

DAFTAR PUSTAKA

- Aghazadeh, S.-M. (2005). Layout Strategies for Retail Operations: A Case Study. *Management Research News*, 28(10), 31-46.
- Albrecht, C.-M., Hattula, S., Wayne, T. B., & Hoyer, W. D. (2016). Customer Response to Interactional Service Experience. *Journal of Service Management*, 27(5), 704-729.
- Albrecht, K. (2016). Understanding the Effects of the Presence of Others in the Service Environment: a Literature Review. *Journal of Business Market Management*, 9(1), 541-563.
- Ali, F., & Amin, M. (2013). The Influence of Physical Environment on Emotions, Customer Satisfaction and Behavioural Intentions in Chinese Resort Hotel Industry. *Tourism and Hospitality Industri*, KMITL-AGBA Conference Bangkok, 15-17/June, Thailand.
- Alnsour, M. S., Tayeh , B. A., & Alzyadat, M. A. (2014). Using SERVQUAL to Assess the Quality of Service Provided by Jordanian Telecommunications Sector. *International Journal of Commerce and Management*, 24(3), 209-218.
- Alshammari, F., & Kim, Y. -K. (2019). Seeking and Escaping in a Saudi Arabian Festival. *International Journal of Event and Festival Management*.
- Amorim, M., & Saghezchi, F. B. (2014). An Investigation of Service Quality Assessments Across Retail Formats. *International Journal of Quality and Service Sciences*, 6(2/3), 221–236.
- Andersson, M., Palmlad, S., & Prevedan, T. (2012). *Atmospherics Effects on Hedonic and Utulitarian Customers*. Spring.
- Anggraeni, L. D., Deoranto, P., & Ikasari, D. M. (2016). Analisis Persepsi Konsumen Menggunakan Metode Importance Perfomance Analysis dan Customer Satisfaction Index. *Jurnal Industri*, Vol. 4, No. 2.
- Anna, L. K. (2019, Mei 5). *Watsons Targetkan Miliki 150 Toko Sampai Akhir 2019*. Dipetik Februari 5, 2020, dari Kompas.com: <https://lifestyle.kompas.com/read/2019/05/05/192000820/watsons-targetkan-miliki-150-toko-sampai-akhir-2019>
- Anselmsson, J., & Johansson, U. (2014). A Comparison of Customer Perceived Service Quality in Discount Versus Traditional Grocery Stores. *International Journal of Quality and Service Sciences*, 6(4), 369–386.

- Ariafar, S., Ismail, N., Tang, S. H., Ariffin, M. K., & Firoozi, Z. (2011). A Stochastic Facility Layout Model in Cellular Manufacturing Systems. *International Journal of the Physical Sciences*, Vol. 6(15), 3754-3758.
- Arikunto, S. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik Edisi Revisi*. Jakarta: PT. Rineka Cipta.
- Ayalp, N., Yildirim, K., Bozdayi, M., & Cagatay, K. (2016). Consumers' Evaluations of Fitting Rooms in Retail Clothing Stores. *International Journal of Retail & Distribution Management*, 44(5), 524-539.
- Bae, Y. H., Jun , J. W., & Hough, M. (2016). Uses and Gratifications of Digital Signage and Relationships with User Interface. *Journal of International Consumer Marketing*, 28(5), 323–331.
- Bagozzi, R. P., Belanche, D., Casaló, L. V., & Flavián, C. (2016). The Role of Anticipated Emotions in Purchase Intentions. *Pschology and Marketing*, 33(8), 629-645.
- Baker, J., & Cameron, M. (1996). The Effects of the Service Environment on Affect and Consumer Perception of Waiting Time: An Integrative Review and Research Propositions. *Journal of the Academy of Marketing Science*, 24(4), 338-349.
- Baker, J., Parasuraman, A., Grewal, D., & Voss, G. B. (2002). The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions. *Journal of Marketing*, 66(2), 120-141.
- Baker, M. A., & Kim, K. (2016). Other Customer Service Failures Emotions, Impacts, and Attributions. *Journal of Hospitality and Tourism Research*, 42(7), 1067-1085.
- Balaji, M. S., & Chakraborti, R. (2015). Stadium Atmosphere: Scale Development and Validation in Indian Context. *Journal of Indian Business Research*, 7(1), 45-66.
- Bartholome, R. H., & Melewar, T. C. (2011). Remodelling the Corporate Visual Identity Construct. *An International Journal*, 16(1), 54-64.
- Bauer, C., Dohmen, P., & Strauss, C. (2012). A conceptual framework for backend services of contextual digital signage. *Journal of Service Science Research*, 4(2), 271–297.
- Bella, A. (2018, Desember 6). *Watsons Raih The Omni-Marketing Campaign of the Year*. Dipetik Februari 5, 2020, dari Marketeers: <https://marketeers.com/watsons-raih-the-omni-marketing-campaign-of-the-year/>

