

EXAMINE THE IMPACT OF EFFECTIVE UTILIZATION OF HUMAN RESOURCE IN SHOPPING CENTER MANAGEMENT

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ABSTRACT

The concept of a satisfied customer base is considered both the most significant and the most investigated topic in the field of marketing management. In the context of online purchasing, the level of pleasure experienced by consumers is the single most important factor that influences new customer acquisition, existing customer loyalty, and the long-term development of online retailers. The degree of customer satisfaction is directly correlated to the link between the expectations of the consumer and the experiences of the consumer. When the experience meets or surpasses the expectations of the clients, a company has reached this level. An investigation into the factors that influence customers' levels of contentment is very essential since its findings may serve as a standard against which to evaluate the development and progress of a company, as well as provide a foundation on which to base future strategic decisions. Numerous studies have been conducted with the primary objective of determining the characteristics that contribute to satisfied customers.

Keywords: Marketing Management, Development, Online Retailers..

1 INTRODUCTION

The effectiveness with which a shopping center's human resources are used to optimize the center's value is a crucial determinant of its success. Efficiency in managing shopping centers is defined as the effective use of human resources. This research examines how corporate business strategies are represented in shopping center managers' opinions and beliefs. Data Envelopment Analysis is used to compare the inputs and outputs of the management of a shopping center to determine the efficiency of such management. An example of an input would be the various sorts of employees used to run a shopping mall, and an example of an output would be the rental value per floor space, all other things being equal. These external influences include the retail center's location and physical qualities. Questionnaire surveys were followed by phone calls and interviews to obtain data on the attitudes and perceptions of management employees at various levels (Tresca, 2011).

Building retail space in the form of shopping complexes is becoming common all over the globe. According to Beyard and O'Mara, shopping centers are now the most efficient and adaptive machine for consuming that the planet has seen since. They claim that shopping malls have been possibly the most popular store business model of the previous 50 years. In the 1950s, the United States of America saw the birth of the first contemporary shopping malls. The Southdale Mall, which initially opened its doors in 1956, is considered to be the first covered retail center. There number of shopping centers and malls has increased at an alarming rate ever since the 1950s. It is believed that there are currently over than 45,000 shopping malls in operation in the United States. Although it may be said that the United States was the birthplace of the shopping center boom, the phenomenon can now be seen swiftly spreading throughout both Europe and Asia. It has been said that the United Kingdom was the pioneer in the "culture" of retail centers in Europe. In 2018, Westfield, which is the largest urban retail center in all of Europe, officially opened in London. There are a total of

265 businesses and 50 restaurants inside the Westfield Shopping Center. Additionally, there are five department stores (Warnab, 2008).

2 PROBLEM STATEMENT

“Shopping Centers must continuously improve and change in order to keep up time. As with any division of a retail business HR management should plan for the long-term and implement strategies which are conducive with the evolving times.”

According to Setiawan report “Using HR knowledge management will allow HR professionals to take on a greater strategic role (HRIS). Due to their greater functionality and cheaper cost, HRIS are being used by enterprises of all sizes more and more. It's still not apparent how HRIS impacts HR professionals in general or if disparities between organizations of different sizes exist in the present implementation. Experts in the disciplines of human resource management, organizational development, and labor and employee relations are well regarded. The establishment of a link between organizational performance & HR strategies that investment in the human capital of the company has been very successful with strategic human resource management. These methods, which are sometimes referred to as high-engagement or high-performance systems, frequently include a coordinated set of HR practices that encourage employee skills, involvement in decision-making, and responsibility” (Hussain, 2007).

3. BACKGROUND OF THE STUDY

These crucial components must be coordinated and included into a unified and effective strategy as soon as feasible if the product is to be commercially successful. Other than the marketing mix or the marketing budget, it also comprises specific strategies for each of the markets being targeted. Many companies are thinking about expanding their events and activities to other countries in order to stay competitive in the face of the market's recent trend toward globalization. Any company that wants to survive today's cutthroat business environment and emerge victorious has to have a well-thought-out marketing strategy. The phrase "marketing strategy" is used to describe an organization's plan to differentiate itself from its competitors by maximizing its competitive advantages and better meeting the needs of consumers in a given market. Omoyele et al. found that while developing a marketing plan, a business should prioritize the establishment, reinforcement, and preservation of its competitive edge. Strategic marketing relies heavily on the recourse to executive judgments because of the complexity of unpredictability of the environment. In addition, the specifics of the business may necessitate the inclusion of elements not specifically stated here. Any business plan must center on the marketing strategy. It is the fundamental purpose of businesses to distribute goods to consumers and maximizing profits and doing so efficiently should be one of their top priorities. Marketing campaigns include all of the aforementioned examples. It's important to think about the company's long-term objectives, which should center on increasing customer satisfaction and revenue (Sultana, 2014).

