

The Influence of Worship Facility Architectural Design and Perception Value on Shopping Mall Visitor Satisfaction: Religiosity as a Moderator Variable

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Abstract

This study investigated the influence of architectural design of worship facilities, the value of emotional perception, and the value of social perception on the satisfaction of shopping mall visitors, with religiosity as a moderator variable. The study used a quantitative approach with Structural Equation Modeling - Partial Least Squares (SEM-PLS) involving 215 respondents. The study's results show that the Architectural Design of Worship Facilities has no significant influence on Satisfaction. The emotional perception value had the most decisive influence on satisfaction (coefficient 0.5448), while the social perception value was insignificant. Religiosity had a direct influence on satisfaction (coefficient of 0.3036), but did not moderate the relationships among the other variables. In contrast, the value of emotional perception has been shown to mediate the relationship between architectural design and visitor satisfaction. These findings underscore the importance of attending to the emotional aspect in designing mall worship facilities to create a positive experience for visitors. Mall managers are advised to improve design elements such as lighting and comfortable layouts, and to pay attention to spiritual aspects in the design of worship facilities to strengthen visitors' emotional and spiritual experience and increase their satisfaction levels.

Keywords: *Architectural design, perceived value, satisfaction, religiosity.*

Introduction

It can be seen from the growing number of shopping centres in various cities in Indonesia, such as shops, plazas, and malls (Tedja et al., 2024). Over time, mall buildings have been modernized through the application of advanced technology, evolving from their origins as consumption centres into consumer lifestyles rather than just places to buy products (Ranika et al., 2024). Developers incorporate elements of public space into the functions of shopping centres, creating public facilities that are used by the general public (Primadani & Nurhasan, 2020).

Facilities and infrastructure are important for increasing satisfaction by providing convenience, meeting needs, and enhancing service users' comfort. In this case, architectural space is designed to meet the needs of humans or groups of humans in carrying out certain activities (Syamsiyah & Muslim, 2019). If the facilities provided meet visitors' needs, visitors will feel satisfied (Sanjaya, 2022). Some shopping malls have provided worship facilities, such as prayer rooms, which are certainly comfortable and clean.

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Visitors assess the mosque facilities in the mall based on criteria such as strategic location, cleanliness, and availability of prayer tools. Therefore, it is important to understand visitors' perceptions to assess their impact on satisfaction levels.

The emotional and social value of the product or service strongly influences visitors' perceptions. At its core, emotional values are closely related to feelings (Sandy et al., 2020). Social value, the benefit obtained from the product's ability to help consumers improve their social self-concept. This value relates to the consumer's view of what is considered good and what is considered harmful (Khairiyah & Yunita, 2018). Emotional and social values have an important role in influencing visitor satisfaction (Ridwan & Palupingdyah, 2014).

Customer satisfaction in tourism studies is defined as the emotional state of visitors after they make a tourist visit (Ahmadia, 2017). Consumer satisfaction is related to the services the company provides. Therefore, companies must ensure a good value service to their customers (Alfrida, 2019). As well as creating a positive impression or perception among tenants or customers (Iskandar, 2018).

Visitor satisfaction with worship facilities in shopping malls is influenced by several factors, including architectural design, comfort, security, cleanliness, and the fulfilment of visitors' spiritual needs. Therefore, understanding the architectural design of worship facilities is important to increase visitor satisfaction.

Religiosity is one of the foundations of a person's life in Islam (Muthmainnah & Rubiyanti, 2020). Religiosity also influences the relationship between perceived value of halal tourism and satisfaction (Abror et al., 2019). One of the attributes of halal tourism is its worship facilities. An adequate place of worship for carrying out religious activities not only creates an environment that supports contentment, but also becomes part of the modern lifestyle. In addition, Indonesian people's awareness of the concept of halal has been increasing, making halal a lifestyle (Millatina et al., 2022).

In this regard, it is necessary to conduct research to identify how the architectural design of worship facilities can increase the satisfaction of shopping mall visitors, and how the religiosity of visitors plays a role in this process.

Literature Review

Theoretical Foundations

In this regard, it is necessary to conduct research to identify how the architectural design of worship facilities can increase the satisfaction of shopping mall visitors, and how the religiosity of visitors plays a role in this process.

A shopping mall is considered a public space that must accommodate the community's needs, including spiritual needs such as prayer (Ifani & Andriana, 2019). Shopping centres must meet the basic needs of their visitors, such as ease of access to worship facilities and the comfort and suitability of the space (Retnosary et al., 2021). If the spiritual needs, gender, and accessibility of all visitors are taken into account, it can be considered an ideal public space (Shahrin & Omar, 2022).

