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Recovery of Consumer Purchase Intention in Malls Through Design Revitalization, Consumer Experience, and Building Customer Value (Competitive Advantage as a Mediating Variable)

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ABSTRACT

Malls face competition from online stores, which are changing people's lifestyles, habits, and consumption patterns. Digitalization has led to a shift in consumer behavior toward online shopping, resulting in a decline in purchase intent at malls.The research problem is the decline in consumer purchase intent caused by boring mall designs, negative customer experiences, low customer value, and malls lacking a competitive advantage. The objective of this study is to analyze the recovery of consumer purchasing intent and the factors influencing it as an effort to prevent mall bankruptcy. This study employs both quantitative and qualitative research methods. The population consists of all mall visitors in Tegal, with a sample size of 310 respondents. The sampling technique used is non-probability sampling via incidental sampling. The data used were primary data, obtained from questionnaires distributed to respondents visiting the mall. The primary data will be analyzed using SmartPLS V.4.29 to examine data, path modeling, and latent variables. The results of the study on the effect of Revitalizing Design on Customer Purchase Intention yielded a p-value of 0.001 < 0.05; the effect of Revitalizing Design on Competitive Advantage yielded a p-value of 0.000 < 0.05; the effect of Customer Experience on Customer Purchase Intention yielded a p-value of 0.000 < 0.05; Customer Experience on Competitive Advantage had a p-value of 0.000 < 0.05; Customer Value on Customer Purchase Intention had a p-value of 0.000 < 0.05; Customer Value on Competitive Advantage has a p-value of 0.000 < 0.05; Competitive Advantage on Customer Purchase Intention has a p-value of 0.000 < 0.05; Revitalizing Design on Customer Purchase Intention has a p-value of 0.003 < 0.05, mediated by Competitive Advantage; Customer Experience on Customer Purchase Intention has a p-value of 0.001 < 0.05, mediated by Competitive Advantage. Customer Value has a p-value of 0.001 < 0.05 regarding Customer Purchase Intention, mediated by Competitive Advantage.

Keywords: Purchase Intention, Design, Experience, Value, Competitive

INTRODUCTION

The primary strategic challenge for the mall industry is that it faces various pressures stemming from environmental and social factors as well as competition(Do Vale et al., 2025). The impact of the COVID-19 pandemic on businesses includes a shift toward digital touchpoints and an increase in online interactions between companies and consumers(Gupta & Mukherjee, 2024), as well as changes in consumer lifestyles, daily routines, and consumption patterns. With online store and e-commerce platforms (Kim et al., 2025), "customers can explore a virtual world designed for retail settings, but with a higher level of interaction than traditional e-commerce websites or digital social media platforms (Veisdal, 2020), providing ease of transaction through online shopping experiences that are more efficient, flexible, and personalized." The drastic decline in interest in visiting malls today, resulting from digital transformation, has led to many malls in Indonesia closing due to bankruptcy caused by high operating costs.

The purpose of this study is to analyze the recovery of consumer purchasing interest as a means of avoiding bankruptcy caused by competition with online stores and e-commerce platforms, which have contributed to a decline in consumer purchasing interest.

This decline in purchasing interest stems from consumers' perceptions of malls, beginning with their evaluation of price, the convenience of the mall's design—such as service quality, layout, the quality of the physical environment, location, and ease of access for consumers during their visits (Wiyanti et al., 2023). Many malls in Indonesia—particularly in the Tegal area and its surroundings—still feature conventional designs that are more transaction-oriented. Mall designs that fail to keep up with the times, as well as spaces that are uncomfortable or visually unappealing, can reduce satisfaction (Daultani et al., 2020) and shorten dwell time (Volkov & Chernikova, 2021).

Malls' lack of attention to the consumer shopping experience has a significant impact on consumer purchasing interest (Prisilla & Kurnia, 2020). The physical structure can shape the shopping experience (Paliński et al., 2025) through the store's atmosphere(Pal & Srivastava, 2024), the ambiance, and the entertainment provided within the shopping center (Prisilla & Kurnia, 2020). An integral part of mall design is service design (Junaid et al., 2024); limitations in access to stores, checkout displays, retail outlets, children's play areas, and restaurants/cafés—which require time and effort—can lead to consumer fatigue during the shopping experience.

Low customer value, which stems from consumers' perceptions(Wang & Ahmad, 2024) while shopping over the long term, can reduce consumer purchasing interest (Balaji et al., 2025). Customer loyalty to a mall is influenced by customer evaluations (Balaji et al., 2025) during the shopping experience—such as store atmosphere (Koo, 2003), pricing reputation, product quality, limited parking space, long lines at the checkout, and the perception of low service quality. Value creation helps foster customer satisfaction, loyalty (Javed et al., 2024), and the intention to return (Gao & Jiang, 2025).

Malls that lack a competitive advantage will be abandoned by their customers, who begin by weighing the costs incurred—not only financial costs, but also time, effort, and psychological risks—against the benefits gained. Service quality(Faria et al., 2022) and locations in areas with heavy traffic, difficult access, and poor facility layout reduce the malls' competitiveness (Knego et al., 2014). Malls' products often fail to keep up with trends, are overpriced, and are slow to respond to consumer needs—all of which drive consumers to seek out alternatives they perceive as more efficient.

Three challenges facing malls—namely, uninspiring mall design, an unpleasant shopping experience, and low customer ratings for all services offered—will result in malls lacking a competitive advantage. Malls with a low competitive advantage are characterized by a decline in purchasing interest and repeat visit intentions. In the long term, this situation has the potential to increase the risk of mall bankruptcy.

