Valley Megamall, Cititel Hotel, Menara IGB, Boulevard Offices, Boulevard Hotel, Northpoint Mid Valley City, Centrepoint North and South Towers, The Gardens Retail Gallery, The Gardens Hotel, The Gardens Residences and two landmark office towers.

IGB Corporation Berhad, a property and investment holding company listed on Bursa Malaysia Securities Berhad is the developer of Mid Valley City while the Mid Valley Megamall is owned and operated by Kris Assets Holdings Berhad, a listed IGB subsidiary company. A two dimension master plan of Mid Valley City is enclosed in appendix.

3. 72 DESCRIPTIONS OF MID VALLEY MEGAMALL

<https://assignbuster.com/the-mid-valley-megamall-tourism-essay/>

Mid Valley Megamall is selected for the case study. Mid Valley Megamall is launched in year 1995 and it was opened in November 1999. Mid Valley Megamall is a complex consists of a shopping mall, an office tower block, 30 signature offices and two hotels. It is the first shopping mall comprises four successful anchor tenants, namely Jaya Jusco, Metrojaya, Carrefour and Golden Screen Cinemas. Besides, it comprises 13 junior and mini anchors and 403 specialty shops. Mid Valley Megamall has a gross floor area of 4. 5 million square feet and net lettable area exceeds 1. 7 million square feet.

Mid Valley City is planned and developed as a “ City in a City” Mid Valley Megamall is a key part of Mid Valley City. It was awarded the Best Shopping Complex Award 2000 by Tourism Malaysia and Best Retail Development Award 2001 by FIABCI Malaysia (International Real Estate Federation). Mid Valley Megamall is a good choice for the local residents and foreign tourists.

Jusco is the Malaysia’s shopping retailing chain and supermarkets

Carrefour is the largest hypermarket chain in the world in terms of size and the second largest retail group in the world in terms of revenue and third largest in terms of profit. It occupies one floor of Mid Valley Megamall. It provides a wide range of products, from fresh farm products, colourful seafood to household brands.

Metrojaya occupied three floors of Mid Valley Megamall and offers wide range of local and international quality products which cater the need of medium and high income groups.

Golden Screen Cinemas is the Malaysia's largest chain of cinema which offers 18 screens and provides 2899 comfortable seats and spacious leg room. GSC not only brings you the best blockbuster, but also the international screening.

Figure: Four Anchor Tenants of Mid Valley Megamall

3. 73 MISSION AND VISION

Mid Valley Megamall is aimed to fulfilling everyone's needs. In order to achieve the mission, the highly energetic and talented professionals are appointed in departments. In fact, Mid Valley Megamall emphasizes on their service standard and it wishes to create a modern and stylish shopping paradise for their customers. As long as the customers are in the Mid Valley Megamall, they will make sure everyone enjoy the services and products provided. Besides, Mid Valley Megamall aims to maintain the growth of the shopping mall in the competitive retail industry.

3. 74 FACTORS INFLUENCE THE CUSTOMER SATISFACTION

LOCATION AND ACCESSIBILITY

Mid Valley Megamall is strategically located between Kuala Lumpur Central Business District and Petaling Jaya. It is located in a convenient location that can be easily accessible from all corners on the Klang Valley. Besides it is surrounded by Petaling Jaya, Bangsar and Damansara.

There is a KTM Komuter train-stop and a LRT Station nearby while taxis are available at the entrances of Centre, North and South Courts. The KTM commuter station can be accessed through a covered pedestrian bridge to

<https://assignbuster.com/the-mid-valley-megamall-tourism-essay/>

the Megamall. It's believed to bring an average of 10, 000 passengers each day. The station is disable-friendly, and facilities comprise toilets, lifts, covered platforms, ticket and information counters and ticket vending machines. Furthermore, Mid Valley has offers free complimentary shutter bus services (Trinton Bus) at an interval of 30 minutes to 1 hour that travel between Bangsar LRT Station and Mid Valley South Court. Other option of transportation is the public transport available, the detail information about public transport is shown in figure.