The influence of architectural design on shopping malls is also important, with integrated design becoming increasingly valuable not only as a place to shop but also as a means of creating experiences that strengthen social and emotional perceptions among visitors (Rattanaprichavej, 2019). In the design of worship facilities in malls, a design that is comfortable and easily accessible to visitors from various backgrounds must be applied. In addition, designs that incorporate religious values can enhance a deep worship experience and evoke emotional responses in visitors by shaping worship facilities (Ariaputra et al., 2024). Efforts to improve facility quality will affect perceptions and visitor satisfaction levels. With good design and supportive facilities, visitors will feel more comfortable, creating an immersive experience that ultimately strengthens their satisfaction with the shopping center (Radito et al., 2024).

According to previous research on the design of worship facilities in shopping malls, design can create a positive emotional and social experience, thereby affecting visitor satisfaction. Most studies have only examined the direct relationship between architectural design and visitor perception. This study provides a new approach by adding religiosity as a moderator. This study is unique in that it adds a spiritual dimension to the analysis of the relationship between architectural design, emotional and social value, and visitor satisfaction. In addition, this study differs from previous research by assessing not only the direct influence of architectural design on visitor satisfaction, but also the role of emotional and social value as intervening variables between architectural design and visitor satisfaction.

Previous Research

The Influence of Architectural Design of Worship Facilities on the Satisfaction of Shopping Mall Visitors

Adequate architectural design of worship facilities will significantly contribute to visitor satisfaction in Shopping Malls (Hartanto & Yuuono, 2021). Visitor satisfaction with worship facilities in the mall includes the location, quality of service, cleanliness, and comfort of the worship room, which support solemnity during worship (Rismayadi et al., 2020). Factors that affect visitors' satisfaction with worship facilities in malls play an important role in providing a worship experience that meets visitors' expectations (Hermanto et al., 2019). The experience of using this facility should leave a positive impression, as service experience affects visitors' perceived value and satisfaction (Allameh et al., 2015).

Hypothesis 1. The architectural design of worship facilities affects the satisfaction of shopping mall visitors.

The Influence of Architectural Design of Worship Facilities on the Value of Emotional Perception of Shopping Mall Visitors

Worship facilities in shopping malls can create an atmosphere that affects visitors' emotions; a comfortable design can increase their emotional comfort (M. L. Wijaya et al., 2020). The architectural design of well-designed worship facilities can positively influence visitors' emotional perceptions in shopping centres (Tan & Li, 2024). Likewise, according to Monica & Darmayanti (2022), the architectural design of a worship facility that pays attention to visual aspects, such as lighting, colour, and other design elements, can foster a positive emotional response among visitors.

Hypothesis 2. The architecture of worship facilities affects the emotional value that shopping mall visitors perceive.

The Influence of Architectural Design of Worship Facilities on the Value of Social Perception of Shopping Mall Visitors

Facilities that offer a unique experience or design, such as shopping malls, can attract visitors and increase their social interest. The facilities' uniqueness will increase social interaction among visitors (Rattanaprichavej, 2019). Good design can facilitate conversations and social activities that involve different groups of people (Azzaki & Suwandono, 2013). The mall's worship facilities reflect a balance between a modern lifestyle and spiritual needs, which will affect visitors' perceptions of well-being and their sense of balance in their lives (Quigley & Santosa, 2012). The architectural design of worship facilities affects visitors' social perception of the mall. A design that meets visitors' social and emotional expectations can improve the mall's social perception of quality (Ariff et al., 2012).

Hypothesis 3. The architecture of worship facilities affects the value of social perception among shopping mall visitors.

The Effect of Emotional Perception Value on Shopping Mall Visitor Satisfaction

Visitors' perceptions of a calming emotional experience can strengthen a mall's image as a place that meets their needs (Lee et al., 2011). In addition, cleanliness, spatial layout, and good service can foster visitors' emotional satisfaction. This phenomenon occurs because the environment's atmosphere affects consumers' feelings, thereby increasing their level of satisfaction (Tyas & Roostika, 2023). Furthermore, emotional satisfaction can be influenced by the extent of visitors' expectations. When the facilities and experience exceed expectations, visitors will feel more emotionally fulfilled (Duncan, 2009).

Hypothesis 4. The value of emotional perception affects the satisfaction of shopping mall visitors.

The Effect of Social Perception Values on Shopping Mall Visitor Satisfaction

The condition of the facility and its suitability to visitors' needs can affect visitors' perceptions of their experience using it (Sunarsa & Andiani, 2019). Visitors' perceptions of Muslim-friendly tourism are influenced by the availability and quality of worship facilities and by services that meet the needs of Muslim visitors (Rulindo et al., 2024). A shopping mall with an innovative, creative design that also considers social values can provide visitors with satisfaction (Hardilla et al., 2021). Lastly, the architectural design of worship facilities that create a solemn atmosphere can increase visitors'

perceptions of the place's social value and quality, thereby affecting their satisfaction (Choi & Kim, 2013).

Hypothesis 5. The value of social perception affects the satisfaction of shopping mall visitors.