- Berndt-Morris , E., & Chrenka, K. (2014). The Plan Behind the Scan: Using QR Codes as a Service and Marketing Tool. *Library Hi Tech News*, 31(10), 17-19.
- Berry, L. L., Mullen, E. W., & Carbone, L. P. (2006). Service Dues and Customer Assessment of the Service Experience: Lessons From Marketing. *Academy of Management Perspectives*, 20(2), 43-57.
- Biesok, G., & Wyród-Wróbel, J. (2011). Customer Satisfaction — Meaning and Methods of Measuring. Dalam *Marketing and logistic problems in the management of organization* (hal. 23-41). Bielsko-Biała: Wydawnictwo Naukowe Akademii Techniczno-Humanistycznej w Bielsku-Białej.
- Bitner, M. J. (1992). Servicescape: The Impact of Physical Surroundings on Customers and Employees. *Journal of Marketing*, 56(2), 57-71.
- Brocato , E. D., Voorhees, C. M., & Baker, J. (2012). Understanding the Influence of Cues from Other Customers in the Service Experience: A Scale Development and Validation. *Journal of Retailing*, 88(3), 384-398.
- Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Customer Engagement Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, 14(3), 252-271.
- Bruwer, J., & Thach, L. (2013). Wine Tourists' Use of Sources of Information When Visiting a USA Wine Region. *Journal of Vacation Marketing*, Vol. 19, No. 3, pp. 221-237.
- Canniere, M. H., Pelsmacker, P. D., & Geuens, M. (2010). Relationship Quality and Purchase Intention and Behavior: The Moderating Impact of Relationship Strength. *Journal of Business and Psychology* , 25(1), 87-98.
- Caroline, E. (2019, Desember). *Grand Opening Watsons Pakuwon Mall*. Dipetik Maret 25, 2020, dari Eat Sleep Kiss: <http://carolinelle.blogspot.com/2018/12/grand-opening-watsons-pakuwon-mall.html>
- Casidy, R., & Wymer, W. (2016). A Risk Worth Taking: Perceived Risk as Moderator of Satisfaction, Loyalty, and Willingness-to-Pay Premium Price. *Journal of Retailing and Consumer Services*, 32, 189-197.
- Chan, E. A., Jones, A., Fung, S., & Wu, S. C. (2012). Nurses' perception of time availability in patient communication in Hong Kong. *Journal of Clinical Nursing*, 21(7-8), 1168-1177.
- Chang, H. H. (2015). Which One Helps Tourists Most? Perspectives of International Tourists Using Different Navigation Aids . *Tourism Geographies*, 17(3), 350-369.

- Chang, H. J., Cho, H. J., Turner, T., Gupta, M., & Watchravesringkan, K. (2015). Effects of store attributes on retail patronage behaviors. *Journal of Fashion Marketing and Management. An International Journal*, 19(2), 136–153.
- Chang, T. -Y., & Horng, S. C. (2010). Conceptualizing Andmeasuring Experience Quality: The Customer's Perspective. *The Service Industries Journal*, 30(14), 2401-2419.
- Chen, A., Peng , N., & Hung, K.-p. (2015). The Effects of Luxury Restaurant Environments on Diners' Emotions and Loyalty. *International Journal of Contemporary Hospitality Management*, 27(2). 236-260.
- Cho, J. Y., & Suh, J. (2020). Interior Design and Creativity. *Reference Module in Neuroscience and Biobehavioral Pschology*.
- Chun Wang, J., Wang, Y. -C., & Tai, Y. -F. (2016). Systematic Review of the Elements and Service Standards of Delightful Service. *International Journal of Contemporary Hospitality Management*, 28(7), 1310-1337.
- Claudia, E. (2019, Agustus 19). *Jojo Nomic*. Dipetik Februari 7, 2020, dari 13 Jenis Bisnis Ritel agar Usahamu Cepat Maju: <https://jojonomic.com/blog/ritel/>
- Countryman, C. C., & Jang, S. (2006). The Effects of Atmospheric Elements on Customer Impression: The Case of Hotel Lobbies. *International Journal of Contemporary Hospitality Management*, 18(7), 534–545.
- Dahwilani, D. M. (2015, Juni 2). *Pertumbuhan Ritel Indonesia 12 Peringkat Dunia*. Dipetik Februari 5, 2020, dari Sindo News: <https://ekbis.sindonews.com/read/1007773/34/pertumbuhan-ritel-indonesia-peringkat-12-dunia-1433163799>
- Damminga, C., Wu, J., & Johnson, K. P. (2012). The Effect of Lifestyle and Shoppable Fashion Product Displays on Consumers' Approach and Avoidance Behavior. *Journal of Global Fashion Marketing*, Vol. 3, No. 3, 108-118.
- Dennis, C., Newman , A., Michon, R., Brakus, J. J., & Wright, L. T. (2010). The Mediating Effects of Perception and Emotion: Digital Signage in Mall Atmospherics. *Journal of Retailing and Consumer Services*, 17(3), 205-215.
- Dennis, C., Brakus , J. J., Gupta , S., & Alamanos, E. (2014). The Effect of Digital Signage on Shoppers' Behavior: The Role of The Evoked Experience. *Journal of Business Research*, 67(11), 2250-2257.
- Desra. (2019, Mei 26). *Tantangan Besar yang Dihadapi Industri Retail Saat Ini* . Dipetik Februari 5, 2020, dari Jurnal by Mekari:

