Article

EFFECT OF ARRIVAL PROCESS ON PERFORMANCE OF SHOPPING MALLS IN ENUGU STATE

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Abstract
The study evaluated the effect of the arrival process on the performance of shopping malls in Enugu State. The specific objectives were to examine the effect of service time on the profitability and evaluate the effect of customer arrival on the sales volume. The area of the study was Enugu metropolis, Enugu State. The study used the descriptive survey design approach. The primary source of data was the administration of a questionnaire. A total population of 327 staff was used. The whole population was used due to the small number. Two hundred and seventy-two (272) staff returned the questionnaire and were accurately filled. Data was presented and analyzed using the Likert Scale, and the hypotheses were tested using Z – test. The findings indicated that Service time had a significant positive effect on the profitability Z (95, n = 272), $5.457 < 9.277$P. $<.05$ and Customer arrival had significant positive effect on the sales volume of shopping malls in Enugu State Z(95, n = 272), $7.640 < 10.005$, P. $<.05$. The study concluded that Service time and Customer arrival had significant positive effect on the profitability and sales volume of shopping malls in Enugu State. The study recommended that the shopping malls' management should ensure that there is efficient service time to increase customer satisfaction and boost operational efficiency.

**Keywords*:* Arrival Process, customer arrival, Performance, service time, Profitability

Introduction

The retail scene in Enugu State, Nigeria, has seen major changes in recent years. The introduction of contemporary shopping malls has altered the customer experience by providing a convenient, one-stop shopping destination with a wide range of product options and facilities. These malls have become an important part of the local economy, attracting companies, creating job opportunities (Niekerk and Cloete, 2020), and promoting economic development (Edufulu, 2021; Cox, 2021). However, in a competitive market with several shopping choices, preserving the malls' long-term viability necessitates a focus on optimising their performance. Previous studies have carefully investigated the many aspects impacting shopping mall performance. Marketing techniques, tenant mix, and advertising have all been studied to see how they affect consumer happiness and mall performance (Otegbulu, Okechukwu, and Umeh, 2015; Manandhar and Timilisina, 2022).

While these variables are clearly important, the present research focuses on an underexplored area: the influence of the consumer arrival process on mall performance. The arrival process consists of two important components: service time and client arrival patterns. Service time is the time it takes for a shopping mall to conduct a transaction with a consumer (Patel, 2023). This covers elements such as employee training, checkout speed, and the intricacy of individual orders. Existing study in the retail industry emphasises the negative effects of extended service times. According to studies, long wait times result in consumer discontent, cart abandonment, and, ultimately, lost revenue (Bhuihan, 2021). In contrast, effective service operations may considerably improve the consumer experience, encourage loyalty, and boost a mall's profitability (Shrestha, 2021). Customer arrival patterns describe how customers enter the mall during a certain time period. These patterns are impacted by a variety of variables, including seasonal trends, promotional events, and even weather. Understanding these trends is critical to good inventory management and workforce allocation. Unexpected consumer surges may overburden workers and cause lengthy wait times, reducing the shopping experience. Underestimating consumer traffic, on the other hand, may lead to understaffing, resulting in lost sales opportunities and perhaps harming the mall's image (Mani, Kesevan, and Swaminathan, 2017).Despite the importance of the arrival process, there has been little study on its specific influence on shopping mall performance, notably in Enugu State. This research intends to fill this information vacuum by looking into the link between service time, consumer arrival patterns, and overall mall performance in the area.

Statement of the Problem

Enugu State's retail industry relies on the success of its shopping complexes. These commercial centres make a substantial contribution to the local economy by bringing together a variety of firms and creating job opportunities. However, in an increasingly competitive market, maximising the performance of shopping malls is critical to their long-term survival. This performance is dependent on a variety of elements, and one area that requires more consideration is the client arrival process. The arrival process consists of two important elements: service time and client arrival patterns. Service time is the time it takes for a shopping centre to execute a transaction with a consumer. This covers aspects like staff competency, checkout speed, and the intricacy of individual transactions. Understanding the impact of service time on a shopping mall's profitability is critical. Inefficient service delays may cause consumer aggravation, abandoned carts, and, eventually, lost sales. In contrast, improved service operations may improve customer happiness, stimulate return visits, and increase total profitability.