The Influence of Religiosity on Shopping Mall Visitor Satisfaction

Worship facilities are related to a person's religiosity; facilities that align with religious values can increase Muslim visitors' satisfaction with the tourism industry (Eid & El-Gohary, 2015). In addition, religiosity influences the design of mall worship facilities, as facilities aligned with religious values can enhance the positive experience and attractiveness of the destination (Asa & Mukhsin, 2024). Tourists with high religiosity tend to have higher expectations of mall worship facilities that align with Islamic values, thereby increasing their satisfaction (Ramadhan et al., 2024).

Hypothesis 6. Religiosity affects the satisfaction of shopping mall visitors.

The Influence of Religiosity as a Moderator Variable in the Relationship between Architectural Design of Worship Facilities and Shopping Mall Visitor Satisfaction

The feeling that the architectural design of worship facilities is in harmony with religious values can provide a spiritual experience for visitors (Hassan et al., 2022). In addition, the design of worship facilities in accordance with religious provisions can increase visitor satisfaction among highly religious visitors (Gustari & Angraini, 2024). This condition is because visitors with a high level of religiosity often focus more on the spiritual aspect of the worship facility, a facility that makes solemnity during worship can significantly increase their satisfaction (Sariani & Lubis, 2024).

Hypothesis 7. Religiosity is a moderation variable that strengthens the relationship between the architecture of worship facilities and the satisfaction of shopping mall visitors.

The Influence of Religiosity as a Moderator Variable on the Relationship between Emotional Perception Values on Shopping Mall Visitor Satisfaction

More religiously affiliated visitors tend to have stronger emotional responses to services that align with their religious values, thereby increasing their satisfaction (Deddy et al., 2020). Religiosity can strengthen or weaken the relationship between emotional perception and visitor satisfaction. If visitors feel more emotionally satisfied by the religious values they consider, it will affect their satisfaction (Setiawan & Malik, 2022). Visitor satisfaction is also evident in the emotional and spiritual aspects, as visitors feel that spiritual satisfaction will strengthen the relationship between emotional perception and satisfaction (Kanzu & Soesanto, 2016).

Hypothesis 8. Religiosity is a moderation variable that strengthens the relationship between the value of emotional perception and the satisfaction of shopping mall visitors.

The Influence of Religiosity as a Moderator Variable on the Relationship between Social Reception Values on Shopping Mall Visitor Satisfaction

Visitors' social perception of acceptance of halal tourism is influenced by religiosity. More religious tourists tend to feel more comfortable and satisfied when the atmosphere aligns with sharia principles (Wulandari et al., 2023). Marketing in accordance with Islamic law can increase social perception of shopping centres. Visitors who see that the mall integrates religious values in every aspect of its services and products will feel satisfied (Shah et al., 2020).

Hypothesis 9. Religiosity is a moderation variable that strengthens the relationship between the value of social perception and the satisfaction of shopping mall visitors.

The Effect of Emotional Perception Value as an Intervening Variable on the Relationship between Worship Facility Architectural Design and Shopping Mall Visitor Satisfaction

A positive emotional experience will affect visitors' satisfaction with worship facilities (B. Wijaya et al., 2021). The experience of visitors can foster positive emotional perceptions when a mall's architectural design is well conceived, creating a sense of comfort and satisfaction (Frizka et al., 2014). Emotional perception can serve as a link between the design of worship facilities and visitor satisfaction. When visitors feel comfortable or have a positive impression of the existing facilities, they will tend to feel satisfied (Sudarso, 2016).

Hypothesis 10. The value of emotional perception as an intervening variable that strengthens the relationship between the architectural design of worship facilities and the satisfaction of shopping mall visitors.

The Effect of Social Perception Value as an Intervening Variable on the Relationship between Worship Facility Architectural Design and Shopping Mall Visitor Satisfaction

Social perception can influence how visitors assess the facility's comfort and suitability. When social expectations are met, a design that aligns with visitors' expectations can foster a positive perception (Parli et al., 2020). The presence of supporting facilities in worship areas, such as easily accessible toilets and adequate, comfortable ablution places, will strengthen social perceptions that support mall visitors' satisfaction (Harahap & Pakpahan, 2021).

Hypothesis 11. The value of social perception as an intervening variable that strengthens the relationship between the architectural design of worship facilities and the satisfaction of shopping mall visitors.

