



Do Biophilic Atmosphere, Convenience and Accessibility Encourage Intention to Visit with Mediation of Visitor's Affective States? (Case Study: The Breeze BSD City Mall)

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Information Article

History Article:

Submitted: 29 December 2023

Revised: 22 March 2024

Accepted: 20 July 2024

Keywords:

Affective states; Biophilic atmosphere; Convenience and accessibility; Intention to visit.

Abstract

This study aims to determine the effect of biophilic atmosphere and convenience and accessibility on intention to visit with affective states as the mediation of the Breeze BSD City. The Breeze BSD City is one of the malls that applies the concept of a biophilic atmosphere and provides convenience and accessibility. The research object is The Breeze mall located in Tangerang, Indonesia. Empirical data was collected using non-probability method of purposive sampling technique with a total of 210 respondents. Empirical data was processed used the Structural Equation Model (SEM) technique and the Smart Partial Least Square (PLS) 3 analysis instrument. This study proposed seven (7) hypotheses and six (6) hypotheses were accepted. The results of the analysis showed that convenience and accessibility have a direct and indirect effect on the intention to visit by affective states as a mediator. Convenience and accessibility also have a direct and significant effect on affective states. Biophilic atmosphere has no direct effect on intention to visit but has an indirect effect on intention to visit by affective states as a mediator. Meanwhile, the biophilic atmosphere also has a significant direct effect on affective states and affective states have a direct influence on the intention to visit.

Apakah Suasana Biofilik, Kenyamanan dan Aksesibilitas Mendorong Niat Berkunjung dengan Mediasi Keadaan Afektif Pengunjung? (Studi Kasus: The Breeze BSD City Mall)

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh suasana biofilik dan kenyamanan serta aksesibilitas terhadap niat berkunjung dengan keadaan afektif sebagai mediasi the Breeze BSD City. The Breeze BSD City merupakan salah satu mall yang menerapkan konsep suasana biofilik dan memberikan kemudahan dan aksesibilitas. Objek penelitiannya adalah mall The Breeze yang terletak di Tangerang, Indonesia. Data empiris dikumpulkan dengan menggunakan metode non-probabilitas dengan teknik purposive sampling dengan jumlah responden 210 orang. Data empiris diolah menggunakan teknik Structural Equation Model (SEM) dan instrumen analisis Smart Partial Least Square (PLS) 3. Penelitian ini mengajukan tujuh (7) hipotesis dan enam (6) hipotesis diterima. Hasil analisis menunjukkan bahwa kenyamanan dan aksesibilitas mempunyai pengaruh langsung dan tidak langsung terhadap niat berkunjung dengan keadaan afektif sebagai mediator. Kenyamanan dan aksesibilitas juga mempunyai pengaruh langsung dan signifikan terhadap keadaan afektif. Suasana biofilik tidak berpengaruh langsung terhadap niat berkunjung namun berpengaruh tidak langsung terhadap niat berkunjung dengan keadaan afektif sebagai mediator. Sementara itu, suasana biofilik juga mempunyai pengaruh langsung yang signifikan terhadap keadaan afektif dan keadaan afektif mempunyai pengaruh langsung terhadap niat berkunjung.

How to Cite: Andria, S. & Salim, L. (2024). Do biophilic atmosphere, convenience and accessibility encourage intention to visit with mediation of visitor's affective states? (Case study: The Breeze BSD City Mall). *Ekonomi Bisnis* 29 (2), 81-98

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ISSN

0853-7283 (print) 2528-0503 (online)

The purpose of this study was to analyze the direct effect of biophilic atmosphere and convenience and accessibility on the intention to visit The Breeze BSD City. This study also analyzes affective states as variables that mediate biophilic atmosphere and convenience and accessibility to the intention to visit The Breeze BSD City.

The Breeze BSD City is one of the malls that applies the concept of a biophilic atmosphere and provides convenience and accessibility. The Breeze BSD City was founded in 2013, with the concept of an open-air lifetime mall. The Breeze BSD City, which is integrated with views of the natural lake of the Cisadane river, is an entertainment place that really looks different. The Breeze BSD City, which was built by Sinar Mas Land and designed together with Jerde (foreign architecture & urban planning consultant) and Arcadia (local architecture & design consultant), is an alternative mall with recreational facilities and activities in green open spaces.

The choice of The Breeze BSD City as a case study in this research is because The Breeze BSD City is the only mall in Tangerang that offers an outdoor concept and a biophilic atmosphere that combines various elements of nature and nature itself into the mall building that was built. The location is in Tangerang which is a city adjacent to the capital city of Jakarta, so there are lots of other modern concept mall choices. With the current condition of the Covid-19 pandemic that has been sluggish and the PPKM (Pemberlakuan Pembatasan Kegiatan Masyarakat) rules have been revoked, the Indonesian government recommends that the public continue to implement health protocols such as using masks, especially in closed rooms. People are allowed not to use masks in open places that have good circulation. Will the application of the concept of a biophilic atmosphere (the concept of an open mall

blending with nature) as well as the convenience and accessibility offered by The Breeze BSD City affect intention to visit and will affective states strengthen these two factors in intention to visit?

Research previously conducted by Cortazar and Vela (2016) proved that there is an effect of the eco natural environment on the intention to visit in Colombia. They found that green ecological and environmental space design has the potential to be an attractive area for mall management, considering its potential effect on intention to visit and shop. This study also found that accessibility had no effect on the intention to visit mall visitors.