RESEARCH METHODS

This study employs both quantitative and qualitative approaches. Quantitative research is based on quantitative data consisting of numbers and figures (Suliyanto, 2018). Quantitative research is understood as a research method grounded in the philosophy of positivism; it is used to study a specific population or sample, involves data collection using research instruments, and employs quantitative/statistical analysis tools, with the aim of testing predetermined hypotheses (Sugiyono, 2019).

The population of this study consists of mall shoppers in the city of Tegal, the exact number of whom is unknown. A satisfactory sample size for this study ranges from 100 to 200 respondents, depending on the background of the study (Hair et al., 2013). Since this study uses 62 indicators to formulate consumer statements, the sample size can be determined as 62 indicators × 5 = 310 respondents.

The sampling technique used in this study is non-probability sampling with the incidental sampling method (Sugiyono, 2019). Incidental sampling is a technique of selecting samples by chance, by distributing questionnaires to respondents (Suliyanto, 2018)—that is, consumers visiting the mall—using a 1–5 rating scale.

The data used in this study are primary data obtained from respondents. The data will be analyzed using SmartPLS software (v. 4.29). SmartPLS is used to analyze the data and perform path modeling with latent variables. The model is then evaluated using the SmartPLS program, specifically the measurement model (outer model) and the structural model (inner model). Following the model evaluation, hypothesis testing is conducted (Ghozali & Kusuma, 2023).

RESULTS AND DISCUSSION

RESULTS

A. MODEL EVALUATION

1. Measurement Model (Outer Model)

The measurement model was evaluated using several indicators, including: Convergent Validity, Discriminant Validity, and Reliability.

a. Convergent Validity

An indicator is considered valid if its factor loading is positive and greater than 0.7. The factor loading value indicates the weight of each indicator/item as a measure of its respective variable. An indicator with a high factor loading indicates that it is the strongest (dominant) measure of that variable. The factor loading values are shown in the table below:

Table 2. Convergent Validity Test

Variabel	Competitive Advantage	Customer Experience	Customer Purchase Intention	Customer Value	Revitalizing Design
X1.1					0,808
X1.10					0,868
X1.11					0,802
X1.2					0,835
X1.3					0,830
X1.4					0,845
X1.5					0,824
X1.6					0,774
X1.7					0,830
X1.8					0,839
X1.9					0,845
X2.1		0,826			
X2.10		0,726			
X2.2		0,852			
X2.3		0,858			
X2.4		0,847			
X2.5		0,863			
X2.6		0,828			
X2.7		0,854			
X2.8		0,840			
X2.9		0,821			
X3.1				0,729	
X3.10				0,767	
X3.11				0,797	
X3.12				0,779	
X3.13				0,819	
X3.14				0,823	

X3.2			0,749
X3.3			0,770
X3.4			0,818
X3.5			0,796
X3.6			0,786
X3.7			0,788
X3.8			0,765
X3.9			0,791
Y1		0,768	
Y10		0,777	
Y11		0,763	
Y12		0,769	
Y13		0,707	
Y14		0,771	
Y15		0,714	
Y2		0,802	
Y3		0,809	
Y4		0,795	
Y5		0,790	
Y6		0,771	
Y7		0,745	
Y8		0,809	
Y9		0,790	
Z1	0,852		
Z10	0,825		
Z11	0,839		
Z12	0,803		
Z2	0,798		
Z3	0,750		
Z4	0,826		
Z5	0,844		
Z6	0,777		
Z7	0,837		
Z8	0,818		
Z9	0,796		

Source: SmartPLS Output (v4.2.9)

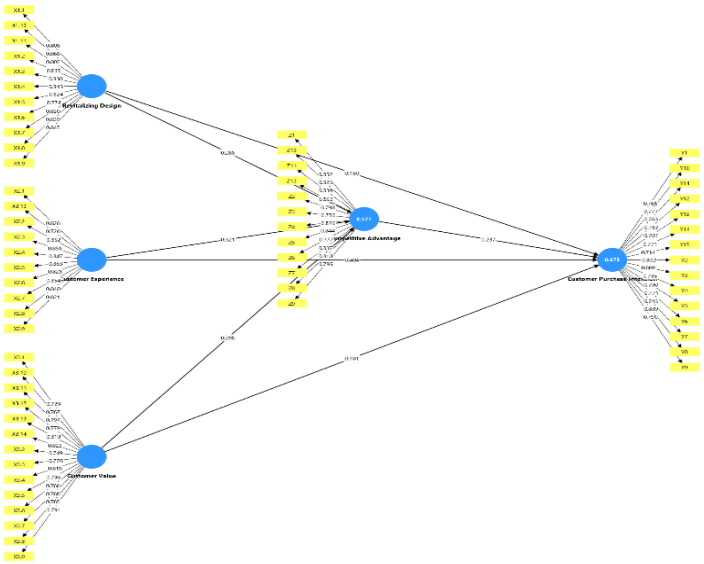


Figure 1. Structural Model
Source: SmartPLS Output (v. 4.2.9)

Based on the table above, it can be seen that the factor loadings for each indicator are greater than 0.7. Therefore, these indicators are considered valid measures of their latent variables.

b. Discriminant Validity

Discriminant validity is used to test the validity of a model, as assessed through cross-loading values and the Fornell-Lacker criteria, which indicate the strength of the correlations between constructs and their indicators, as well as between indicators of different constructs.