- <https://www.jurnal.id/id/blog/tantangan-besar-yang-dihadapi-industri-retail-saat-ini/>
- Djali. (2008). *Skala Likert*. Jakarta: Pustaka Utama.
- Durianto, D. (2004). *Brand Equity Ten Strategi Memimpin Pasar*. Gramedia Pustaka Utama.
- Dwijayanto , A., & Tendi. (2019, November 15). *Duta Intidaya (DAYA) akan redesign seluruh gerai Watsons di tahun ini*. Dipetik Februari 5, 2020, dari Kontan.co.id: <https://industri.kontan.co.id/news/duta-intidaya-daya-akan-redesign-seluruh-gerai-watsons-di-tahun-ini>
- Edvardsson, B., Enquist, B., & Johnston, R. (2010). Design Dimensions of Experience Rooms for Service Test-Drives: Case Studies in Different Service Contexts. *Journal of Service Theory and Practice* , 20(4), 312-327.
- Erkmen, E., & Hancer, M. (2019). Building Brand Relationship for Restaurants An Examination of Other Customers, Brand Image, Trust, and Restaurant Attributes. *International Journal of Contemporary Hospitality Management*.
- Faullant, R., Matzler, K., & Mooradian, T. A. (2011). Personality, Basic Emotions, and Satisfaction: Primary Emotions in The Mountaineering Experience. *Tourism Management*, 32(6), 1423-1430.
- Fauzi, Y. (2017, Agustus 3). *Perubahan Pola Belanja Masyarakat Bukan Alasan Daya Beli Lesu*. Dipetik Februari 10, 2020, dari CNN Indonesia: <https://www.cnnindonesia.com/ekonomi/20170803163656-92-232260/perubahan-pola-belanja-masyarakat-bukan-alasan-daya-beli-lesu>
- Ferdinand, A. (2002). *Structural equation modeling dalam penelitian manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Fernandes, A. A. (2018). The Mediation Effect of Customer Satisfaction in Relationship Between Service Quality, Service Orientation, and Marketing Mix Strategy to Customer Loyalty. *Journal of Management Development*, 37(1), 76-78.
- Fimela. (2018, Februari 7). *8 Keuntungan Menarik Jika Kamu Punya Membercard Watsons*. Dipetik Maret 19, 2020, dari Fimela: <https://www.fimela.com/fashion-style/read/3777817/8-keuntungan-menarik-jika-kamu-punya-membercard-watsons>
- Ganiyu, R. A. (2017). Customer Satisfaction And Loyalty: A Study Of Interrelationships and Effects In Nigerian Domestic Airline Industry. *Oradera Journal of Business and Economics*, Vol. 2, No. 1, pp. 7-20.

- Garaus, M., Wagner, U., & Manzinger, S. (2017). Happy Grocery Shopper: The Creation of Positive Emotions Through Affective Digital Signage Content. *Technological Forecasting and Social Change*, 124, 295–305.
- Gaynor, L.-G. (2009). Fashion Marketing Communications. *Journal of Fashion Marketing and Management*.
- GoToMalls. (t.thn.). *Watsons at Pakuwon Mall*. Dipetik Maret 26, 2020, dari Go to Malls: <https://www.gotomalls.com/malls/L0fnh4LOVNW1Dklj/pakuwon-mall/stores/LcZH1ct5IQh8kyLU/watsons>
- Grace, D. A., & O'Cass, A. (2004). Examining Service Experiences and Post-Consumption Evaluations. *Journal of Services Marketing* , 18(6), 460-461.
- Grillo, T. L., & Damacena, C. (2015). Student Engagement: The Role of Social Influence and Locus of Control. *International Journal of Management in Education*, 9(4), 466-485.
- Guenzi, P., Johnson, M. D., & Castaldo, S. (2009). A Comprehensive Model of Customer Trust in Two Retail Stores. *Journal of Service Management* , 20(3), 290-316.
- Gupta, K. K., & Bansal, I. (2012). Development of an Instrument to Measure Interne Banking Service Quality in India. *International Refereed Research Journal*, 2(2), 11-25.
- Haase, J., Wiedmann, K. -P., & Labe, F. (2018). Effects of Consumer Sensory Perception on Brand Performance. *Journal of Consumer Marketing*.
- Hadyan, R. (2019, September 2). *Ritel Kesehatan & Kecantikan Kian Agresif Ekspansi di Mal*. Dipetik Februari 7, 2020, dari Ekonomi Bisnis: <https://ekonomi.bisnis.com/read/20190902/12/1143591/ritel-kesehatan-kecantikan-kian-agresif-ekspansi-di-mal>
- Hair Jr. , J. F., Black, W. C., Babin , B. J., & Anderson, R. E. (2007). *Multivariate Data Analysis, 6th Edition*. New Jersey: Pearson Education Inc.
- Hansen, K. V., Jensen , Ø., & Gustafsson, I. -B. (2005). The Meal Experiences of á la Carte Restaurant Customers. *Scandinavian Journal of Hospitality and Tourism*, 5, 135-151.
- Harmeling, C. M., Moffett , J. W., Arnold , M. J., & Ca, B. D. (2017). Toward a Theory of Customer Engagement Marketing. *Journal of the Academy of Marketing Science*, 45(3), 312–335.
- HERO Group. (2017). *Laporan Tahunan 2017*. Tangerang Selatan: PT Hero Supermarket Tbk.