Other research was also conducted by Cortazar and Vela (2018). They found that there was an influence of the biophilic atmosphere on the intention to visit. The physical presence of the environment that contains stimuli inspired by nature such as: plants, shrubs, walls, and green areas can support visitors' emotions (Cortazar & Vela, 2018). The experience of visitors to malls with a biophilic concept can influence their intention to visit the mall. Cortazar and Vela's (2018) study also found that the biophilic atmosphere has a direct influence on the affective states of mall visitors. Meanwhile, affective states have an influence on the intention to visit and mediate the influence of the biophilic atmosphere on the intention to visit. The weakness of Cortazar and Vela's research (2018) is related to the sample, namely conducting research in large malls and in one city, so there are difficulties in generalizing the results to all shopping center contexts.

The next research was conducted by Ping and Hwa (2020) in Malaysia which examined the factors that influenced Gen Y's intention to visit the mall. They found that convenience and accessibility had the most significant relationship to the intention to visit Generation Y. However, this study had a weakness, namely the sample size of 300 was not generalizable enough to represent

the entire population of Generation Y in the Klang Valley. Therefore, the results obtained may not adequately represent the true mall patronage behavior of the entire Generation Y population in the Klang Valley.

Based on these antecedents, the main objectives of this research are twofold. First, to analyze the effects of perceptions of biophilic atmospheres and convenience and accessibility from The Breeze BSD City on customers' affective states and intention to visit. Second, to research how the affective states mediate a role in the perception of biophilic atmosphere and convenience and accessibility on intention to visit relationship. In other words, this research tries to answer three specific research questions. First, what are the relationships between the biophilic atmosphere, the affective states, and the intention to visit variables in a shopping center context? Second, what are the relationships between convenience and accessibility, the affective states and the intention to visit variables in a shopping center context and third, do affective states mediate between the visitors' perception of biophilic atmosphere and convenience and accessibility and their intention to visit relationship?

The article is structured as follows. First, we review the literature on the biophilic atmosphere and convenience and accessibility in the context of consumption of services and its effect on affective states and intention to visit, aiming to develop hypotheses for empirical testing. Second, we document the method used for empirically testing the hypotheses and analyzing the results. We conclude the article with theoretical and managerial implications and research limitations.

LITERATURE REVIEW

Biophilic Atmosphere

Biophilia is described by Erich Fromm (1973) as a human psychological orientation that is attracted to all that is alive and vital. "Biophilia"

is defined as the love of life and the process of living. Biophilous people prefer to build rather than defend. He is capable of wondering, and he would rather see something new than seek confirmation from the old. He preferred life's adventures to certainty (Fromm, 1973).

The concept of a biophilic human was later researched and popularized in 1984 by the sociobiologist Wilson. Biophilia is defined as an innate tendency to focus on life and living processes (Wilson, 1984). He used the term "biophilia" to describe deep feelings of connection with nature during periods of exploration and immersion in nature. A unique insight from Wilson (1984) is that these biophilic tendencies developed as part of evolutionary survival and, as such, encompass certain characteristics that persist in humans even in modern cities. He argued that love of life is an innate human tendency and to explore and affiliate with life is a deep and complex process in mental development (Wilson, 1984).

Scholars from various fields came together a decade later to collaborate on their thinking and debate the concept of biophilia presented by Wilson (1984). Together, Wilson and fellow ecologists (Kellert, 1993), hypothesized that nourishment from this innate love of and connection to nature is essential to modern urban human well-being, far beyond the provision of basic food. Biophilia is also interpreted as an inherent human tendency to be affiliated with nature which even in the modern world has become very important for physical and mental health and well-being (Kellert & Calabrese, 2015). Development in modern times separates buildings and humans from nature, and even destroys nature itself. Therefore, a design that unites buildings, humans and nature is needed to stimulate memories of natural life and re-create comfort between humans and nature.

Biophilic design is further directed towards maintaining the productivity, function, and

resilience of natural systems over time. The application of biophilic design can change the environmental conditions of buildings or landscapes in the long term which can support ecologically strong and sustainable natural communities (Kellert & Calabrese, 2015). The successful application of biophilic design also provides physical, mental and behavioral benefits. Physical benefits include increased physical fitness, lower blood pressure, increased comfort and satisfaction, fewer symptoms of illness, and better health. Mental benefits are reflected in increased satisfaction and motivation, reduced stress and anxiety, to increased problem solving and creativity. Behavioral benefits in the form of positive behavior change include better coping and mastery skills, increased attention, and concentration, increased social interaction, and reduced hostility and aggression (Kellert & Calabrese, 2015).

The fundamental principles in the application of biophilic design (Kellert and Calabrese, 2015) are:

1. Biophilic design requires repeated and ongoing engagement with nature.
2. Biophilic design focuses on human adaptations to nature that evolve to enhance human health, fitness, and well-being.
3. Biophilic design encourages emotional attachment to a particular setting and place.
4. Biophilic design promotes positive interactions between humans and nature that encourages a sense of connection and responsibility to the human community and nature.
5. Biophilic design encourages architectural solutions that are mutually reinforcing, interconnected, and integrated.