Customer arrival patterns, on the other hand, indicate how customers visit the mall over the course of a day, week or month. Seasonal trends, promotional offers, and even the weather may all have an impact on these patterns. Analysing how these trends affect a mall's sales volume is critical for optimising operations and providing enough personnel to meet changing client demands. Unanticipated increases in client arrivals may overburden workers and result in extended wait times, severely harming the shopping experience. Conversely, underestimating consumer traffic may lead to understaffing, limiting sales possibilities, and even hurting the mall's image. This research fills a significant information gap by analysing the link between service time, client arrival patterns, and overall shopping mall performance in Enugu State. By identifying these linkages, the research hopes to give useful insights for mall management.

Objectives of the Study

The general objective of the study is to examine the effect of arrival process on the performance of shopping malls in Enugu State, while the specific objectives include to.

i.   Examine the effect of service time on the profitability of shopping malls in Enugu State.

ii.   Evaluate the effect of customer arrival on the sales volume of shopping malls in Enugu State.

Research Questions

The following research questions guided the study;

i.   What is the effect of service time on the profitability of shopping malls in Enugu State?

ii.   What is the effect of customer arrival on the sales volume of shopping malls in Enugu State?

Statement of Hypotheses

The following hypotheses guided the study;

i.   Service time has no effect on the profitability of shopping malls in Enugu State

ii.   Customer arrival has no effect on the sales volume of shopping malls in Enugu State.

Significance of the Study

The significance of this study lies in the contribution to both academic research and practical business applications, the findings here provide valuable insights into the impact of the arrival process with regards to the performance of shopping malls, particularly in Enugu state Nigeria. It is hoped that this research work would be beneficial to several stakeholders, including shopping mall, policymakers, managers, customers, and future researchers, in the following ways.

i.   For Shopping Mall Management: The study highlights how service time and customer arrival patterns influence profitability and sales volume. By understanding of these relationships, mall managers can optimize operational efficiency, reduction of customer wait times, and improvement of overall service quality. This, in turn, can enhance customer satisfaction and increase customer retention rates.

ii.   For customers: improving service efficiency and better management of customer arrivals can enhance the overall shopping experience. Reduced waiting times, streamlined checkout processes, and adequate staffing during peak hours will lead to higher customer satisfaction and increased loyalty to shopping malls

iii.   For Researchers and Academics: This study contributes to the existing body of knowledge on retail management and consumer behavior by exploring an under-researched area-the effect of arrival processes on shopping mall performance.

For Policymakers and Urban planners: The findings offer valuable data on shopping mall traffic patterns, which can inform decisions on infrastructure development, urban planning, and commercial zoning policies. Efficient traffic and parking management strategies can be developed to accommodate peak shopping hours, ensuring a seamless shopping experience for consumers.

Scope of the Study

The study focuses on five shopping malls in Enugu, Nigeria. These malls were selected based on their status as busy commercial and recreational centers with high population density. The research specifically examines two key aspects: the effect of service time on the profitability of shopping malls and the impact of customer arrival on sales volume. By analyzing these factors in high-traffic retail environments, the study provides insights into operational efficiency and revenue generation within the selected mall. The findings will be relevant to similar commercial hubs in Nigeria, offering practical implications for improving service delivery and maximizing profitability in rge retail sector. The study will use quantitative methodologies. Macroeconomic issues and broad consumer behaviour patterns are not included in the scope. The study's goal is to give practical insights for mall management stakeholders, with an emphasis on resource optimisation and customer satisfaction.

Conceptual Review
Arrival Process

The Arrival Process is the initial component of the queuing structure that pertains to information

regarding the arrival of the people in the system, whether they arrive individually or in groups. Also, at what times do individuals arrive, and is there a limited or endless number of consumers (Businessjargons, n.d.)? The arrival process is a critical step in logistics that describes how items, resources, or information enter a system such as a warehouse or distribution centre. Efficient management of this process is critical for smooth operations and precise inventory control throughout the supply chain. The arrival process is a crucial part of queue theory. It describes the many methods in which consumers or organisations come to a service institution. The general arrival process occurs when consumers come at random and independently of one another (Vurgnu, Yigitoglu, and Ozyurt, n.d.). This sort of arrival procedure occurs in a variety of real-world circumstances, including consumers arriving at a bank, patients arriving at a hospital, and calls coming at a customer care centre. The inter-arrival time distribution characterises the overall arrival process, determining the time between two consecutive client arrivals (Beasly, 2023).