The standard values used for cross-loadings and the Fornell-Larcker criterion are greater than 0.7, or by comparing the square root of the average variance extracted (AVE) for each construct with the correlations between that construct and other constructs in the model.

If the square root of the AVE for each construct is greater than the correlation values between that construct and other constructs in the model, then the model is said to have good discriminant validity.

Table 3. Fornell-Lacker Criterion Values

Variable	Competitive Advantage	Customer Experience	Customer Purchase Intention	Customer Value	Revitalizing Design
Competitive Advantage	**0,814**				
Customer Experience	0,653	**0,832**			

Customer Purchase Intention	0,705	0,747	**0,772**		
Customer Value	0,629	0,596	0,644	**0,784**	
Revitalizing Design	0,604	0,534	0,596	0,484	**0,828**

Source: SmartPLS Output (v.4.2.9)

Table 4. Cross-loading values

Variable	Competitive Advantage	Customer Experience	Customer Purchase Intention	Customer Value	Revitalizing Design
X1.1	0,474	0,420	0,466	0,346	**0,808**
X1.10	0,499	0,429	0,489	0,412	**0,868**
X1.11	0,492	0,422	0,486	0,461	**0,802**
X1.2	0,538	0,460	0,492	0,386	**0,835**
X1.3	0,527	0,465	0,527	0,418	**0,830**
X1.4	0,520	0,505	0,573	0,420	**0,845**
X1.5	0,467	0,472	0,507	0,405	**0,824**
X1.6	0,429	0,355	0,416	0,321	**0,774**
X1.7	0,479	0,410	0,468	0,405	**0,830**
X1.8	0,539	0,432	0,469	0,407	**0,839**
X1.9	0,515	0,467	0,516	0,411	**0,845**
X2.1	0,523	**0,826**	0,592	0,488	0,430
X2.10	0,437	**0,726**	0,536	0,391	0,353
X2.2	0,542	**0,852**	0,598	0,494	0,444
X2.3	0,513	**0,858**	0,618	0,495	0,393
X2.4	0,535	**0,847**	0,584	0,452	0,414
X2.5	0,486	**0,863**	0,590	0,481	0,398
X2.6	0,550	**0,828**	0,636	0,560	0,480
X2.7	0,624	**0,854**	0,679	0,531	0,505
X2.8	0,594	**0,840**	0,702	0,532	0,508
X2.9	0,590	**0,821**	0,649	0,514	0,482
X3.1	0,513	0,422	0,521	**0,729**	0,384
X3.10	0,484	0,421	0,472	**0,767**	0,367
X3.11	0,433	0,389	0,440	**0,797**	0,300
X3.12	0,526	0,578	0,568	**0,779**	0,458
X3.13	0,546	0,529	0,564	**0,819**	0,398
X3.14	0,463	0,426	0,480	**0,823**	0,329
X3.2	0,488	0,425	0,458	**0,749**	0,393
X3.3	0,504	0,522	0,548	**0,770**	0,425
X3.4	0,485	0,482	0,496	**0,818**	0,386

X3.5	0,463	0,436	0,465	**0,796**	0,310
X3.6	0,543	0,477	0,510	**0,786**	0,355
X3.7	0,445	0,440	0,474	**0,788**	0,329
X3.8	0,453	0,510	0,529	**0,765**	0,426
X3.9	0,521	0,450	0,504	**0,791**	0,413
Y1	0,588	0,568	0,768	0,565	0,545
Y10	0,491	0,548	**0,777**	0,391	0,451
Y11	0,496	0,551	**0,763**	0,486	0,411
Y12	0,612	0,499	**0,769**	0,494	0,502
Y13	0,495	0,699	**0,707**	0,444	0,425
Y14	0,573	0,709	**0,771**	0,493	0,515
Y15	0,518	0,532	**0,714**	0,599	0,441
Y2	0,616	0,566	**0,802**	0,535	0,455
Y3	0,516	0,580	**0,809**	0,498	0,423
Y4	0,505	0,589	**0,795**	0,462	0,421
Y5	0,547	0,594	**0,790**	0,486	0,451
Y6	0,550	0,516	**0,771**	0,543	0,443
Y7	0,562	0,504	**0,745**	0,460	0,432
Y8	0,557	0,604	**0,809**	0,520	0,455
Y9	0,520	0,550	**0,790**	0,462	0,516
Z1	**0,852**	0,551	0,576	0,525	0,537
Z10	**0,825**	0,588	0,634	0,549	0,531
Z11	**0,839**	0,531	0,636	0,587	0,491
Z12	**0,803**	0,557	0,619	0,486	0,529
Z2	**0,798**	0,475	0,557	0,460	0,465
Z3	**0,750**	0,503	0,476	0,515	0,426
Z4	**0,826**	0,545	0,548	0,433	0,489
Z5	**0,844**	0,534	0,598	0,545	0,503
Z6	**0,777**	0,560	0,584	0,487	0,489
Z7	**0,837**	0,546	0,571	0,511	0,511
Z8	**0,818**	0,474	0,539	0,472	0,439
Z9	**0,796**	0,497	0,522	0,559	0,469

Source: SmartPLS Output (v.4.2.9)

Based on the table of Fornell-Larcker Criterion values and cross-loading values, each item has a value > 0.70, and each item also has the highest value when linked to the latent variable compared to when linked to other latent variables. This indicates that each variable in this study adequately explains its latent variable and demonstrates that the discriminant validity of all items is valid.