The fundamental principle for implementing biophilic design is oriented towards creating an atmosphere that adopts nature. There are three types of biophilic

experiences, namely direct experience of nature, indirect experience of nature, and experience of space and place (Kellert & Calabrese, 2015). In previous studies it was found that the biophilic atmosphere had a significant direct effect on the affective states of mall visitors (Cortazar & Vela, 2018). They prove that the biophilic atmosphere also has a significant direct effect on consumers' intention to visit. The results of this study support the results of previous research which was also conducted by Cortazar and Vela (2016), which found a biophilic atmosphere or eco natural environment, namely design and an eco-natural environment: natural spaces or scenarios and environments with vegetation and architecture or biophilic atmosphere have a significant direct effect on intention to visit (Cortazar & Vela, 2016).

Convenience and Accessibility

Convenience is anything that reduces time and consumer efforts. The convenience of a mall is defined in the same sense as utility derived from the mall's ability to provide consumers with opportunities to perform various shopping tasks with minimum time and effort (Ping & Hwa, 2020). Convenience is also defined as reducing time and effort during the buying process as an attribute of a comfortable shopping experience. Consumers do not like spending a lot of time and effort looking for a parking space or walking from one end of the mall street to the other. Previous studies have highlighted that convenience plays a positive role in attracting shoppers to malls (Ping & Hwa, 2020).

Ping & Hwa (2020) explains that convenience includes extended trading hours, closed environment, location close to where consumers live or work, operating hours and travel time. This is because shoppers prefer malls that offer one-stop shopping which allows shoppers to complete all their shopping and related tasks in one concentrated location.

Convenience in shopping is defined as easy shopping and less time spent looking for locations, shops, products, and information (Porral & Mangín, 2018).

Apart from convenience in terms of time and effort spent, ease of access also plays a role in attracting shoppers to the mall. Accessibility to the mall is defined as an adequate mall location and the distance customers must travel to shop there (Ping & Hwa, 2020). Ease of access is positively related to mall choice. Ping & Hwa (2020) stated that accessibility can be subdivided into macro accessibility and micro accessibility or external or internal dimensions.

External access factors are related to the mall area in a broad sense, such as public transportation and parking facilities, while internal factors relate to access within the mall, such as lifts, informative signage and wide walkways that make it easier for shoppers to move around. Shoppers' perceptions of convenience malls, such as convenient locations and parking facilities, will have a positive effect on their level of satisfaction with the mall, thereby influencing consumer intentions to visit and shop (Ping & Hwa, 2020).

Research conducted by Cortazar and Vela (2016) found accessibility did not have a significant effect on intention to visit. because almost all malls nowadays are able to provide easy access such as parking facilities with competitive rates and long opening hours. However, Ping & Hwa (2020) found that convenience and accessibility have a significant direct effect on consumers' intention to visit, even convenience and accessibility are variables that have a very strong effect compared to other variables such as internal environment, entertainment, and tenant variety.

Affective States

The biophilic atmosphere can have a significant effect on emotional factors (Cortazar & Vela,

2018). Emotions are affective states. Emotions and affective states are difficult to distinguish, affective states last longer and are less intense than emotions. As a result, affective states represent the positive/negative dimensions of emotionality (i.e., interest, drive, energy, enthusiasm, and well-being) that allow the experience of feelings of satisfaction (Cortazar & Vela, 2018).

The effects of natural stimuli affective states include effects on self-expanding psychological relationships through the process of self-actualization, effects on mood and a greater desire to help others (Cortazar & Vela, 2018). Store atmospheres that incorporate natural stimuli can enhance positive psychological states (Cortazar & Vela, 2018). The biophilic effect of the atmosphere occurs in mental states, this explains that the biophilic effect has reparative powers and transformative benefits for visitors (Cortazar & Vela, 2018).

There is a positive and significant correlation between affective states and intention to visit. Thus, it can be said the need to develop more research with the aim of gaining more understanding of this issue, as well as to examine the influence of the service environment (Cortazar & Vela, 2018). In addition, research on affective or emotional states has been analyzed as a mediating variable between perceptions of the physical environment and consumer behavior (Cortazar & Vela, 2018). "Affection", "feelings", "mood" and "emotion" are often used interchangeably in the marketing literature (Cortazar & Vela, 2018). Affective states are a mechanism that bridges between persuasive stimuli and consumer behavior.

Cortazar and Vela's research (2018) proves that affective states have a significant direct influence on the intention to visit. This illustrates that affective states, which include the well-being attribute, for behavioral intentions, that is, consumers are more likely to visit the mall as long

as they can experience or accept hedonic emotional values that are adjusted to aspects of well-being. In the same study, Cortazar and Vela (2018) found that affective states also mediate a biophilic atmosphere on the intention to visit. This illustrates the consumer's hedonic experience in the process of environmental exploration which has natural stimuli causing behavior to visit the mall.

Intention to Visit

Intention is something that involves behavior (Sheeran et al., 2016). Intention underlies a person to have tourism activities, while the determining factor is intention behavior (Alegre & Cladera, 2009). Intention in the concept of tourism marketing is the tendency in individuals to be attracted to an object or like a place to be visited (purchase intention and intention to use). Intention to visit is directed at consumers' willingness to visit a mall whose attractiveness is offered by the mall manager (Cortazar & Vela, 2018).