Conceptual Framework

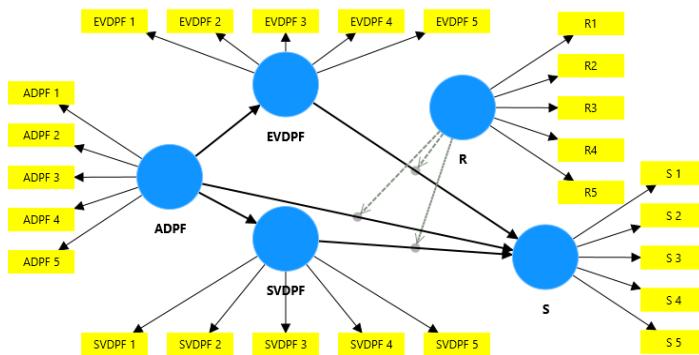


Figure 1 shows the relationship between Architectural Design of Prayer Facilities (ADPF), Social Value Perception of Prayer Facility (SVDPF), Emotional Value Design of Prayer Facility (EVDPF), and Satisfaction (S), with Religiosity (R) as the moderator variable. The arrows on the model describe the hypothetical relationship that shows the direction of the influence of the Architectural Design of Worship Facilities on the Perception Value through its indicators (ADPF 1-5 and SVDPF 1-5, EVDPF 1-5), as well as the effect of the Perception Value on Visitor Satisfaction through its indicators (S 1-5). In addition, the Religiosity variable (R) moderates the influence between Perception Value and Visitor Satisfaction, as well as between Worship Facility Architectural Design and Visitor Satisfaction, as indicated by the dotted arrow. This model is designed to test direct relationships and moderation effects to understand the factors that affect shopping mall visitor satisfaction, while accounting for religiosity.

Methodology

In this study, a quantitative approach using Structural Equation Modelling with Partial Least Squares (SEM-PLS) is applied to analyze the influence of architectural design of worship facilities and perception values on visitor satisfaction in a Shopping Mall. SEM-PLS is suitable for this study because it can analyze complex models with many variables simultaneously and is effective for research with small sample sizes (Hair et al., 2022; Susanto et al., 2024). This study also considered religiosity as a moderator, affecting the relationships among architectural design, perceived value, and visitor satisfaction.

The population in this study consists of mall visitors who have used the mall's worship facilities. The sampling technique used is purposive sampling, which involves selecting respondents who meet specific criteria. The criteria include individuals who have visited the mall and have experience using the worship facilities provided.

Data Collection Techniques

The data collection technique in this study used primary data; data were obtained from a survey administered via Google Forms, with questionnaires distributed directly to mall visitors. A total of 215 respondents provided the information needed to analyze the influence of architectural design in worship facilities and perception values on visitor satisfaction.

Result and Discussion

Results

This research has been carried out through an analysis of the influence of the architectural design of worship facilities in shopping malls on visitors' perceptions of satisfaction, with religiosity as a moderator variable. Data were collected from 215 respondents who completed questionnaires assessing their mall visit experiences.

Table 1. Demographic of Respondents

Gender Classification	Counts	Percentage
Male	77	35.81%
Female	138	64.19%
Age Groups	Counts	Percentage
15-29 years	205	95.35%
30-43 years	4	1.86%
44-59 years	6	2.79%
Use the Prayer facility in the mall	Counts	Percentage
Ever	201	93.49 %
Never	14	6.51%
Source: processed by authors		

The demographic analysis of the study, as detailed in **Table 1**, revealed a total of 215 participants, with a gender distribution of 64.19% female (138 participants) and 35.81% male (77 participants). This division shows that female respondents dominate the sample. There is a significant difference between the number of women and men in the study sample.

The age distribution showed a clear concentration in the young adult and late adolescent age groups: the 15-29 age group dominated the sample, representing 205 respondents (95.35% of the total). The 44-59-year age group followed with six respondents (2.79%). The 30-43-year age group had the smallest representation, with four respondents (1.86%). This distribution suggests that the survey primarily captures the opinions and characteristics of young adults and late teens, with a minimal representation of older age groups. These results may reflect the study's focus on younger populations or may be related to data collection methods that are easier to reach that age group. Then, in the category of use of worship facilities in shopping malls, Ever used had a spread group with 201 respondents (93.49%), while Never used had 14 respondents (6.51%). This distribution shows that respondents use worship facilities in malls very frequently, reflecting their importance in shopping malls.

Table 2. Validity and Reliability Test

Indicator	Code	Environmental Considerations Indicators/Dimensions	Factor Loading	AVE	CR	CronbachAlpha
Architectural Design of Prayer Facilities (ADPF)	ADPF 1	Worship facilities must be located in an easily accessible mall area, with the safety of mall visitors in mind.	0,742	0,594	0,880	0,830
	ADPF 2	Separate worship rooms and ablution places for men and women are essential in worship facilities.	0,752			
	ADPF 3	Ablution places must be installed close to the worship room, preferably in a "clean zone" separate from the usual mall toilets.	0,835			
	ADPF 4	Worship facilities should provide secure storage	0,738			