4. LITERATURE REVIEW

Regardless of the size of the firm, strategic usage of HRIS is becoming the standard for senior

HR practitioners. This has resulted in the HR profession adding value to the business. The more senior non-HR executives, on the other hand, do not believe that HR professionals' status is elevated as a result of strategic usage of HRIS. But these CEOs recognise that HRIS has added value and elevated the prestige of the HR profession. Using HRIS for non-strategic applications, organisations may be able to lower employee numbers for mundane administrative duties, according to the study's author. The adoption of HRIS by small and medium-sized businesses (SMEs) has prompted us to ask why. Smaller businesses may have seen a rise in the need for HRIS because of the rising regulatory burden mandating responsibility, from commercial operations to equal opportunity monitoring. Despite actual evidence to the contrary, there is evidence that small businesses are more likely to employ HRIS than larger organisations. As a result, for the SME, the return on investment for such systems is increasing (Hussain, 2007).

Investigating the contribution of high-involvement work arrangements to the development of firm-specific talent. According to this research, quitting is the behaviour of employees that mediates the relationship between HR rules and the performance of workers. Future research should look at how other HR system components affect employee behaviour, since the work design component was determined to be the most significant mediator. In addition, customer contact centres that use technology as a medium are examined in the study. Call centres serve as the primary point of contact for delivering customer service and closing transactions in a wide variety of industries. The current study depends on a representative sample of contact centres in the telecommunications industry in order to be relevant. So, the findings of this study may be applied to other service and manufacturing companies, as well as to the whole contact center management business. Because of the prevalence of mass customization in the financial services, insurance, aviation, software, and manufacturing sectors, it makes sense to put money into training customer service representatives at call centres that serve a variety of clients (Batt, 2002).

5. METHODOLOGY

Researcher performed a rigorous cross-sectional investigation. The cross-sectional design necessitated a single point in time data collection, which was quick and low-cost. Because of the short timeframe and limited resources, the researcher opted for a quantitative approach. Rao-soft software was used to estimate the sample size of 1177; 1350 questionnaires were distributed; 1280 were returned; and lastly, 80 questionnaires were rejected owing to incompleteness of the questionnaire. The study included 1200 people as respondents. Using random sampling, all respondents were approached for the survey.

Study Area: The study was conducted in shopping malls. The study sites were chosen because of Effective Utilization of Human Resource in Shopping Center Management.

Data collection: The researcher conducted quantitative method research for the study through survey. Respondents first answered control questions regarding the shopping malls, to predict the establishment of brand equity and size of their organization. This left a sample size calculated from Rao Soft and the sample size was 1200.

Likert scale, rating system, used in questionnaires, that is designed to measure people's attitudes, opinions, or perceptions. Subjects choose from a range of possible responses to a specific question or statement; responses typically include "strongly agree," "agree," "did not answer," "disagree," and "strongly disagree." Often, the categories of response are coded numerically, in which case the numerical values must be defined for that specific study, such as 5 = strongly agree, 4 = agree, and so on. The questions from 1-17 follow the Likert scale mentioned above and it provides us with the shopping malls, to predict the establishment of brand equity.

Sample: Data for the study was collected collection method and interview. Sample Size calculated through Rao-soft software was 1200, total 1350 questionnaires were distributed, out of which 1280 questionnaire were received back, and 80 questionnaires were rejected because they were incomplete. The final number of questionnaires used for study is 1200 with 624 females and 576 males respectively.

Statistical Software: MS-Excel and SPSS 25 will be used for Statistical analysis.

Statistical tools: Descriptive analysis will be applied to understand the basic nature of the data. Validity and reliability of the data will be tested through Cronbach alpha.

6. THEORETICAL FRAMEWORK



Figure 1. Framework

7. RESULTS

FACTOR ANALYSIS

Confirming the latent component structure of a collection of measurement items is a common utilization Factor Analysis (FA). The scores on the observable (or measured) variables are thought to be caused by latent (or unobserved) factors. Accuracy analysis (FA) is a model-based method. Its focus is on the modelling of causal pathways between observed phenomena, unobserved causes, and measurement error.

The data's suitability for factor analysis may be tested using the Kaiser-Meyer-Olkin (KMO) Method. Each model variables and the whole model are evaluated to see whether they were adequately sampled. The statistic measures the potential shared variation among many

variables. In general, the smaller the percentage, the better the data will be suitable to factor analysis. KMO gives back numbers between 0 & 1. If the KMO value is between 0.8 and 1, then the sampling is considered to be sufficient. If the KMO is less than 0.6, then the sampling is insufficient and corrective action is required. Some writers use a number of 0.5 for this, thus between 0.5 and 0.6, you'll have to apply your best judgement.