Intention to visit has a strong relationship with the perception and value of what tourists/visitors feel as consumers to evaluate the results or products they have tasted (service) (Yaqob et al., 2019). Although there is no relationship between costs and benefits for tourists obtained as visitors or consumers, the value they feel in visiting intentions is an antecedent of customer satisfaction and future behavioral intentions (Yaqob et al., 2019). For example, a tourist who has a high perception value of a tourist destination will be prone to varying levels of satisfaction with the feelings they get. This will encourage experience visitors to visit or recommend to others in the future.

Many previous studies were conducted aimed at measuring the effect of a biophilic atmosphere or eco natural environment and convenience and accessibility on intention to visit (Cortazar & Vela, 2016; Cortazar & Vela, 2018).

All previous studies have shown that the biophilic atmosphere or eco natural environment in malls directly influences the intention to visit a mall. Research conducted by Ping & Hwa (2020) regarding convenience and accessibility also shows that these variables directly affect consumers' intention to visit.

CONCEPTUAL FRAMEWORK

This research model adopts the research of Cortazar and Vela (2016), Cortazar and Vela (2018), Ping and Hwa (2020) can be seen in Figure 1. The variables in hypothesis testing are exogenous variables (biophilic atmosphere and convenience and accessibility), mediating variables (affective states), and endogenous variables (intention to visit).

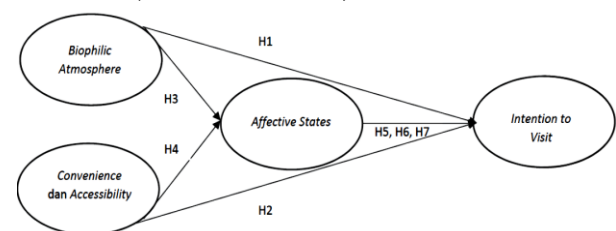


Figure 1. Proposed Conceptual Framework

CONCEPTUAL HYPOTHESIS

Biophilic atmosphere stems from biophilic designs that seek to maintain the productivity, function, and resilience of natural systems over time. The application of biophilic design can change the environmental conditions of buildings or landscapes in the long term which can support ecologically strong and sustainable natural communities (Kellert and Calabrese, 2015). Research by Cortazar and Vela (2016 & 2018) found that there is a direct effect of the biophilic atmosphere on the intention to visit. This shows that consumers who perceive the atmosphere of the mall with natural stimuli have a greater desire and tendency to visit the mall (Cortazar & Vela, 2018).

This is also a consequence of visitors' interest in the environment. Thus, aspects such as

the appearance of vegetation, architecture with natural elements, natural spaces or scenarios, and perceptions of eco-environmental design influence the attractiveness factor, which motivates customers to return and become regular visitors (Cortazar & Vela, 2016). Based on the description above, this study the authors take the hypothesis that:

H1: Biophilic atmosphere has a direct effect on the intention to visit The Breeze BSD City.

Convenience as anything that reduces the consumer's time and effort. The convenience of a mall is defined in the same sense as the utility derived from the mall's ability to provide consumers with opportunities to perform various shopping tasks with a minimum of time and effort. Whereas accessibility to the mall is defined as: the location of the mall is adequate and the distance that customers have to travel to go shopping there (Ping & Hwa, 2020).

Cortazar & Vela's research (2016) examines the direct relationship between accessibility and intention to visit. They stated that the accessibility variable did not have a significant direct effect on the intention to visit. In contrast to the research of Ping & Hwa (2020) which states that convenience and accessibility have a significant direct effect on the intention to visit. Based on the description above, there is a research gap between several previous studies which stated different things on the direct effect of convenience and accessibility on the intention to visit. So, in this study the authors take the hypothesis that:

H2: Convenience and accessibility have a direct effect on the intention to visit The Breeze BSD City.

Many previous studies have shown the influence of natural stimuli on affective states. Among other things, the effect on self-psychological relationships is extended through the process of self-actualization (Cortazar & Vela, 2018). Effects on mood and greater desire to help

others (Cortazar & Vela, 2018). Research conducted by Cortazar and Vela (2018) found that affective states have a direct effect on the intention to visit. This suggests that an atmosphere that incorporates natural stimuli can increase positive psychological states.

Cortazar and Vela (2018) prove empirically that there is a biophilic atmosphere effect on mental states and they explain that the effect of a biophilic atmosphere has reparative powers and transformative benefits for consumers, through restorative capacities. Thus, this type of atmosphere at the mall (biophilic atmosphere) makes it easy for consumers to escape from everyday worries and thoughts and helps to relax (Cortazar & Vela, 2018). Based on the description above, this study the authors take the hypothesis that:

H3: Biophilic atmosphere has a direct effect on affective states to The Breeze BSD City.

Cortazar and Vela (2018) and Ping and Hwa (2020) researched found that affective states and convenience and accessibility both have a direct influence on the intention to visit. However, previous studies have not explained the relationship between the two variables, namely convenience and accessibility to affective states. Based on the description above, there is a research gap between several previous studies that have not explained the effect of convenience and accessibility on affective states. So, in this study the authors take the hypothesis that:

H4: Convenience and accessibility have a direct effect on affective states to The Breeze BSD City.

Previous research conducted by Cortazar and Vela (2018) found that affective states have a significant direct effect on the intention to visit. This illustrates that affective state, which include the well-being attribute, for behavioral intentions, meaning that consumers are more likely to visit the mall if they can experience or accept hedonic

emotional values that are adjusted to aspects of well-being. Based on the description above, this study the authors take the hypothesis that:

H5: Affective states have a direct effect on the intention to visit The Breeze BSD City.