		(e.g., visible lockers or shelves) for visitors' valuables and small bags in the mall.				
	ADPF 5	Worship facilities must be equipped with a voice system that can be controlled to manage mall announcements during worship hours.	0,784			
Indicator	Code	Environmental Considerations Indicators/Dimensions	Factor Loading	AVE	CR	CronbachAlpha
Emotional Value Design of Prayer Facility (EVDPF)	EVDPF 1	I feel emotional comfort when worshipping through the spatial layout and architectural design of worship facilities in the mall	0,860	0,741	0,935	0,913
	EVDPF 2	The lighting of the worship facilities in the mall had a positive influence on the feeling of calm and solemnity that I felt during my visit	0,845			
	EVDPF 3	The decorative elements of the worship facilities in the mall gave me a sense of admiration and encouraged me to visit it again	0,821			
	EVDPF 4	I experienced positive emotions, such as happiness and comfort, when performing worship in the worship facilities at the mall	0,905			
	EVDPF 5	I feel emotionally connected to the place of worship because of its aesthetic design and environment	0,871			
Indicator	Code	Environmental Considerations Indicators/Dimensions	Factor Loading	AVE	CR	CronbachAlpha
Social Value Design of Prayer Facility (SVDPF)	SVDPF 1	The architectural design of the place of worship in the mall creates a welcoming and inclusive atmosphere for all visitors.	0,746	0,603	0,884	0,835
	SVDPF 2	The design of the place of worship significantly improved my overall experience when visiting the mall.	0,784			
	SVDPF 3	I believe places of worship contribute positively to the image	0,797			

		and reputation of malls in the eyes of the community				
	SVDPF 4	Places of worship in malls are designed in such a way as to encourage community gatherings and events	0,798			
	SVDPF 5	The existence of places of worship influenced my decision to visit the mall more often.	0,756			
Indicator	Code	Environmental Considerations Indicators/Dimensions	Factor Loading	AVE	CR	CronbachAlpha
Satisfacti on(s)	S 1	I feel satisfied and comfortable in using the facilities of the worship hall in the mall	0,869	0,763	0,941	0,922
	S 2	I am satisfied with the level of cleanliness and condition of the worship space provided in the mall	0,877			
	S 3	I am satisfied with the availability of supporting facilities (such as ablution places, worship tools, etc.) and worship facilities in the mall	0,869			
	S 4	I am satisfied with the aesthetic design and decoration of the worship hall provided in the mall	0,882			
	S 5	I am satisfied with the ease of access to the worship room in the mall	0,870			
Indicator	Code	Environmental Considerations Indicators/Dimensions	Factor Loading	AVE	CR	CronbachAlpha
Religiosit y (R)	R 1	All approaches in my life are based on religious values	0,834	0,658	0,906	0,870
	R 2	Religious values are fundamental in my daily activities	0,884			
	R 3	Religion is vital in my life	0,820			
	R 4	I regularly worship	0,790			
	R 5	The design of the facilities in the mall motivated me to worship more often	0,720			

Note: FL =Factor Loading; CR = Composite Reliability; EHTA = Average Variance Extracted; α = Cronbach's alpha

Table 2 presents the results of validity and reliability tests for five primary constructs: Architectural Design of Prayer Facilities (ADPF), Emotional Value Design of Prayer Facilities (EVDPF), Social Value Design of Prayer Facilities (SVDPF), Satisfaction (S), and Religiosity (R). The table presents the important psychometric properties for each construct, including factor charge, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha. For the Architectural Design of Worship Facilities, five indicators (ADPF1–ADPF5) are listed, each with a factor loading ranging from 0.738 to 0.835.

The Average Variance Extracted (AVE) value is 0.594, Composite Reliability (CR) is 0.880, and Cronbach's Alpha is 0.830. The Emotional Perception Value Construct (EVDPF) is measured by five indicators (EVDPF1–EVDPF5). The loading factor is very high (0.821 to 0.905). AVE of 0.741, CR of 0.935 and Cronbach's Alpha of 0.913 are very high, indicating excellent internal reliability. For the Social Perception Value construct (SVDPF), there are five indicators (SVDPF1–SVDPF5) with loadings ranging from 0.746 to 0.798, an AVE of 0.603, a CR of 0.884, and a Cronbach's Alpha of 0.835. Furthermore, in the Satisfaction (S) construct, five indicators (S1–S5) are listed, with loadings ranging from 0.869 to 0.882. AVE is 0.763, CR is 0.941, and Cronbach's Alpha is 0.922. Then, the last construct, namely Religiosity (R), has five indicators (R1–R5). The loading factor ranged from 0.720 to 0.884. AVE is 0.658, CR is 0.906, and Cronbach's Alpha is 0.870. All constructs in the table have AVEs above 0.5 and consistent factor loadings above 0.7, indicating adequate convergent validity for each construct. In addition, the CR and Cronbach's Alpha values for all constructs are above 0.7, indicating good internal consistency. This finding shows that the indicators used consistently describe each construct well.