c. Reliability

Reliability in PLS is assessed using Cronbach's alpha and composite reliability. A model is considered reliable if the composite reliability value is above 0.7 and Cronbach's alpha is recommended to be above 0.7. The Cronbach's alpha and composite reliability values are presented in Table 5 below:

Table 5. Reliability Test Results

Variable	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
Competitive Advantage	0,954	0,959	0,663
Customer Experience	0,950	0,957	0,693
Customer Purchase Intention	0,952	0,957	0,597
Customer Value	0,952	0,957	0,615
Revitalizing Design	0,954	0,960	0,685

Source: SmartPLS Output (v.4.2.9)

Based on the tables above, it can be seen that the composite reliability values for all research variables are > 0.7, and both Cronbach's alpha and AVE values are > 0.5. These results indicate that each variable meets the criteria for composite reliability and Cronbach's alpha, so it can be that all variables possess a high level of reliability. Consequently, further analysis can be conducted by examining the goodness of fit through an evaluation of the internal model.

d. VIF

A variable can be included in a model if there is no high multicollinearity, with a VIF value < 5. If the VIF > 5, then that variable must be excluded from the research model.

Table 6. VIF Values

Variable (X1)	VIF	Variable (X2)	VIF	Variable (X3)	VIF	Variable (Y)	VIF	Variable (Z)	VIF
X1.1	2,850	X2.1	3,835	X3.1	2,822	Y1	2,647	Z1	4,958
X1.10	3,886	X2.10	1,931	X3.10	2,555	Y10	4,017	Z10	4,328
X1.11	3,371	X2.2	4,399	X3.11	3,627	Y11	4,894	Z11	4,268
X1.2	3,257	X2.3	4,940	X3.12	4,813	Y12	3,983	Z12	4,199
X1.3	3,416	X2.4	4,571	X3.13	4,000	Y13	2,089	Z2	4,059
X1.4	3,119	X2.5	3,729	X3.14	4,542	Y14	3,201	Z3	3,160
X1.5	2,922	X2.6	2,821	X3.2	2,923	Y15	2,363	Z4	4,803
X1.6	2,212	X2.7	3,439	X3.3	3,092	Y2	3,203	Z5	4,905
X1.7	3,179	X2.8	3,385	X3.4	4,042	Y3	3,188	Z6	3,739
X1.8	3,164	X2.9	2,799	X3.5	4,721	Y4	3,631	Z7	4,792

X1.9	3,565	X3.6	3,577	Y5	3,531	Z8	3,994
		X3.7	2,827	Y6	3,875	Z9	4,041
		X3.8	4,336	Y7	3,116		
		X3.9	2,806	Y8	2,884		
				Y9	4,145		

Sumber: Hasil Output SmartPLS (v.4.2.9)

Berdasarkan tabel diatas, bahwa semua nilai VIF < 5 sehingga dapat disimpulkan jika data tidak memiliki kolinieritas yang tinggi. Hal tersebut berarti menunjukkan jika variabel yang digunakan tidak akan menimbulkan kesalahan dalam penilaian signifikansi serta weight estimation.

e. HTMT

The final validity test involves examining the Heterotrait-Monotrait Ratio (HTMT). The HTMT ratio must be less than 0.9 to be considered to meet the criteria for discriminant validity.

Table 7. HTMT Test

Variable	Competitive Advantage	Customer Experience	Customer Purchase Intention	Customer Value	Revitalizing Design
Competitive Advantage					
Customer Experience	0,680				
Customer Purchase Intention	0,736	0,779			
Customer Value	0,656	0,620	0,671		
Revitalizing Design	0,630	0,554	0,622	0,503	

Source: SmartPLS Output (v.4.2.9)

Based on the Heterotrait-Monotrait Ratio (HTMT) values in the table above, it can be concluded that none of the values exceed 0.9; therefore, the research model derived from the five variables above is valid.

Based on the Heterotrait-Monotrait Ratio (HTMT) values in the table above, it can be concluded that none of the values exceed 0.9; therefore, the research model formed from the five variables above is valid.

2. **Structural Model (Inner Model)**

After testing the outer model, the next step is to test the inner model. Testing the inner model, or structural model, is performed to examine the relationships between constructs, significance levels, and the R-squared value of the research model.

The evaluation of the PLS structural model begins by examining the R-squared value for each latent dependent variable. The estimated R-squared values obtained using PLS are shown in the table below:

a. R-squared

Table 8. R-squared Test Results

Variable	R-square	R-square adjusted
Competitive Advantage	0,571	0,566
Customer Purchase Intention	0,675	0,670

Source: SmartPLS Output (v.4.2.9)

The table above shows that the R-Square value for the Competitive Advantage variable is 0.571. This value indicates that 57.1% of the variation in the Competitive Advantage variable can be explained by the independent variables, while the remaining 32.5% can be explained by other variables not examined in this study.

The table above shows that the R-squared value for the "Customer Purchase Intention" variable can be explained by the independent variables by 67.5%, while the remaining 32.5% can be explained by other variables not examined in this study.

b. F-Square

The F-Square value in PLS can be used to assess the effect size of each variable in the model. F-Square values of 0.02, 0.12, and 0.35 indicate that the model is weak, moderate, and strong, respectively.