- Heung, V. C., & Gu, T. (2012). Influence of Restaurant Atmospherics on Patron Satisfaction and Behavioral Intentions. *International Journal of Hospitality Management*, 31(4), 1167-1177.
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing*, 28(2), 149-165.
- Hulten, B. (2011). Sensory Marketing: the Multi-Sensory Brand-Experience Concept. *European Business Review*, 23(2), 256-273.
- Hulten, B., Broweus, N., & Van Djik, M. (2009). *Sensory Marketing*. Palgrave Macmillan, Basingstoke.
- Io, M. -U. (2017). Understanding the Effects of Multi-Dimensional Tourism Experiences on Tourists' Positive Emotions and Satisfaction in the Context of Casino Hotels. *International Journal of Culture, Tourism and Hospitality Research*, 11(2), 142-156.
- Jamil, E. R. (2017, November 10). *Di Tengah Lesunya Industri Peritel, Ini Cara Watson Indonesia Jaga Tren Pasar*. Dipetik Februari 5, 2020, dari AyoBandung.com:
<https://www.ayobandung.com/read/2017/11/10/25519/di-tengah-lesunya-industri-peritel-ini-cara-watson-indonesia-jaga-tren-pasar>
- Jang, S. S., & Namkung, Y. (2009). "Perceived Quality, Emotions, and Behavioral Intentions: Application of an Extended Mehrabian-Russell Model to Restaurants. *Journal of Business Research*, 62(4), 451-460.
- Jani, D., & Han, H. (2013). Personality, Social Comparison, Consumption Emotions, Satisfaction, and Behavioral Intentions: How Do These and Other Factors Relate in a Hotel Setting? *International Journal of Contemporary Hospitality Management*, 25(7), 970-993.
- Joseph-Mathews, S., Bonn , M. A., & Snepe, D. (2009). Atmospherics and Consumers' Symbolic Interpretations of Hedonic Services. *International Journal of Culture, Tourism and Hospitality Research*, 3(3), 193-210.
- Karaosmanoğlu, E., Banu Elmadağ Baş, A., & Zhang, J. (. (2011). The Role of Other Customer Effect in Corporate Marketing. *European Journal of Marketing*, 45(9/10), 1416–1445.
- Kastenholz, E., Carneiro, M. J., Marques, C. P., & Loureiro, S. M. (2018). The Dimensions of Rural Tourism Experience: Impacts on Arousal, Memory, and Satisfaction. *Journal of Travel & Tourism Marketing*, 35(2), 189-201.
- Keller, K. L. (2003). *Strategic Brand Management: Building, Measuring and Managing Equity*. New Jersey: Practice Hall.

- Kenia, I., & Huzaini, A. (2019, Agustus 14). *Pasar produk perawatan kulit punya potensi berkembang*. Dipetik Februari 5, 2020, dari kontan.co.id: <https://industri.kontan.co.id/news/pasar-produk-perawatan-kulit-punya-potensi-berkembang>
- Kesari, B., & Atulkar, S. (2016). Satisfaction of Mall Shoppers: A Study on Perceived Utilitarian and Hedonic Shopping Values. *Journal of Retailing and Consumer Services*, 31, 22–31.
- Kim, S., Chung , J. -E., & Suh, Y. (2016). Multiple Reference Effects on Restaurant Evaluations: a Cross-Cultural Study. *International Journal of Contemporary Hospitality Management*, 28(7), 1441-1466.
- Koopman, J., Lanaj, K., & Scott, B. A. (2016). Integrating the Bright and Dark Sides of OCB: a Daily Investigation of the Benefits and Costs of Helping Others”,. *Academy of Management Journal*, 59(2), 414-435.
- Kotler, P., & Armstrong, G. (2010). *Prinsip-Prinsip Pemasaran, Jilid 1 dan 2 Edisi Kedua Belas*. Jakarta: Erlangga.
- Krishna, A. (2012). An Integrative Review of Sensory Marketing: Engaging the Senses to Affect Perception, Judgment and Behavior. *Journal of Consumer Psychology*, 22(3), 332–351.
- Kumar, I., Garg, R., & Rahman, Z. (2010). Influence of Retail Aatmospherics on Customer Value in an Emerging Market Condition. *Great Lakes Herald*, 3(1), 1-13.
- Lee, K., Madanoglu, M., Ha, I. S., & Fritz, A. (2018). The Impact of Service Quality and Customer Satisfaction on Consumer Spending in Wineries. *The Service Industries Journal*, 1-13.
- Lee, S., Manthiou, A., Jeong, M., Tang, L., & Chiang, L. (2015). Does Consumers' Feeling Affect Their Quality of Life? Roles of Consumption Emotion and Its Consequences. *International Journal of Tourism Research*, 17(4), 409-416.
- Lee, Y. -K., Kim , S. Y., Son, M. H., & Lee, D. -J. (2011). Do Emotions Play a Mediating Role in the Relationship Between Owner Leadership Styles and Manager Customer Orientation, and Performance in Service Environment? *International Journal of Hospitality Management* , 30(4), 942-952.
- Leri, I., & Theodoridis, P. (2019). The Effects of the Winery Visitor Experience on Emotions, Satisfaction and on Post-Visit Behaviour Intentions. *Tourism Review*.
- Levy, M., Weitz, B. A., & Grewal , D. (2012). *Retailing management 8th Edition*. New York, NY: McGraw-Hill Irwin.