Figure: The KTM Route

(Source: Mid Valley Megamall official website)

Monday-Thursday

Friday-Sunday

Services available at every 30* minutes intervals

*Subject to traffic conditions

Form Bangsar LRT Station

First Departure: 8. 05 am

Last Departure: 10. 40pm

From Mid Valley Megamall

First Departure: 8. 10am

Last Departure: 10. 45pm

<https://assignbuster.com/the-mid-valley-megamall-tourism-essay/>

Form Bangsar LRT Station

First Departure: 8. 05 am

Last Departure: 10. 40pm

From Mid Valley Megamall

First Departure: 8. 10am

Last Departure: 10. 55pm

No shuttle services between these time

10. 55am - 11. 25am

3. 10pm - 4. 10pm

7. 30pm - 8. 00pm

No shuttle bus services between there times

10. 55am - 11. 25am

2. 45pm - 3. 45pm

7. 15pm - 7. 45pm

Figure: Bus Schedule for Shutter Bus

(Source: Mid Valley Megamall official website)

Bus No

Bus Route

Frequency

Bus Stop Location

T631

University LRT Station – Mid Valley Megamall – University LRT Station

20 – 30 min

North Court

U66

Klang Bus Stand – KL Sentral – Brickfields – Mid Valley Megamall – Taman Medan

15 – 20 min

North Court & South Court

U84

Klang Bus Stand – KL Sentral – Bangsar LRT Station – Mid Valley Megamall – Kelana Jaya

15 – 20 min

North Court & South Court

U85

Klang Bus Stand – KL Sentral – Bangsar LRT Station – Mid Valley Megamall –
SS2 – Seapark

15 – 20 min

North Court & South Court

U87

Klang Bus Stand – KL Sentral – Bangsar LRT Station – Mid Valley Megamall –
Bangsar Park

15 – 20 min

North Court & South Court

Figure: General Bus Services

(Source: Mid Valley Megamall official website.)

Mid Valley Megamall can be accessed through five major highways and two railway lines. In the future, the improvement of road and public transportation will be done. It includes a designated monorail station, a link bridge to the Putra LRT Station and the upgrading of internal traffic flow. Being located in between Kuala Lumpur and Petaling Jaya, an amount of RM250 million was invested in constructing a flyover and enhance the network of road for the purpose to connect the Federal Highway and all the major catchment and residential suburbs or businesses premises within Klang Valley to Mid Valley Megamall. The location plan is enclosed in

appendix X. Meanwhile, the location of the department stores is also very important for the convenient of the customers.

INFRASTRUCTURES AND FACILITIES

Mid Valley consists of four entrances located at the direction of east, south, north and west respectively. Information Counters are available in Centre, North and South Court at ground floor. They are willing to assist those customers by showing a helpful attitude. In terms of car parking, Mid Valley is provided 4000 car parks in order to cater the need of high crowd during peak hours. Effective from 5 May 2008, the basement car parks of Mid Valley Megamall & The Gardens Mall were separated where the car parks for Mid Valley Megamall are zones A and C. The exact location of the parking area is shown in the plan enclosed in appendix.

Figure: New Car Park Rates effective 26 March 2007 until the present.

(Source: Mid Valley Megamall official website.)

Besides, Mid Valley Megamall also provides washrooms and baby changing facilities. The washrooms provided for the benefit of all the customers while the baby changing facilities are provided for the benefit of a mother. In addition, Mid Valley Megamall is comprises five lifts which enable the customers to travel from floor to floor. Escalators also available at East, South and North Court and there are two travelators that connecting the lower ground floor with basement which is very convenient for the customers. A proper floor plan is enclosed in appendix for further clarification of the exact location for the facilities and infrastructures.