Service Time

Service time is the pace at which an employee accepts and delivers orders to clients in a service setting. It also illustrates how accountable the personnel are in listening to and addressing client concerns. Obviously, convenience and rapid service are part of the value that customers anticipate from their purchasing decisions. As a result, the faster the purchase or orders are fulfilled or delivered, the faster the turnover. better turnover leads to better total earnings over time, which has an influence on overall company success (Adiele and Adiele, 2018).In a queuing system, service time is defined as the time it takes to serve a client. The counterpart of average service time is known as mean service rate, and it is defined as the number of clients serviced during a certain time period. In general, service rate is defined as the server or machine's capacity in terms of units per time period (Ross, 2024).

Customer Arrival

Customer arrival refers to the process by which customers enter a shopping mall for service

(Brahma, 2013). When more consumers arrive than the processing system can handle, a queue forms. Customers may arrive individually or in groups, either at regular intervals or randomly. If a prospective client arrives and finds the queue to be too lengthy, he or she has the option to leave. According to Oyatoye, Okoye, and Sulaimon (2011), the arrival pattern might represent the arrival of an entity at a service point. This method entails some ambiguity about the precise arrival timings and the quantity of entities coming. Furthermore, significant qualities for describing the process are the sources of arrivals, the magnitude of each arrival, the grouping of such arrivals, and the inter-arrival periods.

Performance

According to Fadeyi, Maduenyi, Oke, and Ajagbe (2015) and Jenatabadi (2015), organisational performance is one of the most debated issues among various theorists and researchers. Despite being a common concept in empirical reviews, its definition remains difficult due to its diverse connotation, which leaves no room for an agreeable universal definition. However, Organisational Performance (OP) is the successful coordination of an organised group that has completed a given job to produce a result (Agwu, 2016). In the same spirit, (Aka, 2017) believes that OP represents the organization's efficacy and efficiency. It is effective when the aim or job set is met, and efficient when resources are optimally used or maximised. This position is supported by (Kaldeen, Samsudeen, & Hassan, 2020), who said that organisational performance is the achievement of a goal level by an individual or group's work inside the company. Muller, Smith, and Lillah (2018), on the other hand, proposed that OP is a multidimensional notion that includes both task and contextual aspects. While the job is defined as what people or a person accomplishes or performs to contribute to the organization's technical core, the contextual is defined as work completed that does not add to the technological heart but benefits the organisation.

Profitability

Profitability refers to a company's ability to earn a profit, which is an important factor to examine while assessing its success. Higher profitability levels are often associated with expanded corporate assets, driving investor interest in capital investment. Profitability fluctuations might indicate risk, possibly affecting dividend distributions to investors, forcing management to prioritise profit consistency and stability to boost market trust (Tsuroyya & Astika, 2017). While profitability and profit are related, they differ in meaning. Profit refers to the total earnings of a company, whereas profitability measures how efficiently a company generates profit relative to its revenue or market share. Efficiency is measured by profitability, which determines a venture's success or failure.

Sales Volume

Sales are the transactions that occur when a company's product is traded. This might refer to a material or intangible product. That is, a tangible product or service (Porter 2008). Specifically, the higher the quantity of items sold per unit and per day, the greater the likelihood that sales are increasing. Thus, sales volume refers to the number of units sold within a reporting period. Sales volume is used to technically assess the acceptance of a company's product among its target audience. For example, a steady growth in demand for a product, which might result in an inability to satisfy demand, could be interpreted as strong demand or acceptance of the company's product among the community. At this moment, a company may not be considered to be doing business. Similarly, if a firm consistently experiences a decrease in sales volume or client requests, it may indicate that their product is no longer acceptable, resulting in a negative trend in probable profit (Okolo, Amaihian, Dada, Usendiah, and Ukpeibo, 2022).