Table 9. F-Square Test Results

Variabel	Competitive Advantage	Customer Experience	Customer Purchase Intention	Customer Value	Revitalizing Design
Competitive Advantage			0,074		
Customer Experience	0,136		0,250		
Customer Purchase Intention					
Customer Value	0,125		0,054		
Revitalizing Design	0,130		0,041		

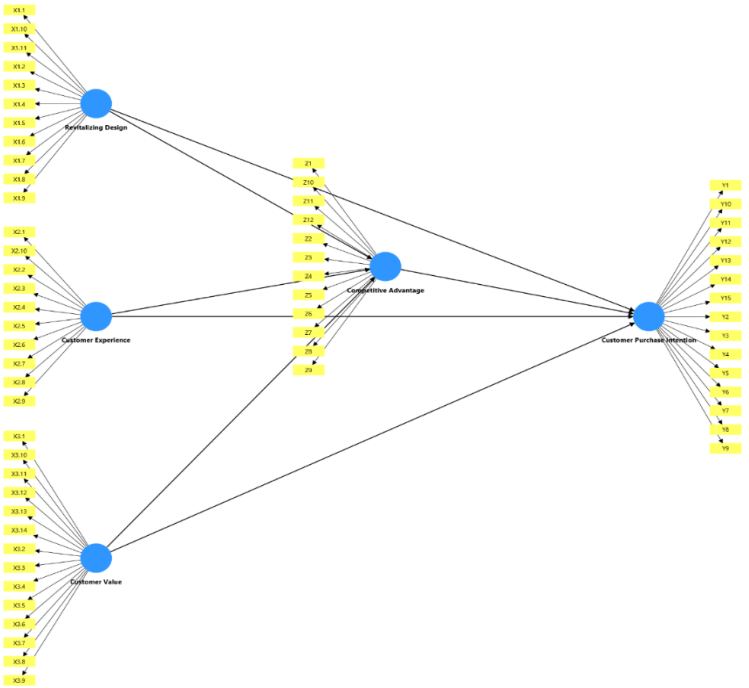
Source: SmartPLS Output (v. 4.2.9)

Based on the F-Square value, it can be concluded that the effect of Customer Experience on Competitive Advantage, at 0.136, falls into the Moderate category. The effect of Customer Value on Competitive Advantage, at 0.125, falls into the

Moderate category. Additionally, the effect of revitalizing design on Competitive Advantage, at 0.130, falls into the Moderate category. The effect of Competitive Advantage on Customer Purchase Intention, at 0.074, falls into the Weak category. The effect of Customer Experience on Customer Purchase Intention, at 0.250, falls into the Moderate category, and the effect of Customer Value on Customer Purchase Intention, at 0.054, falls into the Weak category. The effect of Revitalizing Design on Customer Purchase Intention, at 0.041, also falls into the Weak category.

c. Predictive Relevance (Q-Square)

Predictive Relevance is a test used to determine how well the observed values are generated using the blindfolding procedure by examining the Q-square value. If the Q-square value is > 0, the observed values are considered good; if the Q-square value is < 0, the observed values are considered poor. Q-square predictive relevance for structural models measures how well the model and its parameter estimates generate the observed values.



Source: SmartPLS Output (v.4.2.9)

Figure 2. Predictive Relevance

Based on the figure above, the following conclusions can be drawn in the table below:

Table 10. Predictive Relevance

Variable	Q^2 (=1-SSE/SSO)	Description

Competitive Advantage	0,554	Has predictive relevance
Customer Purchase Intention	0,638	Has predictive relevance

Source of SmartPLS Output (v. 4.2.9)

Based on the data presented in the table above, it can be seen that the Q-square values in the independent variables table are greater than 0; therefore, it can be concluded that this study has good observations because the Q-square values are greater than 0 (zero).

DISCUSSION

1. The Effect of Revitalizing Design on Customer Purchase Intention.

The results of the hypothesis test—specifically, the effect of revitalizing design on customer purchase intention—show a coefficient of 0.150, a p-value of 0.001 < 0.05, and a t-statistic of 3.451 > 1.960. These results indicate that Revitalizing Design has an effect on customer purchase intention. Therefore, the hypothesis stating that "Revitalizing Design has a positive effect on customer purchase intention" is accepted. This suggests that visual and functional changes to the mall can enhance its aesthetic appeal, strengthen brand identity, and foster a higher perception of the product among customers.

This finding is consistent with Ulrich and Eppinger's (2012) theory that product architecture is a structure or map that links a product's physical elements to the functions the product must perform. Product architecture determines how components are arranged and interact, which impacts various aspects such as design, production, performance, flexibility, and cost. Effective product design creates products that meet user needs, are aesthetically pleasing, and are highly competitive (Samsuki). Repurchase intention is defined as a situation in which a consumer wishes to purchase a good or service that they have previously consumed, because the consumer feels that the good or service met their expectations (Prabawa et al., 2023).

The findings of this study indicate that a new look with appealing visual aesthetics attracts consumers' attention and enhances competitiveness. A visually appealing mall design that aligns with current trends evokes emotional responses such as joy, a sense of well-being, and psychological comfort. The design revitalization undertaken by the mall in Tegal features an open and eco-friendly concept, integrating green spaces and multifunctional public areas with natural lighting provided by large skylights. Green open spaces with live plants both indoors and outdoors facilitate natural air circulation, ensuring visitors do not feel stuffy even in semi-outdoor areas. Malls can expand their role as lifestyle hubs by providing free communal spaces for gathering and casual work (co-working style). Creating a more aesthetically pleasing interior design encourages visitors to take photos and share them on social media, showcasing their engaging activities. Malls and retailers can design stores with specific themes, such as Valentine's Day, Chinese New

Year, Christmas, Eid al-Fitr, and so on. The design characteristics of shopping centers have evolved to meet new demands and preferences in the early 21st century (White et al., 2025).