PRODUCTS AND SERVICES

Mid Valley consists of five floors where each floor is specifying for certain products and services. Lower ground floor is for daily essentials such as hypermarket, supermarket, pharmacies and money-changers. Besides, this floor is providing a numerous fast food outlet and local delights. Ground floor is mainly for the adults which include the apparel, footwear, accessories, beauty care, health care, bookstore and others essential items that fulfill the desires of an adult. First floor is the paradise for a kid, which include the fashion for kids, beauty and hair saloons for the adults. Second floor is specialized for those who wish to decorate their house. Besides, IT Centre is also available in this floor to cater the need of young generation in the ever changing technology of the world. Third floor is for entertainment such as Golden Screen Cinemas, Mid Valley Exhibition Centre, Pets Wonderland, Cosmic Bowl, Megakidz and a food court. Besides the products, the proper display area also being taken into consideration in order to be easily accessible by the customer. Mid valley is able to stimulate customers to spend more time and money in Mid Valley through the visual display merchandising.

The store directory:

Anchors

Accessories

Apparel

Discounters

Entertainment

Exhibition/ Property Showroom

Food and Beverage

Health/ Personal Care

Houseware and Furnishings

Information Technology

Jewellery

Leisure

Luggage

Shoes and Bags

Sporting Goods and Apparel

Sundry and Services

Tailoring

Textile

Watches and Pens

Mid Valley Megamall also provides certain services for the convenience of the customers. The services provided:

ATMs

<https://assignbuster.com/the-mid-valley-megamall-tourism-essay/>

Banks

Cobbler

Laundrette

Money Changers

Post Office

Alteration Shop

Clinic

Dentist

Locksmith

Newstands

Print Shop

STAFF

In addition, Mid Valley Megamall is continually investing in a comprehensive staff training and skills development programme which aimed at improving both the soft and hard skills of the staff and enable them to perform their responsibilities in a right manner. The quality and attitude of the staffs will be indirectly affecting the level of customer satisfaction towards Mid Valley Megamall. The important qualities of the staffs are friendliness, helpfulness, communication skill and responsiveness.

BUILDING LAYOUT

Challenge of the management team of Mid Valley Megamall is to ensure the customers willing to visit Mid Valley Megamall repeatedly. Mid Valley Megamall is a customer-centric shopping centre which offers best and wide range of services. It is operated by an experienced team of industry experts to ensure the innovative marketing and leasing initiatives. Besides, Mid Valley Megamall was invested over millions in comprehensive store renovation and upgrading activities in order to improve and enhance the mall's environment.

In terms of marketing, Mid Valley Megamall has planned the promotion aggressively with the mission to provide the delightful shopping experience to the shoppers. In order to bring excitement and hour of enjoyment to the shoppers, visual merchandising are used in creating a unique atmosphere for the public and enhance the competitiveness of Mid Valley Megamall. The marketing and promotional activities are supported by themed and strong-concept in-house events throughout the mall such as Mid Valley Megamall Fashion Week 2009 which introduce the hottest spring or summer collections through the fabulous design and chic runway shows. This show is designated for the fashion lover.

During different festivals such as Hari Raya, Chinese New Year, Merry Christmas celebration, Mid Valley Megamall will decorate the centre court into atmosphere with unique and attractive theme. Mid Valley Megamall was the only shopping mall in Asia that achieved international recognition in MAXI Awards ceremony held in Hollywood last year. This award is organized by International Council of Shopping Centres. For the Hari Raya celebration

<https://assignbuster.com/the-mid-valley-megamall-tourism-essay/>

2008, Mid Valley Megamall themed as “ Cherish The Good Old Days in a Brand New Way” that create a harmony atmosphere. This unique theme help Mid Valley Megamall won in the Visual Merchandising category of the MAXI Award.

3. 5 SUMMARY

This chapter has discussed about the research process which include the research framework, research method and purpose, population of questionnaire, the scale for the questions and distributing method. A case study in Mid Valley Megamall has been discussed in this chapter; it includes the background, description, mission and vision of Mid Valley Megamall. Furthermore, the factors that influences the customer satisfaction being discussed for the case study of Mid Valley Megamall. The factors are location and accessibility, infrastructure and facilities, product and services, staff and building layout.