Figure 2.1 Conceptual Linkages
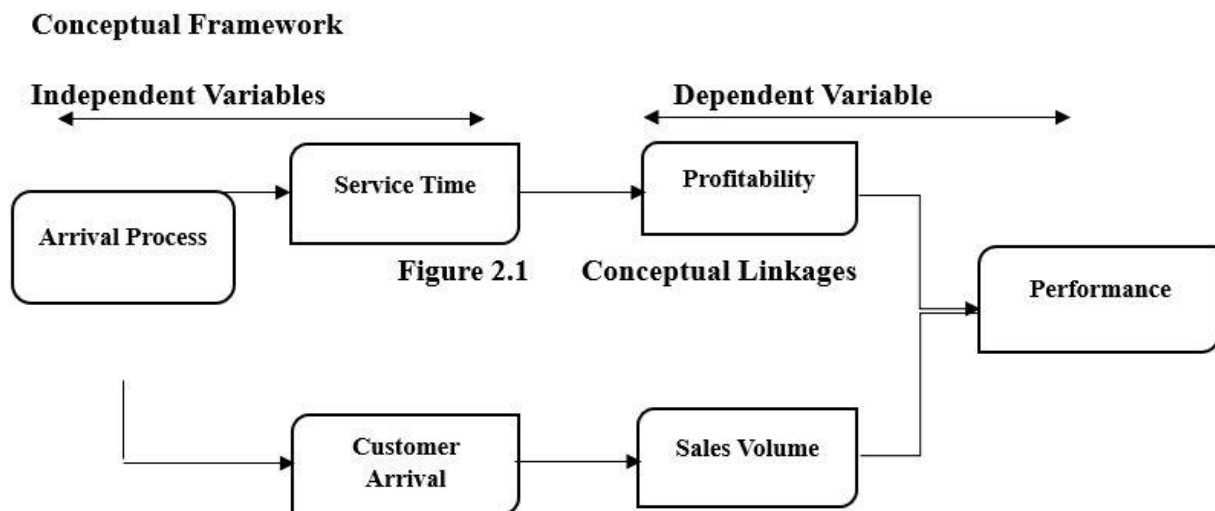
Shopping malls have a complicated link with their arrival process, service time, and sales volume. Understanding how these components interact is critical to improving mall performance. For example, faster service times may increase client satisfaction, resulting in better sales volumes and profitability. In contrast, extended service delays may dissuade clients, resulting in lower sales despite high arrival rates. Analysing these relationships enables the identification of important variables influencing mall performance and the development of strategies to improve operational efficiency and financial results.

Theoretical Framework

The study was anchored on the Queuing theory of Erlang in 1909. The theory is concerned with the arrival and service of customers in a queuing system, provides a framework for analyzing the

relationship between service time, customer arrival patterns, and performance.

   i.   Queuing Theory (Erlang, 1909)

Queuing Theory

Queuing theory originated from the work of A.K. Erlang in 1909.

Queuing theory provides a useful analytical framework for understanding how consumer arrival patterns influence the operational dynamics of these malls. By looking into factors like as service time and client arrival rates, queuing theory enables researchers to assess mall operational effectiveness and identify opportunities for improvement. For example, a thorough knowledge of how service times influence profitability may help mall managers fine-tune personnel numbers and service processes to reduce wait times and improve consumer experiences (Erlang, 1909). Similarly, a review of consumer arrival patterns may help guide strategic activities targeted at effectively managing peak shopping times, increasing sales volume, and optimising resource utilisation inside shopping malls.

The theory provides vital insights into the complex interaction between arrival procedures, service times, and queue discipline, all of which have a significant impact on shopping mall performance. Its connection with the study's aims, notably in examining the impact of service time on profitability and client arrival on sales volume in Enugu State shopping malls, emphasises its value as a powerful analytical tool for understanding and improving mall operations.

Empirical Review
Service Time and Profitability

Adiele and Adiele (2018) investigated the impact of service time on patronage at quick-service restaurants in Port Harcourt. The research population included 10,000 projected consumers of registered and operational quick-service restaurants in Port Harcourt, Rivers State, with a sample size of 370 people. Descriptive metrics of central trends and dispersions were utilised to analyse the respondent demographics. Furthermore, the Spearman's Rank Correlation approach was utilised to test several hypotheses in order to determine the relationship between service time and customer patronage in Quick-Service Restaurants. The studies indicated that service time has a substantial impact on patronage in the food service business. Specifically, it was discovered that service time influences consumer repeat buy behaviour and retention.

Diallo, Fatou, Souad, and Godefroit-Winkel (2018) studied whether mall service quality and its particular characteristics influence loyalty, as well as how cultural circumstances modulate these constructs' interactions in three developing countries (Morocco, Senegal, and Tunisia). A stepwise regression analysis was used in the investigation. Using a sample of 750 genuine consumers, the authors demonstrate that mall service quality and its particular aspects influence customer loyalty via positive mediation of customer happiness and mall perceived value. Depending on the nation, service quality parameters (mall physical elements, dependability, issue solutions, and human attention) have different influence on customer retention.