The retail industry has evolved to incorporate elements of the shopping experience that combine various sensory stimuli, such as beautiful store interiors, a pleasant atmosphere, store design, background music, luxurious scents, aesthetically pleasing product displays, and excellent customer service (Divyanshi Pal and Kavita Srivastava, 2023). To increase shoppers' awareness of the environment, mall management should feature environmentally friendly architecture, spaces, and areas, as well as vegetation that evokes an emotional response and

2. The Effect of Revitalizing Design on Competitive Advantage.

The results of the hypothesis test—specifically, the effect of revitalizing design on competitive advantage—show a coefficient of 0.288, a p-value of $0.000 < 0.05$, and a t-statistic of $4.732 > 1.960$. These results indicate that Revitalizing Design has an effect on Competitive Advantage. Therefore, the hypothesis stating that "Revitalizing Design has a positive effect on Competitive Advantage" is accepted. This suggests that, given the dynamic competition among malls in Tegal, design revitalization and visual design significantly influence a mall's appeal, thereby adding consumer value as a form of brand differentiation through a unique identity that sets its offerings apart from competitors.

This study is supported by Noorwatha's (2021: 1) theory, which states that retail interior design is an ever-changing cycle, and the design process constantly adapts to evolving fashion trends, consumer tastes, and aspirations. The goal of design is to attract, engage, and captivate consumers by creating personalized experiences associated with specific products, as a means of increasing purchase likelihood. Noorwatha (2021: 5) notes that competitive conditions require retailers to implement appropriate strategies, one of which is designing retail store interiors with new forms, concepts, and creative ideas that build the retailer's image (Noorwatha, 2021).

The findings of this study indicate that design revitalization is a strategic move for malls to serve as a catalyst for innovation by transforming old designs into new ones—a new competitive advantage for malls that revitalize their designs, both visually and functionally, making the products they offer more visible to visitors. The ease with which visitors can find products can be a strong motivator for them to shop. Visual design revitalization establishes the mall's brand identity, helping it remain relevant to its visitors without losing its core values. Environmentally friendly design revitalization can enhance positive perceptions among visitors. Malls with a competitive edge can enhance their spaces to include other recreational and entertainment options, such as coffee shops, food courts, bars, and movie theaters (White et al., 2025)

Research findings indicate that, among the many malls in Tegal and the surrounding area, customers are aware of each mall's unique strengths. Customers or potential new shoppers visit malls not just to shop, but also to enjoy the design and facilities the malls offer. They choose malls they like—those with designs that align with current trends—and

tend to avoid malls that remain unchanged over time and come across as boring. To enhance their competitive edge, mall management evaluates products, packaging, and the mall's visual presentation. They redesign products or customer services to incorporate distinctive features that set the mall apart from its competitors, thereby attracting the attention of both existing customers and potential new shoppers.

3. The Effect of Customer Experience on Customer Purchase Intention.

The results of the hypothesis test—specifically, the effect of customer experience on customer purchase intention—show a coefficient of 0.404, a p-value of 0.000 < 0.05, and a t-statistic of 7.179 > 1.960. These results indicate that customer experience influences customer purchase intention. Therefore, the hypothesis stating that "Customer Experience Has a Positive Effect on Customer Purchase Intention" is accepted. This suggests that positive customer experiences play a crucial role in stimulating and reigniting purchase interest when customers experience high satisfaction with the mall's services and facilities.

This study is supported by Kotler's (2020) theory: Purchase intention is a form of consumer behavior in which consumers have a desire to buy or choose a product based on their experience of using and consuming that product (Wardhana, 2024). Astrina (2017) defines customer experience as the sensations, feelings, cognitions, and responses of consumers evoked by a brand in relation to stimuli generated by the brand's design, brand identity, marketing communications, people, and the environment in which the brand is marketed. (Prabawa, 2023: 16) asked repurchase intention refers to a consumer's willingness and action to purchase goods and services again. Repurchase intention is a form of consumer behavior in which consumers respond positively to a company's products and intend to return or purchase the company's products again. Customer experience is closely related to repurchase intention (Prabawa et al., 2023).

The findings indicate that customers' emotional impressions are shaped by their experiences of comfort, ambiance, and satisfactory service offered by the mall. Consistently positive customer experiences help rebuild customer trust that had previously declined. Availability of recreational and public services, extended operating hours, and user-friendly access. Availability of parking and efficient transportation connections (White et al., 2025).

4. The Effect of Customer Experience on Competitive Advantage.

The results of the hypothesis test—specifically, the effect of customer experience on competitive advantage—show a coefficient of 0.321, a p-value of 0.000 < 0.05, and a t-statistic of 5.343 > 1.960. These results indicate that customer experience influences competitive advantage. Therefore, the hypothesis stating that "Customer Experience Has a Positive Effect on Competitive Advantage" is accepted. This suggests that when customers have a unique and distinctive experience while shopping at a mall, it creates a point of differentiation that is difficult for competitors to replicate, thereby strengthening the company's competitive advantage.