- KMO Near 0 indicates that the total of correlations is small relative to the size of the partial correlations. To rephrase, extensive correlations pose a serious challenge to component analysis.

Kaiser's cutoffs for acceptability are as follows:

A dismal 0.050 to 0.059.

- 0.60 - 0.69 below-average

Typical range for a middle grade: 0.70–0.79.

Having a quality point value between 0.80 and 0.89.

The range from 0.90 to 1.00 is really stunning.

Table 5: KMO and Bartlett's

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

EFA begins with a validation of the data's appropriateness for factor analysis. Regarding this, Kaiser suggested that factor analysis only be conducted if the KMO (Kaiser-Meyer-Olkin) indicator of sample adequacy coefficient value was larger than 0.5. It has been determined that the KMO value for the data used in this investigation is.870. Additionally, a significance level of 0.00 was found using Bartlett's test of sphericity.

ANOVA test results

Table 6. Descriptive Sum

Descriptive							
Sum							
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum	Maximum

					Lower Bound	Upper Bound		
1.00	4	17.2500	.50000	.25000	16.4544	18.0456	17.00	18.00
1.67	1	25.0000	25.00	25.00
2.00	10	34.6000	1.89737	.60000	33.2427	35.9573	32.00	38.00
3.00	1	43.0000	43.00	43.00
3.33	1	48.0000	48.00	48.00
4.00	17	66.7647	4.73721	1.14894	64.3291	69.2004	49.00	69.00
4.33	9	73.6667	3.31662	1.10554	71.1173	76.2161	70.00	78.00
5.00	57	84.9123	.47361	.06273	84.7866	85.0379	82.00	85.00
Total	100	71.6900	20.12120	2.01212	67.6975	75.6825	17.00	85.00

For dependent variable (Shopping center management), the descriptive output gives the sample size, mean, standard deviation, minimum, maximum, standard error, and confidence interval for each level of the (quasi) independent variable. In this study, respondents who responded for remuneration, and their mean was 71.6900, with a standard deviation of 20.12120.

Table 7. ANOVA Sum

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	507	5655.517	1055.883	.000
Within Groups	492.770	692	5.356		
Total	40081.390	1199			

In this study, the result is significant. The value of F is 1055.883, which reaches significance with a p-value of .000 (which is less than the .05 alpha level). This means the “H1: There is a significant relationship between remuneration and ideal shopping Centre management.” is accepted and the null hypothesis is rejected.

8. CONCLUSION

This thesis's last section is its conclusion. The researcher begin with a synopsis of the research, where we talk about what we found and what we didn't. Then, a summary of the results, both empirical and theoretical, is presented. Afterwards, some last thoughts and a discussion of the study's shortcomings are presented. The purpose of this thesis is to provide an analytical framework for understanding the factors that contribute to a city center's appeal, and for determining whether or not locals and tourists have distinct experiences of a city's central areas. There are two issues that go hand in hand with this study's overarching objective: what factors do customers value in city centers, and do locals and tourists have different opinions of these areas? This is an intriguing subject for study since many city centers are in decline as a result of competition from nearby cities and the proliferation of exterior retail complexes. Previous studies in the fields of location marketing, place attractiveness, city center attractiveness, and retail served as the basis for the study's framework. The framework integrates four features: Remuneration, Training and development, Employee retention benefits and Workplace safety. Before putting forth hypotheses to be tested, a descriptive analysis of the self-evaluation questions was offered to highlight the significance of various characteristics in a city hub. Consumers seem to agree on virtually all of the assertions posed, suggesting that they are all relevant to life in a metropolitan hub. The presence of nightlife was the only element that detracted from the attractiveness of city centers overall. Aside from the nightlife, however, the following features were valued: ambiance; ease of getting around; parks and natural areas; restaurants and cafes; architecture; public transportation; stores; hours; temporary activities; entertainment; casual trading areas; stores; parking; and permanent events. In conclusion, the necessity of marketing efforts in the events industry is underlined. This is done with the intention of meeting the expectations of the hopeful and profitable market that the sector serves as well as improving the quality of the services that are offered.

LIMITATIONS

Cross-sectional studies are hard to interpret since they simply provide a snapshot in time. As a result, there is no way to prove cause and effect. Changing Our Approach to Human Resource Management for Retail Malls Employee performance is validated by the research as an independent variable. Researchers may utilise longitudinal data in the future to learn more about the connections between these elements. In addition, the survey was limited to senior-level executives. This means that the researcher has to be wary of any bias that our method could impart to the data. The capacity growth model needs more research utilising secondary data. Researchers have been advised to conduct other studies to corroborate the findings and conduct more in-depth analyses of the linkages. Researchers may find it more challenging to make conclusions when working with a limited sample size. The extent of the effect they are looking at will establish how significant this problem is.

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