Store atmospheres that incorporate natural stimuli can enhance positive psychological states (Cortazar & Vela, 2018). They empirically proved the biophilic effect of the atmosphere on mental states and explained that the biophilic effect has reparative powers and transformative benefits for visitors. Affective states mediate a biophilic atmosphere on the intention to visit (Cortazar & Vela, 2018). This illustrates the consumer's hedonic experience in the process of environmental exploration which has natural stimuli causing behavior to visit the mall. Based on the description above, this study the authors take the hypothesis that:

H6: Affective states mediate a biophilic atmosphere towards the intention to visit The Breeze BSD City.

Research conducted by Cortazar & Vela (2018) found that affective states have a significant direct effect on intention to visit, while research conducted by Ping & Hwa (2020) shows that convenience and accessibility have a significant direct effect on intention to visit. Based on the description above, there is a research gap between several previous studies that have not explained whether affective states will strengthen convenience and accessibility to the intention to visit. Based on the description above, this study the authors take the hypothesis that:

H7: Affective states mediate convenience and accessibility towards the intention to visit The Breeze BSD City.

METHODOLOGY

The primary data for this study were obtained through survey methods or distributing questionnaires online via the g-form with the link

www.bit.ly/penelitianthesisandri. Respondents were asked to provide responses to the statements listed in the questionnaire. Data collection was carried out using a structured statement list (questionnaire).

The questionnaire consists of four parts, namely: (1) respondent screening questions based on predetermined criteria, namely the respondent has or has never visited The Breeze BSD City mall; (2) respondents' data; (3). list of structured statements regarding biophilic atmosphere, convenience and accessibility, affective states, and intention to visit; and (4) Open-ended questions.

The sampling technique was carried out using a non-probability purposive sampling technique. The determination of the research sample was taken from a population that has criteria that match the required research sample. Purposive sampling is a sample determination technique that is determined by researchers to achieve certain goals.

The number of samples recommended by Hair et al. (2006) ranged from 150-400 people. The minimum number of samples that can be determined in a study should be 5-10 times the number of indicators used, so that in this study the researchers determined the minimum number of samples to be used, namely $20 \times 10 = 200$ samples (Hair, et al. al., 2006). The characteristics of the respondents used are male and female consumers from several companies and campuses in the Jabodetabek area who have never visited The Breeze BSD City mall.

This research collected the data by visiting the community of several companies and asked employees who were willing to fill out questionnaires and distribute questionnaires to other co-workers. Respondents were also come from campus communities such as the task force community on Twitter and the student badminton community.

FINDING AND DISCUSSION

The total number of respondents who are willing to participate in answering questions in the online questionnaire is 210 respondents. The number of male and female respondents was quite balanced, namely male respondents at 49.5% (104 respondents) and female respondents at 50.5% (106 respondents) with an age range dominated by respondents aged 21-30 years at 46.2% (Table 1).

The backgrounds of the respondents were quite varied. Employees (58.1%), Bachelor degree (53.3%) and income or pocket money per month > IDR 5,000,000 (54.3%) are the majority of the respondents. Most respondents are visitors to a mall 2-3 times a month (51.4%). The minimum expenditure for buying food and beverage products at the mall is quite diverse, some are less than ≤ IDR 500,000 (51.4%) and some even > IDR 3,000,001 (9%). While the minimum expenditure for products other than food and beverages, as much as 43.3% (91 respondents) stated ≤ IDR 500,000 and 5.7% > IDR 3,000,001 (12 respondents).

Table 1 Respondent Profile (n = 210)

Category		Number of respondents	%
Gender	Male	104	49.5
	Female	105	50.5
Age	< 20 years	13	6.2
	21 – 30 years	97	46.2
	31 – 40 years	71	33.8
	> 41 years	29	13.8
	Student	44	21
Profession	Employee	122	58.1
	Entrepreneur	24	11.4
	Others	20	9.5
	Monthly income or pocket money		
Monthly income or pocket money	≤ Rp 1.000.000,-	19	9.0
	Rp 1.000.001 – Rp 3.000.000,-	38	18.1
	Rp 3.000.001 – Rp 5.000.000,-	39	18.6
	> Rp 5.000.000,-	114	54.3
	Frequency of visiting the mall	1 time in a month	52
2 – 3 times a month		108	51.4
> 4 times a month		50	23.8
Last education			
Last education	Senior High School / Equivalent	57	27.1
	Diploma	19	9
	S1	112	53.3
	S2	20	9.5

Category		Number of respondents	%
The minimum spending amount at the mall for food and beverages	S3	0	0
	Others	2	1.0
The minimum spending amount of the mall for other than food and beverages	≤ Rp 500.000,-	108	51.4
	Rp 500.001 – Rp 1.000.000,-	58	27.6
	Rp 1.000.001 – Rp 2.000.000,-	20	9.5
	2.000.0001 – Rp 3.000.000,-	5	2.4
	> Rp 3.000.001,-	19	9
Favorite mall	≤ Rp 500.000,-	91	43.3
	Rp 500.001 – Rp 1.000.000,-	70	33.3
	Rp 1.000.001 – Rp 2.000.000,-	26	12.4
	2.000.0001 – Rp 3.000.000,-	11	5.2
	> Rp 3.000.001,-	12	5.7
Favorite factor	Grand Indonesia	56	26.7
	Kota Kasablanka	22	10.5
	Central Park	28	13.3
	Plaza Indonesia	6	2.9
	Senayan City	14	6.7
	Pondok Indah Mall	34	16.2
	Others	50	23.8
	Convenience	37	17.6
	Accessibility	82	39
	Atmosphere	14	6.7
Things that must be considered by the administrator of the Comfort mall	Culinary	12	5.7
	Completeness	41	19.5
	Tenants	2	1
	Others	22	10.5
	Convenience	42	20
	Accessibility	79	37.6
	Atmosphere	5	2.4
	Culinary	7	3.3
	Completeness	21	10
	Tenants	10	4.8
Products you can definitely buy at mall	Others	46	21.9
	Food & Beverage	126	60
	Clothing	63	30
	Household needs	10	4.8
	Others	11	5.2