Hairuzzaman (2019) examined the impact of service quality and customer satisfaction on financial performance, with customer satisfaction moderated, at Bank Pembangunan Daerah Kalimantan Timur Kalimantan Utara. Based on a sample of 165 respondents, structural equation modelling using PLS method, and moderating impact. The findings indicate that service quality has a favourable and substantial impact on financial success as well as customer satisfaction. Another finding from this research suggests that job happiness might mitigate the relationship between service quality and financial success. Similarly, labour happiness may influence customer satisfaction with financial success. As a result, it was discovered that improving financial performance may be accomplished by increasing employee job happiness, which leads to improved service quality and customer satisfaction, particularly in banking. Finally, customer satisfaction somewhat moderates the impact of service quality and customer satisfaction on financial success.

Man and Qiu (2021) investigated the elements affecting customers' purchasing decisions in shopping malls. Environmental factors (building structure, atmosphere, sounds and music, fragrance and smell), service factors (personal services, price, advertising and promotion), administrative factors (tenant mix, anchor tenant, entertainments), and transportation and location factors (parking, location, accessibility) were identified as independent variables, with consumer purchasing behaviour within malls as the dependent variable. Following a comprehensive evaluation of the literature, a research framework was constructed. There were 200 answers from customers at four retail malls in the Klang Valley-Kuala Lumpur region. The findings were obtained by doing correlation and multiple regression analyses using the SPSS software suite.The findings of this study show that environmental, transportation, and geographical variables have a substantial influence on customers' purchasing habits at shopping malls. Furthermore, this research discovered that transportation and location-related variables had a substantial association with customer purchasing behaviours.

Makhitha (2023) identified the factors that influence retail mall choices in South Africa. The researcher investigated if demographic considerations impact retail centre features. South Africa has seen a surge in retail complex construction, particularly in rural regions. A survey was done at a shopping mall in Venda, South Africa, targeting consumers who were present at the time of data collection. Regression analysis was performed to investigate the connections between the constructs and test the hypotheses. The findings of this research revealed that pricing, goods, and social impact are the most significant factors in shopping centre patronage. Gender, age, and shopping frequency all had an impact on shopping centre qualities. The findings of this research are critical for managers seeking to survive their retail malls in a highly competitive climate.

Customer Arrival and Sales Volume
Kiprop, Nyaoga, and Robert (2017) investigated the impact of customer arrival procedures on customer satisfaction. The research focused on Huduma Centre clients. The sample size for the population was chosen using a basic random sampling approach. The target demographic consists of Huduma Centre consumers in Nakuru County. The research aimed for a population sample of 384 consumers. The data was acquired using a standardised questionnaire provided by the researcher. To evaluate the hypotheses, inferential statistics such as Pearson Product-Moment correlation and regression analysis tests were employed to demonstrate the association between client arrival patterns and customer satisfaction. The research discovered a strong and positive correlation between client arrival and customer satisfaction.

Adegbite, Ademola, and Solomon (2019) investigated the impact of personal selling and marketing on firm sales growth, utilising PZ Nigeria Ltd in Lagos-State and Dangote Nigeria Plc in Ogun State as the units of study. This is a descriptive study. A sample size of 100 respondents was picked using a simple sampling procedure, with 98 respondents deemed viable in this completed research. The questionnaire data were analysed using the Statistical Package for Social Sciences (SPSS) version 20. This research demonstrated that there is a link between personal selling and organisational sales volumes. Additionally, personal selling has an impact on client desire for a product.

Tahseen and Ahmed (2020) researched the formation and effectiveness of retail malls using design reviews and customer feedback. The study technique adopts a qualitative style of research design for data gathering using a variety of methodologies, including on-site investigation via observations and obtaining user impression through questionnaires and interviews. The Customer Satisfaction Index (CSI), Kruskal-Walis H test, and Mann-Whitney test of SPSS Statistics were used as data analysis techniques. First, the general trend in performance was assessed. Second, it was determined whether there is a statistically significant difference in performance between five selected Karachi shopping malls based on the incorporation of design considerations and attributes such as location and accessibility, parking and circulation, site planning and landscape, and design features and services.