- Liang, C. C., & Lee, J. P. (2018). Carbon Footprint Model for Reverse Logistics of Waste Disposal in Interior Design Industry. *Asia Pacific Journal of Marketing and Logistics*, 40(4), 889-906.
- Liao, G. -Y., Huang, H. C., & Teng, C. -I. (2016). When Does Frustration Not Reduce Continuance Intention of Online Gamers? The Expectancy Disconfirmation Perspective. *Journal of Electronic Commerce Research*, 17(1), 65-79.
- Lin , J.-S. C., & Liang, H.-Y. (2011). The Influence of Service Environments on Customer Emotion and Service Outcomes. *Managing Service Quality: An International Journal*, 21(4), 350-372.
- Lin, R. -J., Chen, R. -H., & Chiu, K. K.-S. (2010). Customer Relationship Management and Innovation Capability: An Empirical Study. *Industrial Management & Data Systems*, 101(1), 111-133.
- Little, J. (2012). Transformational Tourism, Nature and Wellbeing: New Perspectives on Fitness and the Body*. *Sociologia Ruralis*, 52 (3), 257-271.
- Lusch, . F., Dunner, P. M., & Carve, J. R. (2011). *Introduction to retailing*. Mason, Ohio: South-Western Cengage Learning.
- Mamamiaaa. (2018, Agustus 23). *FORUM: Kalo Beli Skincare, Lebih Suka di Guardian atau Watsons?* Dipetik Maret 23, 2020, dari Beautynesia: <https://beautynesia.id/29318/article/skincare/forum-kalo-beli-skincare-lebih-suka-di-guardian-atau-watsons>
- Matic, I., & Jukic, V. (2012). Innovativeness and Business Performance: Empirical Evidence From Bosnia and Herzegovina's Small-Sized Firms. *Journak of American Academy of Business*, 18(1), 198-205.
- Mayock, P. (2014, Februari 4). *Personalization Equals Loyalty for Millennials*. Dipetik April 8, 2020, dari Hotel News Now: <http://www.hotelnewsnow.com/Articles/21615/Personalization-equals-loyalty-for-millennials>
- Miao, L., & Mattila, A. S. (2013). The Impact of Other Customers on Customer Experiences: a Psychological Distance Perspective. *Journal of Hospitality and Tourism Research*, 37(1), 77-99.
- Michel, A., Baumann, C., & Gayer, L. (2017). Thank You For the Music – or Not? The Effects of in-Store Music in Service Settings. *Journal of Retailing and Consumer Services* , 36, 21-32.
- Mohan, G., Sivakumaran, B., & Sharm, P. (2013). Impact of Store Environment on Impulse Buying Behavior. *European Journal of Marketing*, 47(10), 1711-1732.

- Morrison, M., Gan, S., Dubelaar, C., & Oppewal, H. (2011). In-store Music and Aroma Influences on Shopper Behavior and Satisfaction. *Journal of Business Research*, 64(6), 558-564.
- Mosahab, R., Mahamad, O., & Ramayah, T. (2010). Service Quality, Customer Satisfaction and Loyalty: A Test of Mediation. *International Business Research*, 3(4), 72-80.
- MPPA Retail Group. (2017). *Laporan tahunan 2017*. Tangerang: PT Matahari Putra Prima Tbk.
- Mustiani, S. (2019, September 3). *Traveling Asik Tetap Cantik dan Sehat bersama Watsons di Thailand*. Dipetik Maret 19, 2020, dari Bucket List: <https://sitimustiani.com/2019/09/traveling-asik-pakai-watsons-di-thailand/>
- Newman, A. J. (2007). Uncovering Dimensionality in the Servicescape: Towards Legibility. *The Service Industries Journal*, 27(1), 15-28.
- Newman, A., Dennis, C., Wright, L. -T., & King, T. (2010). Shoppers' Experiences of Digital Signage-a Cross-National Qualitative Study. *International Journal of Digital Content Technology and its Applications*, 4(7).
- Nicholls, R., & Mohsen, M. G. (2015). Other Customer Age: Exploring Customer Age-Difference Related CCI. *Journal of Services Marketing*, 29(4), 255–267.
- Nordfält, J., Grewal , D., Roggeveen, A. L., & Hill, K. M. (2014). Insights from In-Store Marketing Experiments. *Shopper Marketing and the Role of In-Store Marketing*, 127-146.
- Norfolk, T., Birdi, K., & Walsh, D. (2007). The Role of Empathy in Establishing Rapport in the Consultation: a New Model. *Medical Education*, 41(7). 690-697.
- Nyadzayo, M. W., & Khajehzadeh, S. (2016). The Antecedents of Customer Loyalty: A Moderated Mediation Model of Customer Relationship Management Quality and Brand Image. *Journal of Retailing and Consumer Services*, Vol. 30, pp. 262-270.
- Oakes, S., & North, A. C. (2008a). Reviewing Congruity Effects in the Service Environment Musicscape. *International Journal of Service Industry Management*, 19(1), 63-82.
- Oakes , S., & North, A. C. (2008b). Using Music to Influence Cognitive and Affective Responses in Queues of Low and High Crowd Density. *Journal of Marketing Management*, 24(5-6), 589-602.