Sources: Data Processed by Researchers

Data were analyzed using SmartPLS3 software. The data processing process consists of two steps. First, the PLS algorithm (outer model analyst). Reliability and validity statistical data that has been filtered by indicators, so that reliable and valid data is obtained (Table 2). The value of composite reliability (CR) shows the reliability of each scale. All indicators must achieve the desired reliability criteria, CA and CR values must exceed 0.700 for each indicator. Furthermore, the validity test is assessed by testing the outer loading and average variance extract (AVE) values. The outer

loading value for all indicators must exceed 0.400 and the AVE value must exceed 0.500.

Table 2 Test Results of Empirical Data Structural Model

Variable	Code	Statement	Outer loading	CA	CR	AVE
Biophilic atmosphere	BA1	mall The Breeze BSD City uses a design made from natural stone.	0.827			
	BA2	mall The Breeze BSD City uses a design made of wood.	0.836			
	BA3	mall The Breeze BSD City has an environment with plants.	0.873			
	BA4	I can feel the movement of the wind at The Breeze BSD City mall.	0.783		0.932	0.662
	BA5	I will be able to hear the sound of water at The Breeze BSD City mall.	0.848	0.914		
	BA6	I will be able to feel the sunshine at The Breeze BSD City mall.	0.712			
	BA7	I can hear the sounds of birds and other animals at The Breeze BSD City mall.	0.805			
Convenience and accessibility	CA1	I will definitely be able to shop while enjoying the natural atmosphere at The Breeze BSD City mall.	0.828	0.908	0.932	0.732
	CA2	I will be tempted to shop at The Breeze BSD City mall.	0.836			
	CA3	I will easily find the shop I want to go to at The Breeze BSD City mall.	0.879			
	CA4	and the QR Code information that I saw, the location of The Breeze BSD City mall is strategic.	0.879			
	CA5	is easy to park the vehicle at The Breeze BSD City mall .	0.854			
Affective states	AS1	The Breeze BSD City mall has an interesting appeal.	0.866	0.934	0.950	0.793
	AS2	I will feel happy to visit The Breeze BSD City mall.	0.906			
	AS3	The Breeze BSD City mall can give me positive energy.	0.870			
	AS4	I will feel enthusiastic about visiting The Breeze BSD City mall.	0.911			
	AS5	I will be happy to visit The Breeze BSD City mall.	0.898			
Intention to visit	IV1	I am interested in visiting The Breeze BSD City mall.	0.879	0.852	0.910	0.771
	IV2	I plan to visit The Breeze BSD City mall in the near future.	0.844			
	IV3	and seeing promotions from The Breeze BSD City mall, I really want to visit.	0.911			

Sources: Data Processed by Researchers

The Fornell-Larcker criteria are used to test discriminant validity (Table 3). The square root value of AVE for each variable is greater than the correlation value of that variable with other

variables. The results of this study indicate that the measurement model meets the criteria for the level of reliability and validity.

Table 3 Discriminant validity (Fornell-Larcker criterion)

Variable	Affective states	Biophilic atmosphere	Convenience dan accessibility	Intention to visit
Affective states	0.890			
Biophilic atmosphere	0.834	0.814		
Convenience dan accessibility	0.768	0.752	0.855	
Intention to visit	0.853	0.720	0.749	0.878

Sources: Data Processed by Researchers

Table 4. Results of Analysis of Direct and Indirect Relationships Between Variables

Direct & Indirect relationship	Coefficient	t-value	p-value
Biophilic atmosphere → Intention to visit	-0.062	0.595	0.551
Convenience dan accessibility → Intention to visit	0.247	3.153	0.001
Biophilic atmosphere → Affective states	0.591	8.104	0.000
Convenience dan accessibility → Affective states	0.324	4.527	0.000
Affective states → Intention to visit	0.715	6.595	0.000
Biophilic atmosphere -> Affective States -> Intention to visit	0.422	5.291	0.000
Convenience dan accessibility -> Affective states -> Intention to visit	0.231	3.800	0.000

Sources: Data Processed by Researchers

Based on table 4 direct relationship between convenience and accessibility (H2, p-value: 0.001) and affective states (H5, p-value: 0.000) on intention to visit; accepted because it is significant. Meanwhile, the direct relationship of biophilic atmosphere (H1, p-value: 0.551) to intention to visit is rejected because the p-value is more than 0.05. The direct relationship between biophilic atmosphere (H3, p-value: 0.000) and convenience and accessibility (H4, p-value: 0.000) on affective states is accepted because it is significant.