Okolo, Amaihian, Dada, Usendiah, and Ukpeibo (2022) investigated the impact of social media marketing on e-commerce sales volume in Nigeria. The study employed a descriptive research methodology using stratified and simple random sampling procedures to choose a sample size from a population of 900 registered e-business clients. Respondents returned 268 copies of valid surveys, yielding a 99.9% response rate. The study's findings indicated that social media marketing had a substantial impact on the number of e-commerce sales in Nigeria. Tekle (2023) looked into the impact of customer relationship management (CRM) on market performance. The present research focuses on five-star hotels in Addis Ababa. The researcher recruited 270 respondents and collected data using both primary and secondary sources. To investigate linkages and mediating effects, a variety of data analytic approaches were presented, including frequency distributions, correlation analysis, and Structural Equation Modelling (SEM). The study's results demonstrated that customer satisfaction is an important mediating factor in the link between customer connections and market performance. When consumers are happy with their hotel experience, they become more loyal to the institution. This loyalty, in turn, improves the hotel's market performance.

Summary and Gap of Empirical Review
Existing research investigates how service time and other variables affect customer happiness, sales volume, and overall success in diverse circumstances. However, there is a vacuum in understanding the combined influence of the arrival process, which takes into account both service time and client arrival patterns, on the profitability of shopping malls in Enugu State, Nigeria. While these components have been studied independently and in other contexts, no one has looked at their combined influence in this location. This research seeks to fill this information vacuum by investigating how the arrival process affects profitability in Enugu's retail malls, giving useful insights for optimising operations and, ultimately, improving mall performance.

Methodology
The research area was Enugu City, Enugu State. Five (5) retail malls were chosen for the investigation. These businesses were chosen because of their large personnel and good ethical standards. The research used a descriptive survey design technique. The major source of data was the administration of a questionnaire. A total of 327 staff members from the study organisations were recruited. Due to the modest number, the whole population was accustomed to it. Two hundred and seventy-two (272) employees completed the questionnaire properly. That yielded an 83 percent response rate. The validity of the instrument was examined using content analysis, and the results were positive. The reliability was assessed using the Pearson correlation coefficient (r). It also had a strong dependability coefficient of 0.810. The data was presented and analysed using the Sprint Likert Scale, including mean scores and standard deviations. The hypotheses were tested using the Z-test statistic tool.

Table 4.2.1, 126 respondents out of 272 representing 46.3 percent agreed that the delivering of goods or service at the proper time attracts more customers 3.55 and standard deviation of 1.232. The employee listening and acting on the customers complaints helps customer retention 176 respondents representing 64.1 percent agreed with mean score of 3.93 and standard deviation of 1.313. Quick service to customer increases their satisfaction to come again 144 respondents representing 52.9 percent agreed with mean score of 3.66 and standard deviation of 1.319. The quicker the purchase orders completed the more turnover 192 respondents representing 70.6 percent agreed with mean score of 3.93 and 1.234. Customers served during a fixed time promoted income generation 206 respondents representing 75.8 percent agreed with a mean score of 4.14 and standard deviation 1.196.

Data Presentation and analyses

Table 4.2.1: Responses on the effect of service time on the profitability of shopping malls in Enugu State

		5 SA	4 A	3 N	2 DA	1 SD	∑FX	-X	SD	Decision
1	The delivering of goods or service at the proper time attracts more customers.	450 90 33.1	144 36 13.2	282 94 34.6	74 37 13.6	15 15 5.5	965 272 100%	3.55	1.232	Agree
2	The employee listening and acting on the customers complaints helps customer retention.	700 140 51.5	144 36 13.2	135 45 16.5	70 35 12.9	16 16 5.9	1065 272 100%	3.92	1.313	Agree
3	Quick service to customer increases their satisfaction to come again.	540 108 39.7	144 36 13.2	237 79 29.0	50 25 9.2	24 24 8.8	995 272 100%	3.66	1.319	Agree
4	The quicker the purchase orders completed the more turnover.	605 121 44.5	284 71 26.1	117 39 14.3	46 23 8.5	18 18 6.6	1070 272 100%	3.93	1.234	Agree
5	Customers served during a fixed time promoted income generation.	765 153 56.3	212 53 19.5	84 28 10.3	52 26 9.6	12 12 4.4	1125 272 100%	4.14	1.196	Agree
	Total Grand mean and standard deviation							3.84	1.2588	