The Emotional Value Design of Prayer Facilities (EVDPF) and Satisfaction (S) constructs demonstrated the highest validity and reliability, with CR values of 0.935 and 0.941, respectively, and Cronbach's Alpha values of 0.913 and 0.922, respectively. Meanwhile, the Architectural Design of Prayer Facilities (ADPF) and Social Value Design of Prayer Facilities (SVDPF) had slightly lower but still very adequate values, with CRs of 0.880 and 0.884, respectively, and Cronbach's Alphas of 0.830 and 0.835. Religiosity (R) also demonstrated strong validity and reliability, with a CR of 0.906 and Cronbach's Alpha of 0.870.

Table 3. Fornell-Lacker Criterion Test as Discriminant validity

Variables	ADPF	EVDPF	R	S	SVDPF
Architectural Design of Prayer Facilities	0,771				
Emotional Value Design of Prayer Facilities	0,442	0,861			
Religiosity	0,544	0,557	0,811		
Satisfaction	0,385	0,734	0,589	0,873	
Social Value Design of Prayer Facilities	0,660	0,747	0,602	0,606	0,777

Note: ADPF = Architectural Design of Prayer Facilities, EVDPF = Emotional Value Design of Prayer Facilities, R = Religiosity, S = Satisfaction, SVDPF = Social Value Design of Prayer Facilities.

Table 3 presents the results of the Fornell-Larcker Criterion Test, which evaluates the validity of the discriminant in the structural equation modeling method of the partial least squares method (SEM-PLS). The square root of each Average Variance Extracted (AVE) construct is compared to its relationship to the other constructs in this test.

In the table, we can observe five primary constructs: Architectural Design of Prayer Facilities (ADPF), Emotional Value Design of Prayer Facilities (EVDPF), Religiosity (R), Satisfaction (S), and Social Value Design of Prayer Facilities (SVDPF). Good discriminant validity is indicated by the higher diagonal values for each construct (the square roots of the AVEs) than their correlations with other constructs. The highest correlation occurred between SVDPF and EVDPF (0.747), indicating a strong relationship between the two variables. In addition, EVDPF also has a significant correlation with Religiosity (0.557) and Satisfaction (0.734). This strong relationship indicates a close link between the emotional value of the design of worship facilities and levels of religiosity and satisfaction.

ADPF has a moderate correlation with SVDPF (0.660) and a lower correlation with EVDPF (0.442). The lowest correlation was between ADPF and Satisfaction (0.385), indicating a relatively weaker relationship than with other variables. Meanwhile, the correlations between religiosity and other variables, such as Satisfaction (0.589) and SVDPF (0.602), also reflect a positive relationship but are not as strong as those with other variables.

All correlation values show a positive relationship between variables. This finding means that an increase in one variable is likely to be followed by an increase in another. These results show that all constructs meet the Fornell-Larcker criteria because the value of the square root of AVE on the diagonal is greater than the correlation between other constructs in the same column. Thus, each construct has good discriminant validity and can be statistically distinguished from the others.

In conclusion, the measurement model in this study meets the requirements for discriminatory validity based on the Fornell-Larcker criteria and can be relied on for further analysis in the context of research on the influence of the architectural design of worship facilities and social and emotional perception values on satisfaction and religiosity.

Table 4. Hypothesis testing

Hypothesis	Relationship	Path Coefficient	T statistics	P Values	Conclusion
H 1	ADPF → S	-0.0197	0.2178	0.8276	Rejected
H 2	ADPF → EVDPF	0.4418	8.1035	5.68e-14	Accepted
H3	ADPF → SVDPF	0.6604	15.5449	5.68e-14	Accepted
H4	EVDPF → S	0.5448	6.1947	6.31e-10	Accepted
H5	SVDPF → S	0.0730	0.6982	0.4851	Rejected
H6	R → S	0.3036	4.1367	3.58e-5	Accepted
H7	R x ADPF → S	0.0138	0.2726	0.7852	Rejected
H8	R x EVDPF → S	0.0021	0.0304	0.9758	Rejected
H9	R x SVDPF → S	0.0542	0.9428	0.3458	Rejected
H10	ADPF → EVDPF → S	0.2407	5.3215	1.07e-7	Accepted
H11	ADPF → SVDPF → S	0.0482	0.6922	0.4889	Rejected

Note: ADPF = Architectural Design of Prayer Facilities, EVDPF = Emotional Value Design of Prayer Facilities, R = Religiosity, S = Satisfaction, SVDPF = Social Value Design of Prayer Facilities.

Table 4 illustrates the relationship between the variables of Worship Facility Architectural Design (ADPF) with Satisfaction (S), ADPF with Emotional Perception Value (EVDPF), ADPF with Social Perception Value (SVDPF), EVDPF with Satisfaction (S), SVDPF with Satisfaction (S), Religiosity (R) with Satisfaction (S), as well as the effect of Religiosity moderation on the relationship between ADPF, EVDPF, and SVDPF with Satisfaction, and the mediating effect of ADPF through EVDPF and SVDPF to Satisfaction. Of the eleven hypotheses tested, five hypotheses were accepted, and six hypotheses were rejected.