- Okezone. (2017, Mei 4). *Penjualan Matahari Putra Prima Turun 3,53%*. Dipetik Februari 7, 2020, dari Oke Finance: <https://economy.okezone.com/read/2017/05/04/278/1682996/penjualan-matahari-putra-prima-turun-3-53>
- Omoredge, O. K., Addae, J. A., Coffie, S., Appiagyei, G. O., & Ofori, K. S. (2019). Factors Influencing Consumer Loyalty: Evidence From The Ghanaian Retail Banking Industry. *International Journal of Bank Marketing*.
- Ong, F. S., Khong, K. W., Yeoh, K. K., Syuhaily, O., & Nor, O. M. (2018). A Comparison Between Structural Equation Modelling (SEM) and Bayesian SEM Approaches on In-Store Behaviour. *Industrial Management & Data Systems*, 118(1), 41–64.
- Pangkey , T. P. (2013). Analisis Servicescape Terhadap Loyalitas Pengunjung Pada Hotel Berbintang di Manado (Studi Pada Hotel Quality Manado). *Jurnal EMBA*, Vol.1, No.3, hal. 233-241.
- Pappas, I. O., Mikalef, P., Giann, M. N., & Kourouthanassis, P. E. (2019). Explaining User Experience in Mobile Gaming Applications: An fsQCA Approach. *Internet Research*.
- Pegler, M. M. (2012). *Visual Merchandising and Display*. New York, NY: Fairchild Books.
- Peng, C. -Y., & Chen, L. -T. (2015). Algorithms for assessing intervention effects in single-case studies. *Journal of Modern Applied Statistical Methods*, 14(1), 276-307.
- Pleshko , L. P., & Heiens, R. A. (2015). Customer Satisfaction and Loyalty in The Kuwaiti Retail Services Market: Why Are Satisfied Buyers Not Always Loyal Buyers? *The International Review of Retail, Distribution and Consumer Research*, 25(1), 55-71.
- Porcherot , C., Delplanque, S., Raviot-Derrien , S., Calvé, B. L., Chrea , C., Gaudreau , N., et al. (2010). How Do You Feel When You Smell This? Optimization of a Verbal Measurement of Odor-Elicited Emotions. *Food Quality and Preference*, 21(8), 938-947.
- Prayag, G., Hosany, S., & Odeh, K. (2013). The Role of Tourists' Emotional Experiences and Satisfaction in Understanding Behavioral Intentions. *Journal of Destination Marketing and Management*, 2(2), 118–127.
- PT Duta Intidaya Tbk. (2017). *Laporan Tahunan 2017*. Jakarta Selatan.
- Puspita, D. (2018). *Asyiknya Belanja Produk Kecantikan Di Watsons, Banyak Diskon Dan Promo Menarik Loh!* Dipetik Maret 26, 2020, dari