The results of the indirect relationship hypothesis found that all hypotheses were accepted ($p\text{-value} \leq 0.05$). An indirect relationship is declared fully mediated, if a direct relationship between exogenous and endogenous variables is found not significant, but an indirect relationship through mediating variables is significant. Meanwhile, the indirect relationship is expressed as partial mediation, when the direct relationship between exogenous and endogenous variables has a significant effect and the indirect relationship through mediation also has a significant effect. Meanwhile, there is no mediation if the direct and indirect relationship between the variables tested has no significant effect.

From the results of indirect hypothesis testing, it was found that affective states fully mediate the relationship between biophilic atmosphere and intention to visit (H6, p-value: 0.000) with significant results. It is called full mediation because the direct relationship between the biophilic atmosphere and the intention to visit is not significant. The results of the study also found that affective states partially mediate the relationship between convenience and accessibility and intention to visit (H7, p-value: 0.000) with significant results. This mediation is partial mediation because the direct relationship between convenience and

accessibility to the intention to visit also has a significant effect.

Discussion

Biophilic atmosphere has no direct effect on (H1, p-value: 0.551) intention to visit The Breeze BSD City. These results are different from previous research conducted by Cortazar and Vela (2016 & 2018) which found that there is a direct effect of a biophilic atmosphere on intention to visit which shows that consumers who perceive a mall atmosphere with natural stimuli, have a greater desire and tendency to visit the mall. Respondents in this study did not think that the mall's atmosphere blends with nature and the mall's visible use of natural materials directly influences them to visit The Breeze BSD City mall. Respondents who have quite diverse backgrounds require further elaboration regarding the definition of biophilic atmosphere in depth. Through the answers to open questions, only about 14 respondents or 6.7% stated that the atmosphere could influence them to visit a mall. The development of modern mall development offers many interesting things. Respondents considered that a modern mall that has a natural atmosphere is not a direct factor that makes it attractive to visit.

Convenience and accessibility have a direct influence on the intention to visit The Breeze BSD City (H2, p-value: 0.001). The results of the research are the same as previous research conducted by Ping & Hwa (2020) which stated that convenience and accessibility have a significant direct effect on the intention to visit. Based on the answers to empirical data through open questions regarding what factors make respondents to visit a mall collected in this study, almost the majority of respondents answered that convenience and accessibility were the reasons for visiting. Convenience and accessibility offered by The Breeze BSD City mall in the form of convenience and comfort for shopping, ease of

finding the shop you want to go to, strategic location, and ease of parking the vehicle are the influences that have a direct impact on the desire to visit the respondents.

This study found that H3 which stated that the biophilic atmosphere had a direct effect on the affective states received by the atmosphere (H3, p-value: 0.000). The results of this study are similar to previous research conducted by Cortazar and Vela (2018). This shows that the perception of biophilic atmosphere has a positive impact on responses to affective states such as interest, mood, energy, enthusiasm, and well-being. This results in psychological influences that are beneficial to potential consumers that are emotional experiences through hedonic exploration, where the perception of natural stimuli in the mall seems to cause multisensory values, regardless of shopping or other activities. Respondents can feel natural stimuli that evoke affective states, causing feelings of happiness, enthusiasm, and well-being. These results support hypothesis six (6) that affective states that arise from respondents can be a factor that supports or strengthens the intention to visit.

In this study, it was found that convenience and accessibility have a significant effect on affective states (H4, p-value: 0.000). The convenience and accessibility offered by The Breeze BSD City in the form of convenience and comfort for shopping, ease of finding the shop you want to go to, strategic location, and ease of parking the vehicle are influences that have a direct impact on the emergence of feelings of pleasure, positive energy, enthusiasm, and happiness experienced by the respondents.

This study found that affective states have a direct influence on the intention to visit The Breeze BSD City (H5, p-value: 0.000). testing this hypothesis shows results that are in accordance with previous research conducted by Cortazar & Vela (2018) which found that affective states have a significant direct effect on the intention to visit.

The affective state in which there is a feeling of pleasure, positive energy, enthusiasm, and happiness has a direct impact on the respondents' desire to visit. Research conducted by White and Yu (2005) found a positive and significant correlation between emotion and behavioral intention, while Herzog and Kropscott (2004) explained that affective response is a predictor of preference in the natural environment. This suggests that behavioral intention can be considered because of the affective state experienced by consumers.

This study found that H6 (H6, p-value: 0.000) which states that affective states mediate a biophilic atmosphere on the intention to visit is accepted. Affective states fully mediate the indirect relationship between biophilic atmosphere and intention to visit. The results of this study are like previous research by Cortazar & Vela (2018). In a direct relationship, the biophilic atmosphere does not have a significant effect on the intention to visit, but in an indirect relationship, there is a significant effect. The experience that arises from the feelings of respondents when they see a video about the atmosphere and biophilic atmosphere of The Breeze BSD City mall increases the impact of a significant positive influence on the intention to visit.

The results of this research show that the p-value of H7 is 0.000, so H7 is accepted. In the direct relationship, convenience and accessibility have a significant direct effect on the intention to visit, as well as an indirect relationship, so that affective states partially mediate this indirect relationship. This shows that convenience and accessibility are important factors in attracting the attention of respondents to visit.

MANAGERIAL IMPLICATIONS

This study found that the design of The Breeze BSD City mall which has a natural concept and uses natural materials and blends with the

surrounding nature does not have a significant influence on the respondents' interest in visiting. In the empirical data on open-ended questionnaires, some respondents are attracted to a mall because of its modern, clean design and completeness of various well-known brands.

