

# Security as the Determinant of Intention to Reuse Royal Plaza Surabaya Motor Parking

*The Determinant of  
Intention to Reuse*

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## **ABSTRACT**

*This research explores the critical nexus between security perceptions, user satisfaction, and reuse intentions in the context of motorbike parking at Royal Plaza Surabaya. This qualitative research explores security aspects in the reuse of the Royal Plaza Surabaya motorbike parking area. It involves observation, and document analysis methods. User perceptions of security, encompassing factors such as lighting, the presence of security officers, and surveillance systems, are identified as influential determinants of confidence in parking safety. Utilizing an innovative parking system aligned with principles of convenience, speed, and safety, the study investigates the impact of security measures on users' intentions to reuse the facility. The theoretical framework incorporates the Crime Prevention Through Environmental Design (CPTED) approach, emphasizing the significance of environmental design strategies in enhancing security perceptions. Findings reveal a theoretical relationship between security, user satisfaction, and reuse intentions. The active presence of security officers, extended beyond operating hours, and the integration of advanced technologies contribute to a well-maintained and secure parking environment. The theoretical implications underscore the multidimensional nature of security and its role in shaping user perceptions, extending discussions on environmental design, user satisfaction, and the interconnectedness of security measures. These findings provide valuable insights for managerial strategies, highlighting the importance of a comprehensive and effective security approach to foster user satisfaction and encourage repeat usage of parking facilities at Royal Plaza Surabaya.*

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## **ABSTRAK**

*Penelitian ini mengeksplorasi hubungan kritis antara persepsi keamanan, kepuasan pengguna, dan niat untuk mengulang dalam konteks parkir sepeda motor di Royal Plaza Surabaya. Penelitian kualitatif ini mengeksplorasi aspek keamanan dalam pengulangan area parkir sepeda motor di Royal Plaza Surabaya. Ini melibatkan metode observasi, wawancara, dan analisis dokumen. Persepsi pengguna terhadap keamanan, yang mencakup faktor-faktor seperti pencahayaan, keberadaan petugas keamanan, dan sistem pengawasan, diidentifikasi sebagai penentu penting kepercayaan terhadap keselamatan parkir. Dengan menggunakan sistem parkir inovatif yang sesuai dengan prinsip-prinsip kenyamanan, kecepatan, dan keamanan, penelitian ini menyelidiki dampak langkah-langkah keamanan terhadap niat pengguna untuk mengulang menggunakan fasilitas tersebut. Kerangka teoritis mencakup pendekatan Crime Prevention Through Environmental Design (CPTED), yang menekankan pentingnya strategi desain lingkungan dalam meningkatkan persepsi keamanan. Temuan menunjukkan hubungan teoretis antara keamanan, kepuasan pengguna, dan niat untuk mengulang. Keberadaan aktif petugas keamanan yang diperpanjang di luar jam operasional dan integrasi teknologi canggih berkontribusi pada lingkungan parkir yang terjaga baik dan aman. Implikasi teoritis menegaskan sifat multidimensional keamanan dan perannya dalam membentuk persepsi pengguna, memperluas pembahasan tentang desain lingkungan, kepuasan pengguna, dan keterkaitan langkah-langkah keamanan. Temuan ini memberikan wawasan berharga untuk strategi manajerial, menyoroti pentingnya pendekatan keamanan yang komprehensif dan efektif untuk meningkatkan kepuasan pengguna dan mendorong penggunaan ulang fasilitas parkir di Royal Plaza Surabaya.*

**Kata kunci:** Keamanan, Parkir motor, Royal Plaza Surabaya, Analisis Kualitatif

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## **INTRODUCTION**

In the realm of information systems, security is a critical and multifaceted aspect that extends beyond technical considerations. Linck et al. (2006) define security as encompassing customer perceptions and subjective assessments of a system's protection against potential risks. It includes both technical dimensions and psychological factors, reflecting the user's trust in the system. The perceived level of security directly impacts user behavior, with low perceived security leading to reduced participation in transactions. Lim et al. (2019) emphasize the importance of security management, viewing it as the ability to manage and maintain the security of data transactions. Security, in this context, is strategic for mitigating threats and upholding data integrity and confidentiality. Recognizing security as a vital criterion, Guo et al. (2012) highlight its significant role in evaluating customer experience. It is not solely a technical consideration but also directly influences overall user satisfaction, shaping users' transactional decisions and their global perception of the system.