Source: Field Survey, 2024

Table 2: Responses on the effect of customer arrival on the sales volume of shopping malls in Enugu State

		5 SA	4 A	3 N	2 DA	1 SD	∑FX	-X	SD	Decision
1	A better customers experience leads to satisfied customers and attract number of sales.	560 112 41.2	328 82 30.1	54 18 6.6	86 43 15.8	17 17 6.3	1045 272 100%	3.84	1.286	Agree
2	The excellent customer retention is enhanced with access to choices and units of a product sold.	600 120 44.1	368 92 33.8	63 21 7.7	30 15 5.5	24 24 8.8	1085 272 100%	3.99	1.240	Agree
3	Making a wider decision regarding a purchase helps identify business health to large extent.	715 143 52.6	348 87 32.0	54 18 6.6	12 6 2.2	18 18 6.6	1147 272 100%	4.22	1.111	Agree
4	The customer having all information to his/her disposal enhances the number of units sold in given period.	645 129 47.4	415 104 38.2	39 13 4.8	36 18 6.6	8 8 2.9	1143 272 100%	4.21	1.006	Agree
5	When order are quickly and accurately entered and communicated it helps improving sales across all product lines.	450 90 33.1	448 112 41.2	39 13 4.8	86 43 15.8	14 14 5.1	1037 272 100%	3.81	1.202	Agree
	Total Grand mean and standard deviation							4.014	1.169	

Source: Field Survey, 2024

Table 4.2.1, 194 respondents out of 272 representing 71.3 percent agreed that A better customers experience leads to satisfied customers and attract number of sales 3.84 and standard deviation of 1.286. The excellent customer retention is enhanced with access to

choices and units of a product sold 212 respondents representing 77.9 percent agreed with mean score of 3.99 and standard deviation of 1.240. Making a wider decision regarding a purchase helps identify business health to large extent 230 respondents representing 8.46percent agreed with mean score of 4.22 and standard deviation of 1.111. The customer having all information to his/her disposal

enhances the number of units sold in given period 129 respondents representing 85.6 percent agreed with mean score of 4.21 and 1.006. When order are quickly and accurately entered and communicated it helps improving sales across all product lines 202 respondents representing 74.3 percent agreed with a mean score of 3.81 and standard deviation 1.202.

Tests on Hypotheses

Hypothesis One: Service time has effect on the profitability of shopping malls in Enugu State

Table 3. Z – test on Service time has effect on the profitability of shopping malls in Enugu State

One-Sample Kolmogorov-Smirnov Test

		The delivering of goods or service at the proper time attracts more customers.	The employee listening and acting on the customers complaints helps customer retention.	Quick service to customer increases their satisfaction to come again.	The quicker the purchase orders completed the more turnover.	Customers served during a fixed time promoted income generation.
N		272	272	272	272	272
Uniform Parameters[a,b]	Minimum	1	1	1	1	1
	Maximum	5	5	5	5	5
Most Extreme Differences	Absolute	.331	.515	.397	.456	.563
	Positive	.055	.059	.088	.066	.044
	Negative	-.331	-.515	-.397	-.456	-.563
Kolmogorov-Smirnov Z		5.457	8.489	6.548	7.519	9.277
Asymp. Sig. (2-tailed)		.000	.000	.000	.000	.000

a. Test distribution is Uniform.
b. Calculated from data.

Decision Rule

If the calculated Z-value is greater than the critical Z-value (i.e $Z_{cal} > Z_{critical}$), reject the null hypothesis and accept the alternative hypothesis accordingly.

Result

With Kolmogorov-Smirnon Z – value of 5.457 < 9.277 and on Asymp. Significance of 0.000, the responses from the respondents as displayed in the table, are normally distributed. This affirms the assertion of most of the respondents that service time had a significant positive

effect on the profitability of shopping malls in Enugu State

Decision

Furthermore, comparing the calculated Z- value of 5.457 < 9.277 against the critical Z- value of .000 (2-tailed test at 97 per cent level of confidence), the null hypothesis was rejected. Thus, the alternative hypothesis was accepted, which states that service time had a significant positive effect on the profitability of shopping malls in Enugu State.

Hypothesis Two: Customer arrival has effect on the sales volume of shopping malls in Enugu State

Table 4. Z – test on Customer arrival has effect on the sales volume of shopping malls in Enugu State.