The Breeze BSD City Mall is one of the biggest malls in South Tangerang, so the cleanliness and completeness of well-known brands is what the mall management has done. Regarding the biophilia design, further research is needed regarding the respondents' knowledge of this matter. The information for the company is that the biophilic atmosphere that has been developed is a modern design breakthrough that deserves to be developed because even though it does not have a direct effect on the respondents, it turns out to be indirectly mediated through affective states. The continuous development of a biophilic atmosphere at The Breeze BSD City mall is expected to be a factor that will directly influence the interest in visiting in the future.

Convenience and accessibility are very important factors in the tourism industry including shopping centers, in this case The Breeze BSD City mall. This study found that convenience and accessibility had a significant direct effect on the intention to visit the respondents. A strategic location, easy access to mall locations, easy to find shops and easy for consumers to park their vehicles are important factors for a mall that is often visited by consumers. The respondents stated that convenience and accessibility are factors that make a mall a favorite to visit. Information for the company is that The Breeze BSD City mall can increase consumer visits by increasing access and convenience to reach the mall, for example by providing shuttle buses or intermediary transportation from public transportation around the nearest mall to the mall lobby, so that consumers will have higher intention to visit.

Although the biophilic atmosphere in this study proved to have no effect on the respondents' intention to visit, this study also proved that the biophilic atmosphere can evoke affective states in the respondents. The respondents felt happy, had positive energy, enthusiastic and happy with the natural stimulation offered by The Breeze BSD City through a biophilic atmosphere. The information for the company is that the development of a biophilic atmosphere must continue to be carried out in order to maintain and increase the affective states of potential consumers who see this offer. It is hoped that this will lead to an increase in the desire to visit in the future.

As with the intention to visit, convenience and accessibility also have a significant direct influence on affective states. It can be described that convenience and accessibility are very important factors to be maintained and developed by the company in a sustainable manner. Not only will it influence and increase the desire of potential consumers to visit, but it can also provide satisfaction in the form of emotional fulfillment in the form of fun, positive energy, enthusiasm and happiness for the convenience and accessibility offered by The Breeze BSD City mall. Information for companies to increase affective states is for example by adding informative signage in the form of gadgets that can respond to consumer questions about store locations or other information. The addition of special lanes for persons with disabilities so that they can still feel the same atmosphere as other consumers at The Breeze BSD City mall as well as the convenience of parking access with sufficient lighting.

Affective states play an important role because they are proven to be able to have a significant direct influence on the respondents' intention to visit. This study found that the respondents were attracted to the attractiveness of The Breeze BSD City mall. The respondents

felt that they would get fun, positive energy, enthusiasm and happiness when visiting The Breeze BSD City mall. Information for the company is that this positive energy must continue to be built and maintained through atmosphere, design, comfort and facilities. Because a person's affective state can significantly influence a visit to The Breeze BSD City mall.

Although the biophilic atmosphere of The Breeze BSD City mall does not directly affect the respondents' intention to visit. However, it turns out that affective states can give prospective visitors an increased intention to visit. One marketing strategy that can be improved is to maintain and develop a biophilic atmosphere at The Breeze BSD City mall. In addition, adding experiences to new open spaces is expected to increase the affective states of visitors. For example, by providing a special park for animals or pets such as birds, rabbits, horses, etc. and being able to take advantage of the river in The Breeze BSD City mall as an additional vehicle that will strengthen the unification of nature with the mall.

Convenience and accessibility are factors that can influence the intention to visit respondents either directly or indirectly through affective states. This shows how important the comfort and accessibility of a mall is to be able to compete in this industry. Affective states again reinforce this. The feeling of joy and happiness, positive energy and enthusiasm for respondents increased when they learned about the comfort and ease of access provided by The Breeze BSD City mall. Information for companies is the importance of maintaining comfort and ease of access by developing a variety of comfortable and safe atmospheres for visitors and families, for example the comfort and safety of a child-friendly mall environment and easy access for those who do not have private vehicles, so that consumers will be more enthusiastic about visit the mall.

LIMITATIONS & FUTURE RESEARCH

There are several limitations and obstacles faced by researchers during the course of this research. First of all, the sample size of 210 is not generalizable enough to represent the entire population of male and female consumers in Greater Jakarta who have never been to The Breeze BSD City mall. Therefore, the results obtained may not adequately represent the actual mall patronage behavior of the entire population of male and female consumers in Jabodetabek. Meanwhile, only two exogenous variables (biophilic atmosphere and convenience and accessibility) were selected to be tested in this study due to time constraints. There should be other predictor variables influencing the intention to visit The Breeze BSD City mall which can be examined in the same way as the research topic. Findings and discussion may be more accurate and better if more exogenous variables are determined and tested. As a result, this could prevent researchers from obtaining more substantial results. Subsequent research can add or change several aspects of research as research development.

- a. The sampling technique uses probability sampling. The research was carried out by grouping and selecting more specific respondents so that the resulting data could represent the characteristics of the respondents more clearly.
- b. Addition of control variables such as age, gender, and mall size to clarify the findings for the target group of respondents.
- c. Replacement of the research object, namely another biophilic atmosphere mall to find the effect of the biophilic atmosphere on visiting intentions.
- d. Adding other variables, such as cleanliness, security, entertainment, tenant variety, and brand quality.

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