Beyond security considerations, the concept of reuse intention in customer research pertains to customers' confidence and trust in the future performance of a service or shopping center. Defined by Chen et al. (2010) as the repeated desire to reuse services, reuse intention relies on positive past experiences and expectations of ongoing satisfactory performance. Trust in future performance is pivotal for fostering long-term relationships between customers and service providers. Strategies to enhance reuse intentions involve marketing and transactional aspects, focusing on building customer trust through consistent, innovative, and responsive services (Sarwar et al., 2012; Rizan et al., 2014). A comprehensive understanding of the factors influencing reuse intentions is crucial for developing effective strategies to cultivate and sustain enduring relationships with customers, such as in shopping centers.

The uniqueness of researching motorbike parking security in shopping centers can be demonstrated by the integration of high technology into the security system or parking space design that considers security factors with modern architectural art (Merriman, 2017). With this innovative approach, researchers focus on physical security and solutions that create safe and comfortable parking for Royal Plaza Surabaya users. The interest in researching safety in the intention to reuse motorbike parking in malls can provide insight into the factors that influence users' decisions to reuse the facility. This includes aspects of physical safety, sustainability, and user perceptions of the parking environment (Ntim et al., 2023). By understanding these factors, mall managers can increase safety and comfort, improve customer experience, and promote the reuse of motorbike parking facilities. The importance of security in reuse intentions is due to user experience; security perceived by users can influence consumer experience. This research can help mall managers understand user expectations and concerns regarding motorbike parking safety. Through qualitative research methods with a case study approach, this research aims to analyze and describe safety analysis in reusing the Royal Plaza Surabaya motorbike parking.

## **LITERATURE REVIEW**

### **Security**

Security in the context of information systems is a very important and multifaceted aspect. Linck et al. (2006) define security as customer perceptions and subjective assessments of how well a system is protected against potential risks. In this view, security includes technical aspects and psychological factors that reflect the user's trust in the system. When perceived system security is low, users tend to reduce participation in transactions, illustrating the close relationship between perceived security and user behavior.

Furthermore, Lim et al. (2019) emphasize the security management dimension by defining security as the ability to manage and maintain the security of data transactions. This approach includes data protection and management of risks that may arise during

transactions. In a management context, security becomes strategic in mitigating potential threats and maintaining data integrity and confidentiality.

The importance of security is also reflected in the research of Guo et al. (2012), where security is considered one of the most important criteria in evaluating customer experience. In this context, security is not only a technical consideration but also directly impacts overall user satisfaction. Security influences users' transactional decisions and shapes their global perception of the system.

Thus, a deep understanding of security is crucial in designing and managing information systems. This includes technical aspects, data protection, and psychological and managerial factors. By prioritizing security, organizations can build customer trust, support efficient transactions, and improve the overall quality of the user experience. In an era where information security is becoming increasingly critical, security integration in all aspects of the system is a must.

### **Intention to Reuse**

Reuse intention, in the context of customer research, reflects confidence and trust in the future performance of a service or shopping center. Chen et al. (2010) define reuse intention as a customer's repeated desire to reuse the services offered through a shopping center. Understanding this concept involves aspects of the customer's desire to continue using a service based on previous positive experiences and expectations of future performance.

Reuse intent reflects a one-time transaction and includes an ongoing relationship between the customer and the service provider. Trust in future performance is key in forming reuse intentions, where satisfactory experiences and service reliability play an important role in building long-term relationships between customers and shopping centers (Kandampully, 1998; Bauer et al., 2002; Javalgi et al., 2006). In this context, efforts to increase reuse intentions are related to marketing or transactional aspects and involve strategies to increase customer trust (Sarwar et al., 2012; Rizan et al., 2014). Consistent, innovative, and responsive service to customer needs are factors that support the formation of intentions to reuse. Therefore, a deep understanding of the factors that influence reuse intentions is crucial in developing effective strategies for building and maintaining long-term relationships with customers.