		One-Sample Kolmogorov-Smirnov Test				
		A better customers experience leads to satisfied customers and attract number of sales.	The excellent customer retention are enhanced with access to choices and units of a product sold.	Making a wider decision regarding a purchase helps identify business health to large extent.	The customer having all information to his/her disposal enhances the number of units sold in given period.	When order are quickly and accurately entered and communicated it helps improving sales across all product lines.
N		272	272	272	272	272
Uniform Parameters a,b	Minimum	1	1	1	1	1
	Maximum	5	5	5	5	5
Most Extreme Differences	Absolute	.463	.529	.596	.607	.493
	Positive	.063	.088	.066	.029	.051
	Negative	-.463	-.529	-.596	-.607	-.493
Kolmogorov-Smirnov Z		7.640	8.731	9.823	10.005	8.125
Asymp. Sig. (2-tailed)		.000	.000	.000	.000	.000

a. Test distribution is Uniform.
b. Calculated from data.

Decision Rule
If the calculated Z-value is greater than the critical Z-value (i.e $Z_{cal} > Z_{critical}$), reject the null hypothesis and accept the alternative hypothesis accordingly.

Result
With Kolmogorov-Smirnon Z – value of 7.640 < 10.005 and on Asymp. Significance of 0.000, the responses from the respondents as display in the table is normally distributed. This affirms the assertion of the most of the respondents that customer arrival had significant positive effect on the sales volume of shopping malls in Enugu State. Furthermore, comparing the calculated Z- value of 7.640 < 10.005 against the critical Z- value of .000 (2-tailed test at 95percent level of confidence) the null hypothesis were rejected. Thus the alternative hypothesis was accepted which states that customer arrival had significant positive effect on the sales volume of shopping malls in Enugu State.

Discussion of Findings
From the result of hypothesis one, the calculated Z- value of 5.457 < 9.277 against the critical Z- value of .000 which implies that Service time had significant positive effect on the profitability of shopping malls in Enugu

State. Supporting this result, Adiele and Adiele (2018) examined the effects of service time on patronage of quick-service restaurants in Port - Harcourt. The findings revealed that service time significantly influences patronage in the food service industry. Specifically, service time affects customer repeat purchase behavior and retention. Similarly, Hairuzzaman (2019) investigated the effects of service quality and customer satisfaction on financial performance, with customer satisfaction as a moderating factor. While Hairuzzaman's study focused on the banking sector, our findings align with his conclusion that service-related factors significantly impact financial outcome. However, unlike Hairuzzaman's study, which emphasizes service quality as a whole, our study isolates service time as a key determinant of profitability in shopping malls. From the result of hypothesis two, the calculated Z- value of 7.640 < 10.005 against the critical Z- value of .000 which implies that customer arrival had significant positive effect on the sales volume of shopping malls in Enugu State. In the support of the result from the literature review, Kiprop, Nyaoga and Robert (2017) conducted a study to determine the effect of customer arrival practices on customer satisfaction. The study found that the relationship between customer

arrival and customer satisfaction is significant and positive. Adegbite, Tahseen and Ahmed (2020) investigated the emergence and performance of shopping malls from design review and users' experience. Secondly, it was found that there was a statistically significant difference in performance between 5 selected shopping malls of Karachi based on the incorporation of design considerations and attributes of a) location and accessibility, b) parking and circulation, c) site planning and landscape, d) design features and services.

Summary of Findings
i. Service time had a significant positive effect on the profitability of shopping malls in Enugu State Z (95, n = 272), 5.457 < 9.277P. <.05
ii. Customer arrival had significant positive effect on the sales volume of shopping malls in Enugu State Z(95, n = 272), 7.640 < 10.005, P. <.05

Conclusion
The study concluded that Service time and Customer arrival had a significant positive effect on the profitability and sales volume of shopping malls in Enugu State. The arrival process is a crucial stage in logistics, referring to how goods, materials, or information enter a system like a warehouse or distribution centre. Efficient management of this process is essential for smooth operations and accurate inventory control throughout the supply chain.

Recommendations
Based on the findings, the following recommendations are proffered: The shopping mall management should ensure that there is efficient service time to increase customer satisfaction, boost operational efficiency, and give an advantage over competitors. This will reduce challenges to the long-term loyalty of customers. For effective strategies and changes in processes and protocols, there is a need for a Customer Arrival Process which will enhance customers having all the information at his/her disposal and make a purchasing decision.

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