- Dwipuspita: <https://www.dwipuspita.com/2019/09/belanja-produk-kecantikan-di-watsons.html>
- Puspitasari , I., & Husaini, A. (2019, Mei 1). *Duta Intidaya (DAYA) jalankan dua strategi dalam bisnisnya tahun ini*. Dipetik Februari 5, 2020, dari Kontan.co.id: <https://industri.kontan.co.id/news/duta-intidaya-daya-jalankan-dua-strategi-dalam-bisnisnya-tahun-ini>
- Rahayu, E. M. (2013, September 20). *Ambisi Watsons Menjadi Ritel No.1 di Asia*. Dipetik Maret 19, 2020, dari SWA: <https://swa.co.id/swa/headline/ambisi-watsons-menjadi-ritel-no-1-di-asia>
- Rai, A. K. (2012). *Customer Relationship Management Concepts and Cases*. Delhi: PHI Learning Private Limited.
- Raz, C., D. Piper, Haller, R., Nicod, H., Dusart, N., & Giboreau, A. (2008). From Sensory Marketing to Sensory Design: How to Drive Formulation Using Consumers' Input? *Food Quality and Preference*, 19(8), 719-726.
- Reza. (2019, Mei 13). *Bertaburan Diskon, Gerai Baru Watsons di Mal Senayan City Diserbu Health and Beauty Enthusiast*. Dipetik Februari 5, 2020, dari Liputan 6: <https://www.liputan6.com/lifestyle/read/3964539/bertaburan-diskon-gerai-baru-watsons-di-mal-senayan-city-diserbu-health-and-beauty-enthusiast>
- Roschk , H., Loureiro, S. M., & Breitsohl, J. (2017). Calibrating 30 Years of Experimental Research: A Meta-Analysis of the Atmospheric Effects of Music, Scent, and Color. *Journal of Retailing*, 93(2), 228-240.
- Ryu , K., & Jang, S. S. (2008). The Influence of the Physical Environment on Customer and Behavioural Intentions: the Application of Modified Mehrabian-Russel Model. *The Service Industries Journal*, 28(8), 1151-1165.
- Sarkar Sengupta, A., & Pillai, S. S. (2017). Impact of Other Customers on Service Quality Evaluation and Revisit Intention in Hospitality Services. *International Journal of Culture, Tourism and Hospitality Research*, 11(2), 182–192.
- Schmitt, R., Köhler, M., Durá, J. V., & Diaz-Pineda, J. (2014). Objectifying User Attention and Emotion Evoked by Relevant Perceived Product Components. *Journal of Sensors and Sensor Systems*, 3(2), 315-324.
- Segoro, W. (2012). Mooring Factor, Customer Satisfaction, and Loyalty: Research on Cellular Providers in West Java. *Journal of Global Business Administration*, 4(1), 60-69.
- Sekaran, U. (2003). *Research Methods For Business: A Skill Building Aproach*. New York-USA: John Wiley and Sons, Inc.

- Sekaran, U. (2006). *Metodologi Penelitian untuk Bisnis Edisi 4*. Jakarta: Salemba Empat.
- Senturk, B. (2011). The Concept of User Satisfaction in Archival Institutions. *Library Management*, 33(1/2), 66-72.
- Sirgy, M. J. (2012). *The Psychology of Quality of Life: Hedonic Well-Being, Life Satisfaction, and Eudaimonia*. Springer.
- Sit, W. -Y., Ooi, K. -B., Lin, B., & Chong, A. Y.-L. (2009). TQM and Customer Satisfaction in Malaysia's Service Sector. *Industrial Management and Data Systems*, 109(7), 957-975.
- Skandrani, H., Mouelhi, N. B., & Malek, F. (2011). Effect of Store Atmospherics on Employees' Reactions. *International Journal of Retail & Distribution Management*, 39(1), 51-67.
- So, K. K., King, C., Sparks, B. A., & Wang, Y. (2014). The Role of Customer Engagement in Building Consumer Loyalty to Tourism Brands. *Journal of Travel Research*, 55(1), 64–78.
- Soars, B. (2009). Driving Sales Through Shoppers' Sense of Sound, Sight, Smell and Touch. *International Journal of Retail & Distribution Management*, 37(3), 286-298.
- Solomon, M. R. (2011). *Consumer Behavior : Buying, Having, and Being*. Upper Saddle River, New Jersey: Pearson.
- Song, H., Kim , M., & Choe, Y. (2018). Structural relationships among mega-event experiences, emotional responses, and satisfaction: focused on the 2014 Incheon Asian Games. *Current Issues in Tourism*, 1-7.
- Spence, C., Puccinelli, N. M., & Grewal, D. (2014). Store Atmospherics: A Multisensory Perspective. *Psychology and Marketing*, 31(7), 472-488.
- Spies, K., Hesse, F., & Loesch, K. (1997). Store atmosphere, mood and purchasing behavior. *International Journal of Research in Marketing*, 14(1), 1-17.
- Stevens , K., Fröis, T., Masal, S., Winder, A., & Bechtold, T. (2016). Design and Colour Preferences for Older Individuals in Residential Care. *Research Journal of Textile and Apparel*, 20(2), 87-101.
- Su , L., & Hsu, M. K. (2013). Service Fairness, Consumption Emotions, Satisfaction, and Behavioral Intentions: The Experience of Chinese Heritage Tourists. *Journal of Travel & Tourism Marketing*, 30(8), 786-805.
- Sugiyono. (2008). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.

- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.
- Sum, C. Y., & Hui, C. L. (2009). Salespersons' Service Quality and Customer Loyalty in Fashion Chain Stores. *Journal of Fashion Marketing and Management: An International Journal*, 13(1), 98–108.
- Tang, A. (2017, Juli 10). *Watsons launches brand refresh campaign with new uniforms*. Dipetik Maret 25, 2020, dari Marketing: <https://old.marketing-interactive.com/watsons-new-uniform-plays-key-role-in-latest-brand-refresh-campaign/>
- Thakur, R. (2016). Understanding Customer Engagement and Loyalty: A Case of Mobile Devices for Shopping. *Journal of Retailing and Consumer Services*, 32, 151-163.
- Timlin, G., & Rysenbry, N. (2010). *Design for Dementia: Improving Dining and Bedroom Environments in Care Home*. London: Royal College of Art.
- Tomazelli, J., Broilo, P. L., Espartel, L. B., & Basso, K. (2017). The Effects of Store Environment Elements on Customer-to-Customer Interactions Involving Older Shoppers. *Journal of Services Marketing*, 31(4/5), 339–350.
- Tomkins Institute. (2014). *Affects Evolved as the System of Motivation for human Beings*.
- Triantafillidou, A., Siomkos, G., & Papafilippaki, E. (2017). The Effects of Retail Store Characteristics on In-Store Leisure Shopping Experience. *International Journal of Retail & Distribution Management*, 45(10), 1034-1060.
- Tubillejas Andrés , B., Cervera-Taulet , A., & Calderón García, H. (2016). Social Servicescape Effects on Post-Consumption Behavior. *Journal of Service Theory and Practice*, 26(5), 590–615.
- Uhrich, S., & Koenigstorfer, J. (2009). Effects of Atmosphere at Major Sports Events: a Perspective from Environmental Psychology. *International Journal of Sports Marketing and Sponsorship*, 10(4), 56–75.
- Vakeel, K. A., Sivakumar, K., R., J. K., & Dey, S. (2018). Service Failures After Online Flash Sales: Role of Deal Proneness, Attribution, and Emotion. *Journal of Service Management*, 29(2), 253-276.
- Vukadin, A., Lemoine , J. -F., & Badot, O. (2016). Opportunities and Risks of Combining Shopping Experience and Artistic Elements in the Same Store: a Contribution to the Magical Functions of the Point of Sale. *Journal of Marketing Management*, 32(9-10), 944.

- Walter, U., & Edvardsson, B. (2012). The Physical Environment as a Driver of Customers' Service Experiences at Restaurants. *International Journal of Quality and Service Sciences*, 4(2), 104-119.
- Wang , C.-H., & Ha, S. (2011). Store Attributes Influencing Relationship Marketing: a Study of Department Stores. *Journal of Fashion Marketing and Management an International Journal*, 15(3), 326–344.
- Wang, W., & Wu, L. -W. (2012). Customer Loyalty and the Role of Relationship Length. *Managing Service Quality*, 22(1), 58-74.
- Wardani , A. K. (2018, April 30). *Senjakala Matahari Putra Prima*. Dipetik Februari 7, 2020, dari Tirto.id: <https://tirto.id/senjakala-matahari-putra-prima-cJA2>
- Wardhani, S. (2018, Desember 3). *Dinamika Perkembangan Sektor Ritel*. Dipetik Februari 7, 2020, dari Valid News: <https://www.validnews.id/DINAMIKA-PERKEMBANGAN-SEKTOR-RITEL-hMP>
- Watanabe, Y., Matsumoto, K., & Nogawa, H. (2013). Variables Influencing Spectators' Desire to Stay at a Professional Golf Tournament in Japan. *Contemporary Management Research*, 9(3), 283-298.
- Watsons. (2018). *Laporan Tahunan 2018*. Jakarta Selatan: PT Duta Intidaya Tbk.
- Watsons Indonesia. (t.thn.). *Mengenai Watsons*. Dipetik Juli 27, 2020, dari Watsons: <http://www.watsons.biz.id/id/our-company/>
- Weissenberg, A., Katz, A., & Narula , A. (2013). *A Restoration in Hotel Loyalty Developing a Blueprint for Reinventing Loyalty Programs*. Deloitte Development LLC.
- Wong, A. (2004). The Role of Emotional Satisfaction in Service Encounters. *Managing Service Quality*, 14(5), 365-376.
- Wu, W. -Y., Lee , C. -L., Fu , C. -S., & Wang, H. -C. (2013). How Can Online Store Layout Design and Atmosphere Influence Consumer Shopping Intention on a Website? *International Journal of Retail & Distribution Management*, 42(1), 4–24.
- Xie, Y., & Sun, J. (2018). How Does Embodiment Work in Dark Tourism “Field”? Based on Visitors' Experience in Memorial Hall of The Victims in Nanjing Massacre. *International Journal of Tourism Cities*, 4(1), 110-122.
- Xu, J. B., & Chan, A. (2010). A Conceptual Framework of Hotel Experience and Customer-Based Brand Equity: Some Research Questions and

- Implications. *International Journal of Contemporary Hospitality*, Vol. 22, No. 2, pp. 174-193.
- Yoon, S.-J. (2013). Antecedents and Consequences of In-Store Experiences Based on an Experiential Typology. *European Journal of Marketing*, 47(5/6), 693–714.
- Zarantonello, L., & Schmitt , B. H. (2010). Using The Brand Experience Scale to Profile Consumers and Predict Consumer Behaviour. *Journal of Brand Management*, Vol. 17, No. 7, pp. 532-540.
- Zhao, Y., Yan, L., & Keh, H. T. (2018). The Effects of Employee Behaviours on Customer Participation in the Service Encounter. *European Journal of Marketing*, 52(5/6), 1203–1222.
- Zheng, L. (2019). The Role of Consumption Emotions in Users' Mobile Gaming Application Continuance Intention. *Information Technology & People*.