### **RESEARCH METHODS**

The type of research used in this research is qualitative. Qualitative research investigates and understands the importance of individual or group perceptions of social issues. This research uses observation, or document analysis methods. The observation method was chosen because it is a form of qualitative research based on visitor understanding, direct observation, and visitor behavior based on visitor opinions, while the document analysis method was chosen as material for consideration and willingness to provide notes about the parking lot. This research was carried out in the Royal Plaza Surabaya parking lot located on Jl. A Yani West Frontage No. 16-18, in Wonokromo District, Surabaya Regency.

In this method, the researcher made direct observations at the Royal Plaza Surabaya parking lot, observed the quality of service provided by the Royal Plaza Surabaya parking lot, and used several concrete materials that the researcher had prepared in advance to obtain more detailed information from the Royal Plaza Surabaya parking lot. In this method, researchers conducted observation to explore visitors' experiences using the Royal Plaza Surabaya parking lot.

### **RESULTS AND DISCUSSION**

User perceptions of security in the Royal Plaza Surabaya motorbike parking can include lighting factors, security officers' presence, and the supervision level. Users also consider the presence of security systems, such as surveillance cameras or physical security in parking areas (Weinberg et al., 2015). These factors can influence users' level

of confidence in the safety of parking spaces and play an important role in their decision to reuse parking facilities. Reuse intention refers to the likelihood that attitudes and beliefs regarding a particular service can be converted into actual behavior (Angel & Blackwell, 1982). One of the supporting factors is that visitors want to reuse the Royal Plaza parking lot by providing quality service (Fishbein & Ajzen, 1975). Adequate parking spaces encourage consumers to visit the Royal Plaza Mall in Surabaya (Lehto et al., 2004; Zhang et al., 2018). This parking lot has caused inconvenience for visitors several times, such as inappropriate parking, difficulty finding a place to rest in the parking lot, and long queues both when entering and leaving the parking lot; therefore, innovation in parking is used. The Royal Plaza parking system has three main principles, namely convenience, speed, and safety, to ensure a positive impact on reuse intentions on visitors (Assaker & Hallak, 2013; Chen & Chen, 2010; Khasawneh & Alfandi, 2019).

According to Phang Grace et al. (2020), security, as a noun from the adjective safe, comes from the word safe, which means free from danger. Security is the most important factor in Royal Plaza motorbike parking. PT. Securindo Packatama Indonesia operates in the service sector must ensure all security aspects are met to provide maximum protection to its customers. The parking security system is one of the main components of Surabaya Royal Plaza (Ningsih, 2018; Japariato, 2019). Parking is one thing that needs to be managed well. Irregular parking can cause congestion and disrupt environmental safety, so it is important to develop it. The parking security system works by monitoring the number of vehicles entering and leaving the parking area using parking sensors (Shaheen, 2005). This parking sensor detects the presence of vehicles in the parking area and sends this information to the parking management system. The parking system processes this information and provides information on the number of vehicles entering and leaving the parking lot. CCTV cameras are also used to monitor parking conditions and identify vehicles parked in unauthorized areas (Wood & Browne, 2007).

The results of this research highlight that security has a significant positive impact on reuse intentions and user satisfaction in the Royal Plaza Surabaya parking lot (Japariato, 2019). This shopping center pays special attention to security by placing dedicated security officers in the motorbike parking area. With 4 to 5 officers spread across all parking areas, Royal Plaza Surabaya creates a well-maintained environment. The main duties of security officers in parking lots involve regular monitoring of the security of motorbike parking areas. They direct vehicles entering the parking lot and are active in correcting inappropriate vehicle positions. In security management, the Crime Prevention Through Environmental Design (CPTED) approach seems to be an effective strategy implemented at Royal Plaza Surabaya. Security officers are not only in the parking lot but also carry out regular patrols, creating a situation where customers can feel safe when monitoring their parked vehicles while in the shopping center.

The presence of active security officers in the parking area is limited to the shopping center's operating hours and extended until the end of the night. This shows Royal Plaza Surabaya's commitment to providing a sense of security to customers at all times. Awareness of security in parking lots, involving security officers' presence and active actions, contributes to creating a satisfactory user experience. Thus, an integrated and effective security strategy in the parking lot can make a positive contribution to customers' intentions to return to using the parking facilities at Royal Plaza Surabaya.