Findings show that customers who have a memorable experience while shopping at a mall are more likely to make repeat purchases and demonstrate loyalty by not easily switching to another mall. Malls that offer a wide variety of products, high-quality items, and diverse brands can build perceived quality. Pleasant customer interactions can foster emotional engagement and deep trust in the mall.

5. The Effect of Customer Value on Customer Purchase Intention.

The results of the hypothesis test—specifically, the effect of customer value on customer purchase intention—show a coefficient of 0.181, a p-value of 0.000 < 0.05, and a t-statistic of 3.981 > 1.960. These results indicate that customer value influences customer purchase intention. Therefore, the hypothesis stating that "Customer Value Has a Positive Effect on Customer Purchase Intention" is accepted. This suggests that fostering positive customer value plays a crucial role in restoring consumer purchasing interest following a decline in service quality or a service failure by enhancing satisfaction and influencing purchase decisions.

This study adopts Wardhana's (2024) theory that customer value is the customer's perception of the extent to which the benefits they receive outweigh the sacrifices they make (e.g., money, time, or effort). Customer value is perceived as a dual concept in which businesses strive to create value through effective marketing mix elements (Wardhana, 2024). Superior customer value directly influences preferences and purchasing decisions based on previous experiences(Wardhana, 2024).

The findings indicate that when customers visit and shop at a mall, they perceive the benefits of the products or services to be high compared to the sacrifices they make, such as time, money, and effort. Customers who are pampered with high-quality service, affordable prices, a wide selection of products, fast checkout service, and a sense of comfort will increase customer value (Gao & Jiang, 2025). One of the keys to a shopping center's success is convenience, defined in terms of functional and architectural quality—namely, recreational and public services, extended operating hours, user-friendly access, and the availability of parking(Knego et al., 2014) . Customer value can also be created through product diversity and in-store presentation, which fosters connections with places, people, and the past—thereby instilling a sense of attachment in customers. Malls and retailers can build customer value through high-quality service tailored to measure satisfaction and encourage purchasing interest (Faria et al., 2022). Customers who take an active role and participate are more likely to become loyal.

6. The Effect of Customer Value on Competitive Advantage.

The results of the hypothesis test on the effect of customer value on competitive advantage show a coefficient of 0.298, a p-value of 0.000 < 0.05, and a t-statistic of 6.256 > 1.960. These results indicate that customer value influences competitive advantage. Therefore, the hypothesis stating that "customer value has a positive influence on competitive advantage" is accepted. This suggests that a fresh design can enhance perceived value because the mall is viewed as high-quality and exclusive.

This study is supported by Siswati's (28) theory: Customer value is the customer's perceived choice and evaluation of product and service attributes, the performance of those attributes, and the consequences arising from the use of the product in achieving the consumer's goals and objectives when using the product.Our findings are supported by Utami's (2017) theory: a mall is a type of shopping center that, architecturally, consists of an enclosed, temperature-controlled building with organized walkways, such that small stores are arranged facing each other. To attract more customers, store designs must offer a high degree of flexibility for temporary adjustments or modifications, such as those made to commemorate major religious holidays (Utami, 2017). The combination of design, performance, system ecosystem, features, and quality adds value for customers. Customer value is a measure of how well a product or service meets or exceeds customer expectations (Wardhana, 2024). Strong product design creates highly competitive products, provides added value for consumers (Samsuki, 2024). Consumers are motivated to shop to enjoy entertainment and interact within their social communities, as well as to access various amenities such as food courts, parks, playgrounds, and comfortable seating areas in the mall's corridors. (Utami, 2017: 29)Malls and retailers often host gatherings for loyal customers as part of their efforts to restore purchase intent. To make a positive impression, malls and retailers can offer products from high-value brands and provide discounts to maintain market share—whether for mass-market retailers, luxury brands, or high-value brands (White et al., 2025).

The findings of this study indicate that customers' evaluation of a mall is based on the overall benefits they receive compared to the costs they incur. Customers give positive ratings when they shop for products at low prices. Malls that set higher prices will not lose market share because consumers recognize that the benefits they receive are commensurate with the price they pay. Malls serve various functions that evoke emotional responses in visitors, thereby creating a point of differentiation in consumers' minds; this makes consumers less likely to switch to competitors.

7. The Effect of Competitive Advantage on Customer Purchase Intention.

The results of the hypothesis test—specifically, the effect of competitive advantage on customer purchase intention—show a coefficient of 0.237, a p-value of $0.000 < 0.05$, and a t-statistic of $4.314 > 1.960$. These results indicate that competitive advantage influences customer purchase intention. Therefore, the hypothesis stating that "competitive advantage has a positive influence on customer purchase intention" is accepted.

The findings show that consumers prefer to visit malls that offer advantages based on value to them. A mall's strategic location—being in the city center, offering easy transportation access, and providing ample parking—is more cost-effective and can win over consumers. Malls differentiate their offerings by providing unique selections through a wide variety of products—a comprehensive combination of brands, sizes, and product types all in one place. Malls also establish their own brands by developing exclusive products under their own retail brands, which cannot be found in other stores and are offered

at more affordable prices. To achieve cost leadership, malls frequently run promotional programs featuring low prices to attract customers.

8. The Effect of Revitalizing Design on Customer Purchase Intention, Mediated by Competitive Advantage.

   The results of the hypothesis test—specifically, the effect of revitalizing design on customer purchase intention mediated by competitive advantage—show a coefficient of 0.068, a p-value of 0.003 < 0.05, and a t-statistic of 3.022 > 1.960. These results indicate that revitalizing design influences customer purchase intention, mediated by competitive advantage. Therefore, the hypothesis stating that "competitive advantage mediates the effect of revitalizing design on customer purchase intention" is accepted.