Based on the statistical analysis, the first hypothesis (H1) indicates that the path coefficient is -0.0197, indicating a negative influence of architectural design on satisfaction. The t-statistic is 0.2178, and the p-value is 0.8276, much higher than the standard limit of 0.05. This finding shows insignificant results. The second hypothesis (H2) shows that the Architectural Design of Worship Facilities has a positive and significant effect on the Emotional Perception Value, with a path coefficient of 0.4418, a t-statistic of 8.1035, and a p-value of 5.68e-14. This finding shows that the Value of Emotional Perception is positively and significantly influenced by the Architectural Design of Worship Facilities. The third hypothesis (H3) is supported: the Architectural Design of Worship Facilities has a positive and significant effect on the Social Perception Value, with a path coefficient of 0.6604, a t-statistic of 15.5449, and a p-value of 5.68e-14. The fourth hypothesis (H4) shows that the Emotional Perception Value has a positive and significant effect on Satisfaction, with a path coefficient of 0.5448, a t-statistic of 6.1947, and a p-value of 6.31e-10.

The fifth hypothesis (H5) is rejected because the Social Perception Value does not have a significant effect on Satisfaction, with a path coefficient of 0.0730, a t-statistic of 0.6982, and a p-value of 0.4851. The sixth hypothesis (H6) shows that religiosity has a positive and significant effect on Satisfaction, with a path coefficient of 0.3036, a t-statistic of 4.1367, and a p-value of 3.58e-5. The seventh hypothesis (H7) regarding the effect of religiosity moderation on the relationship between Worship Facility Architectural Design and Satisfaction was not significant, with a path coefficient of 0.0138, a t-statistic of 0.2726, and a p-value of 0.7852.

The eighth hypothesis (H8) about the effect of religiosity on the relationship between Emotional Perception Value and Satisfaction was not significant, with a path coefficient of 0.0021, a t-statistic of 0.0304, and a p-value of 0.9758. The ninth hypothesis (H9) regarding the effect of religiosity moderation on the relationship between Social Perception Value and Satisfaction was not significant, with a path coefficient of 0.0542, a t-statistic of 0.9428, and a p-value of 0.3458. The tenth hypothesis (H10) regarding the mediating effect of Worship Facility Architectural Design on Satisfaction through Emotional Perception Value proved significant, with a path coefficient of 0.2407, a t-statistic of 5.3215, and a p-value of 1.07e-7. The eleventh hypothesis (H11) about the mediating effect of Worship Facility

Architectural Design through Social Perception Values on Satisfaction was not significant, with a path coefficient of 0.0482, a t-statistic of 0.6922, and a p-value of 0.4889.

Discussion

This study analyses the influence of architectural design of worship facilities and the values of emotional and social perception on visitor satisfaction in Shopping Malls, with religiosity as a moderator variable. The analysis was based on 11 hypotheses, of which five were accepted and six rejected. The first hypothesis in this study tests the influence of Worship Facility Architectural Design on visitor satisfaction in a Shopping Mall, with a coefficient of -0.0197 and a T-statistic of 0.2178 (p-value = 0.8276). This finding shows that the architectural design of worship facilities does not have a significant direct influence on visitor satisfaction. The results of this study differ from those of the study by Hartanto & Yuono (2021), which found that Adequate architectural design of worship facilities will increase visitor satisfaction in Shopping Malls.

Other factors, such as visitor perception value, may be more influential in shaping visitor satisfaction than the facility's design. The second hypothesis shows that the architectural design of worship facilities significantly influences visitors' emotional perceptions. With a coefficient of 0.4418 and a T-statistic of 8.1035 (p-value < 0.000). Tan and Li (2024) supported the idea that the architectural design of well-designed worship facilities, such as lighting and comfortable spatial layout, can positively impact visitors' emotional perceptions in Shopping Malls. The third hypothesis tested the relationship between the architectural design of worship facilities and the value of social perception, with a coefficient of 0.6604 and a T-statistic of 15.5449 (p-value < 0.000).

Quigley and Santosa (2012) found that the mall's worship facilities reflect a balance between spiritual needs and modern lifestyles. So that good architectural design can strengthen visitors' social perceptions. The fourth hypothesis tested the effect of emotional perception on visitor satisfaction, with a coefficient of 0.5448 and a T-statistic of 6.1947 (p-value < 0.000). This finding proves that the Architectural Design of Worship Facilities has a positive and significant effect on Social Perception Value. The results of this analysis are supported by Duncan's (2009) research: good architectural design can strengthen visitors' perceptions of the mall's quality. The fifth hypothesis tested the influence of social perception values on visitor satisfaction, with a coefficient of 0.0730, a T-statistic of 0.6982, and a p-value of 0.4851. However, Sunarsa and Andiani (2019) stated that social perceptions regarding guaranteed worship facilities affect visitor satisfaction. This difference may be due to respondents' low social expectations of worship facilities in malls.