Overall, the results showed that user perceptions of security play a crucial role in determining their willingness to reuse parking facilities. Factors such as lighting, the presence of security officers, and surveillance systems significantly influence users' confidence in the safety of parking spaces. In the case of Royal Plaza Surabaya's motorbike parking, where inconvenience and issues like inappropriate parking have been observed, implementing an innovative parking system becomes essential. The parking system, built on the principles of convenience, speed, and safety, aims to positively impact users' intentions to reuse the facility. The relevance of security in this context extends beyond the traditional scope, emphasizing a holistic approach that aligns with user expectations and contributes to an overall positive experience.

Security emerges as a paramount factor influencing user satisfaction and reuse intentions at Royal Plaza Surabaya's motorbike parking. The research underscores the significance of an integrated security strategy, encompassing the presence of security officers, active monitoring, and advanced technologies like parking sensors and CCTV cameras. The Crime Prevention Through Environmental Design (CPTED) approach, implemented through regular patrols and corrective actions by security officers, contributes to creating a safe and well-maintained parking environment. The commitment to security is evident in the shopping center's extended security officer presence beyond operating hours, reflecting the dedication to providing a sense of security to customers at all times. The positive impact of this security-oriented approach is reflected in users' intentions to return, fostering a strong connection between security measures and user satisfaction.

For Royal Plaza Surabaya, the study suggests that maintaining a robust security system is not only essential for addressing current challenges but is also a strategic investment in ensuring customer satisfaction and loyalty. The emphasis on the CPTED approach and the active presence of security officers during and beyond operating hours is a noteworthy managerial strategy. To enhance user experience and encourage repeat usage of parking facilities, continuous efforts to optimize security measures, address issues promptly, and integrate technological advancements are recommended. A well-managed and secure parking environment contributes not only to user satisfaction but also to the overall positive image of Royal Plaza Surabaya as a safe and reliable shopping destination.

The research on security perceptions and their impact on user satisfaction and reuse intentions at Royal Plaza Surabaya's motorbike parking has several theoretical implications. Firstly, the study contributes to the broader understanding of the role of security in shaping user behavior and attitudes in the context of parking facilities. By emphasizing the multifaceted aspects of security, including physical measures, personnel presence, and advanced technologies, the research adds depth to theoretical frameworks related to user perceptions and decision-making processes.

Secondly, the incorporation of the Crime Prevention Through Environmental Design (CPTED) approach in the theoretical framework highlights its effectiveness in enhancing security perceptions. The study provides findings supporting the notion that environmental design strategies, when applied to parking facilities, can positively influence user experiences and intentions. This aligns with theoretical perspectives related to environmental psychology, emphasizing how the physical environment influences human behavior and well-being. Additionally, the research extends theoretical discussions on the link between security and customer satisfaction. It goes beyond traditional perspectives by demonstrating that a comprehensive security strategy, involving active security officers and advanced surveillance technologies, contributes to a more satisfying user experience. This contributes to theoretical discussions on the interconnectedness of security, satisfaction, and customer loyalty in the context of service environments.

## **CONCLUSION**

The findings from this research strongly indicate that safety is a top priority for users in the context of reusing motorbike parking spaces at the Royal Plaza Surabaya. Crucial factors such as adequate lighting, effective security controls, and the availability of security devices have been identified as important elements in creating a safe parking environment. Users realize that these aspects not only influence the level of security of the parking lot, but also directly impact their satisfaction and intention to use the parking facility again. Royal Plaza Surabaya management has a very significant role in ensuring the safe reuse of parking spaces.

The theoretical implications of this research underscore the need for a nuanced understanding of security in parking facilities, acknowledging its multidimensional nature and its role in shaping user perceptions and behaviors. The incorporation of theoretical frameworks related to environmental design and user satisfaction provides a foundation

for future research exploring the intricate relationships between security measures, user experiences, and organizational success in service-oriented settings.

Administrative support of security systems, providing training to employees regarding security practices, and investing in security technology are strategic steps taken by management. Holistically, management awareness and actions toward security positively impact user perception. By prioritizing security, Royal Plaza Surabaya guarantees the parking lot's physical security and provides users with a sense of trust. Therefore, investment and commitment to security efforts are necessary and a smart strategy to increase user intentions to repeatedly use the parking facilities at Royal Plaza Surabaya.

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