   This study aligns with Noorwatha (2021:16), who states that retail design must be unique, attractive, provide a distinctive experience, and be Instagram-worthy. This trend is known as "escapism" in architectural design, particularly in commercial interior design (Noorwatha, 2021).

   Research findings indicate that consumers prefer to shop at malls that regularly update the interior and exterior designs of their buildings to enhance the malls' competitive advantage. New designs that are more aesthetically pleasing, functional, modern, and in line with market trends serve as attractions that drive consumers' purchasing intent at malls. Revitalizing mall designs can strengthen a product's competitive position in the eyes of consumers and the market.

9. The Effect of Customer Experience on Customer Purchase Intention, Mediated by Competitive Advantage.

   The results of the hypothesis test—specifically, the effect of customer experience on customer purchase intention mediated by competitive advantage—show a coefficient of 0.076, a p-value of 0.001 < 0.05, and a t-statistic of 3.429 > 1.960. These results indicate that customer experience influences customer purchase intention, mediated by competitive advantage. Therefore, the hypothesis stating that "competitive advantage mediates the influence of customer experience on customer purchase intention" is accepted.

   The findings demonstrate that a positive customer experience can create a perception of high value. Malls that focus on creating a positive customer experience will find it easier to differentiate their offerings as a competitive advantage. Customers recognize and are drawn to a mall's strengths in terms of product pricing, product quality, and the services provided. When customers feel satisfied and trusting, it stems from the impressions formed through their interactions. Psychologically, customer satisfaction encourages them to make repeat purchases by shopping for the various products offered by the mall.

   This study is supported by Noorwatha's (2021: 16) theory, which posits that the concept of escapism in the contemporary era is presented through time, space, place, atmosphere, or an environment that transcends a person's everyday experiences within a specific medium. Retail interior design as a marketing strategy involves the enhancement and visualization of the products being sold (Noorwatha, 2021).

10. The Effect of Customer Value on Customer Purchase Intention, Mediated by Competitive Advantage.

The results of the hypothesis test—specifically, the effect of customer value on customer purchase intention mediated by competitive advantage—show a coefficient of 0.070, a p-value of 0.001 < 0.05, and a t-statistic of 3.458 > 1.960. These results indicate that customer value influences customer purchase intention, mediated by competitive advantage. Therefore, the hypothesis stating that "competitive advantage mediates the effect of customer value on customer purchase intention" is accepted.

The findings demonstrate that positive customer perceptions of a mall can enhance customers' perception of the quality of the products offered, competitive pricing, and superior service compared to competitors. This helps establish a stronger market position relative to competing malls. The long-term impact can drive consumer purchasing interest or repeat purchase decisions. Customer perception not only directly drives purchasing interest but also strengthens the mall's competitive advantage, which in turn boosts purchasing interest even further.

This study is supported by Wardhana's (2024:149) theory, which states that delivering superior customer value is the primary driver of competitive advantage and long-term success. Companies that are able to effectively identify and understand the drivers of customer value can better position their offerings, resulting in increased market share, profitability, and customer retention. Wardhana (2024: 157) notes that sales activities often create value through the customer experience; customization provides a personal touch that makes the purchasing experience more engaging and unique (Wardhana, 2024).

Conclusion

Revitalizing Design Has a Significant Impact on Customer Purchase Intention, which proves that consumers prefer malls with visual designs that align with current trends. Malls are designed to provide free communal spaces for visitors.

Revitalizing design has a significant impact on competitive advantage, proving that mall design serves as a competitive tool through visual and functional revitalization. This is because consumers visit malls not merely to shop but also to enjoy the mall's design and facilities.

Customer experience has a significant impact on customer purchase intention, demonstrating that the emotional impression of the experience felt while visiting a mall increases the likelihood of a return visit.

Customer experience has a significant impact on competitive advantage, demonstrating that consumers who have a memorable experience are more likely to make repeat purchases due to deep emotional engagement.

Customer value has a significant impact on customer purchase intention, demonstrating that when consumers perceive the benefits of products purchased at the mall, this can encourage them to make repeat purchases.

Customer value has a significant impact on competitive advantage; this demonstrates that positive customer value is derived from the overall benefits gained from visiting and shopping at the mall. All aspects—including product pricing, service quality, and facilities—enhance customer value.

Competitive advantage has a significant effect on customer purchase intention, which demonstrates that consumers are more likely to return to or make repeat purchases at malls that offer advantages in terms of cost, product differentiation, and consistently meeting consumer needs

Revitalizing Design has a significant effect on Customer Purchase Intention, mediated by Competitive Advantage; this demonstrates that consumers prefer to shop at malls with interior and exterior designs that follow current trends and offer high-quality products.

Customer experience has a significant effect on customer purchase intention, mediated by competitive advantage; this demonstrates that a positive customer experience can create a high perceived value regarding product price, product quality, and the services provided.

Customer Value has a significant effect on Customer Purchase Intention, mediated by Competitive Advantage. This demonstrates that positive customer perceptions of a mall can enhance competitive advantage, which in the long term influences repeated purchase intentions.

Recommendations

The researchers' recommendation for future research is to examine customer purchase intention in malls covering a wider geographic area, as well as online stores and modern retail outlets. Additionally, they suggest replacing or adding variables that influence customer purchase intention.

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