The sixth hypothesis, that religiosity affects visitor satisfaction, shows a coefficient of 0.3036 and a T-statistic of 4.1367 (p-value < 0.000). This finding is reinforced by Eid and El-Gohary (2015), who found that facilities that are in harmony with religious values can increase visitor satisfaction in halal tourism. The spiritual aspect plays an important role in shaping the satisfaction of Muslim visitors in a shopping mall. In the seventh hypothesis related to the influence of religiosity on visitor satisfaction Shopping Mall with a path coefficient of 0.0138, a T-statistic of 0.2726, and a p-value of 0.7852. The results of the study show that this hypothesis is not significant. This study aligns with Arissaputra et al. (2024), who found that religiosity does not always serve as a moderator in the relationship between the attributes of faith-based services and visitor satisfaction. However, the results of this study differ (Hassan et al., 2022), which state that religiosity can strengthen the relationship between the design of worship facilities in accordance with religious values and visitor satisfaction.

This difference may be due to each respondent's level of religiosity. The eighth hypothesis tested whether religiosity moderated the relationship between emotional perception values and visitor satisfaction, with a path coefficient of 0.0021, a T-statistic of 0.0304, and a p-value of 0.9758, suggesting that this hypothesis was not significant. However, Setiawan and Malik (2022) found that religiosity can strengthen the relationship between religiously based emotional experiences and customer satisfaction in halal tourist destinations. Then the ninth hypothesis tests whether religiosity moderates the relationship between social perception values and visitor satisfaction. This hypothesis is also insignificant, with a path coefficient of 0.0542, a T-statistic of 0.9428, and a p-value of 0.3458. However, these results differ from those of studies (Shah et al., 2020), which found that religiosity can increase social perceptions of services and thus affect customer satisfaction levels. In the tenth hypothesis, the effect of emotional perception value as an intervening variable on the relationship between the architectural design of worship facilities and visitor satisfaction in the Shopping Mall, it was found that emotional perception values significantly mediated the relationship, with a path coefficient of 0.2407 and a T-statistic of 5.3215 (p-value < 0.000). Strengthened by the existence of a study from (Sudarso,

2016) which conveys that the value of positive emotional perception can strengthen the relationship between facility design and satisfaction. On the other hand, in the eleventh hypothesis, the influence of social perception value as an intervening variable on the relationship between the architectural design of worship facilities and visitor satisfaction shopping mall, related to social value with a path coefficient of 0.0482, T-statistic 0.6922, P-value 0.4889 is not proven to be significant.

Conclusion

This study aims to analyze the influence of the architectural design of worship facilities and the value of perception on the satisfaction of shopping mall visitors, with religiosity as a moderator variable. This study uses the Fornell-Larcker Criterion Test to test the validity of discrimination in the Structural Equation Modeling - Partial Least Squares (SEM-PLS) model. The research model includes five primary constructs: Architectural Design of Worship Facilities (ADPF), Emotional Perception Value (EVDPF), Social Perception Value (SVDPF), Satisfaction (S), and Religiosity (R). Validity and reliability tests indicate that all constructs have AVE values above 0.5 and CR values above 0.7, indicating good internal validity and consistency. The EVDPF and S constructs have the highest validity and reliability with AVE values of 0.741 and 0.763, respectively, and CR of 0.935 and 0.941. The ADPF and SVDPF constructs have slightly lower values but are still adequate. The results of the study identified that the path coefficient of -0.0197 indicates the negative influence of architectural design on the satisfaction with the architectural design of worship facilities, and that this influence was not significant, as indicated by the T-statistic of 0.2178 and the p-value of 0.8276.

However, the architectural design of worship facilities has a positive and significant influence on the value of emotional perception (path coefficient 0.4418; p-value < 0.000) and social perception value (path coefficient 0.6604; p-value < 0.000). The emotional perception value was found to have the strongest influence on visitor satisfaction, with a path coefficient of 0.5448 (p-value < 0.000), whereas the social perception value did not show a significant influence on satisfaction (path coefficient 0.0730; p-value 0.4851). Religiosity has a positive and significant effect on visitor satisfaction with a path coefficient of 0.3036 (p-value < 0.000). However, religiosity did not serve as a moderator in the relationships between architectural design or perceived value and visitor satisfaction. On the other hand, the value of emotional perception was a significant intervening variable between the architectural design of worship facilities and visitor satisfaction (path coefficient 0.2407; p-value < 0.000).

In contrast, the value of social perception as an intervening variable was not significant. The study found that of the eleven hypotheses tested, five were accepted. These findings emphasize the importance of the emotional aspect in increasing visitor satisfaction through the design of good worship facilities. The architectural design of a worship facility not only needs to meet functional needs but also must create a positive emotional experience for visitors. Therefore, mall managers are advised to pay attention to design elements, such as lighting and comfortable spaces, to enhance visitors' spiritual and emotional experience.

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