

## DAFTAR PUSTAKA

- Abdullah, M. (2015). Metode penelitian kuantitatif.
- Abrantes Ferreira, D., Gonçalves Avila, M., & Dias de Faria, .. (2010). Corporate social responsibility and consumers' perception of price. *Social Responsibility Journal*, 6(2), 208-221.
- Adixio, R., & Saleh, L. (2013). Pengaruh kualitas layanan dan nilai yang dirasakan terhadap niat pembelian ulang melalui mediasi kepuasan pelanggan restoran solaria di surabaya. *Journal of Business & Banking*, 3(2), 151-164.
- Ahearne, M., Gruen, T., & Jarvis, C. (1999). f looks could sell: Moderation and mediation of the attractiveness effect on salesperson performance. *International Journal of Research in Marketing*, 16(4), 269-284.
- Aldan, F. (2012). Analisis Pengaruh Kualitas Produk, Harga, dan Daya Tarik Iklan terhadap Minat Beli Sepeda Motor Yamaha. *Diponegoro Journal of Management Journal of Manajement*, 1(2002), 1-49.
- Antwi, S. (2021). "I just like this e-Retailer": Understanding online consumers repurchase intention from relationship quality perspective. *Journal of Retailing and Consumer Services*, 61, 2.  
doi:<https://doi.org/10.1016/j.jretconser.2021.102568>.
- Arikunto, S. (2006). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Baker, J., Parasuraman, A., Grewal, D., & Voss, G. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal of marketing*, 66(2), 120-141.
- Berman, B., & Evans, J. (2010). *Retail Management. A Strategic Approach, 11th Edition*. . United State of American : Pearson Education, Inc.
- Bilgili, B., & Ozkul, E. (2015). Brand Awareness, Brand Personality, Brand Loyalty and Consumer Satisfaction Relations in Brand Positioning Strategies (A Torku Brand Sample). *Journal of Global Strategic Management*, 9(2), 89-106.
- Chakrabarty, S., Whitten, D., & Green, K. (2007). Understanding service quality and relationship quality in is outsourcing: Client orientation and promotion, project management effectiveness, and the task-technology-structure fit. *Journal of Computer Information Systems*, 48(2), 1-15.
- Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T., & Delias, P. (2022). Factors affecting repurchase intentions in retail shopping: An empirical study. *Heliyon*, 8(9).

- Chen, Z., & Dubinsky, A. (2003). A conceptual model of perceived customer value in e-commerce: a preliminary investigation. *Psychology & Marketing*, 20(4), 323-347.
- Chiang, Y. (2016). Examining the relationships between destination image, place attachment, and destination loyalty in the context of night markets. *International Journal of Business and Management*, 11(2), 11-21.
- Chinomona, R., & Mazriri, E. (2017). The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: a case of male consumers for cosmetic brands in South Africa. *Journal of Business and Retail Management Research*, 12(1).
- Chua, A., & Banerjee, S. (2015). Understanding review helpfulness as a function of reviewer reputation, review rating, and review depth. *Journal of the Association for Information Science and Technology*, 66(2), 354-362.
- Daniel, A., Elfandi, A., Prabowo, C., Ikhsan, R., & Suhud, U. (n.d.). Pengaruh Store Atmosphere, Promotion, Perceived Value, dan Customer Satisfaction terhadap Revisit Intention pada Restoran Bakso. View of pengaruh store atmosphere, promotion, perceived value, Dan Customer Satisfaction Terhadap Revisit Intention Pada restor. Retrieved from <http://pub.unj.ac.id/index.php/jbmk/article/view/87/120>
- Darmawan, P., & Zuhdi, S. (2015). PENGARUH ARSITEKTUR MEREK DAN KUALITAS PRODUK TERHADAP KESADARAN MEREK.
- Davcik, N., & Sharma, P. (2015). Impact of product differentiation, marketing investments and brand equity on pricing strategies. *European Journal of Marketing*, 49(5/6), 760-781.
- Dion, D., & Arnould, E. (2011). Retail Luxury Strategy: Assembling Charisma Through Art and Magic. *Journal of Retailing*, 87(4), 502-20.
- Durianto, D., Sugiarto, & Budiman, L. (2004). *Brand Equity Ten Strategi Memimpin Pasar*. PT. Gramedia Pustaka Utama.
- Fandiyanto, R., & Kurniawan, R. (2019). Pengaruh Kepercayaan Merek Dan Citra MerekTerhadap Minat Beli Ulang "Kopi Toraja" Di Coffee Josh Situbondo. Retrieved from <https://ejournal.upm.ac.id/index.php/ecobuss/article/view/346/354>
- Fang, S., Zhang, C., & Li, Y. (2020). Physical attractiveness of service employees and customer engagement in tourism industry. *Annals of Tourism Research*.
- Farhana, & Mosarrat. (2012). Brand Elements Lead to Brand Equity: Differentiate or Die. *Information Management and Business Review*, 4(4), 223-233.
- Fecher, A., Robbert, T., & Roth, S. (2019). Same price, different perception: measurement-unit effects on price-level perceptions and purchase intentions. *Journal of Retailing and Consumer Services*, 49, 129-142.

- Feriyanto, W. (2021). PENGARUH BRAND IMAGE, ISLAMIC STORE ATMOSFER DAN BRAND AWARENESS TERHADAP LOYALITAS KONSUMEN DENGAN MINAT BELI ULANG SEBAGAI VARIABEL INTERVENING “Studi Kasus Pada Konsumen Rabbani Semarang”. *Undergraduate thesis, Universitas Islam Sultan Agung Semarang*.
- Gallarza, M., & Gil., I. (2006). Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behavior. *Tourism Management*, 27(3), 437-452.
- García-Fernández, J., Gálvez-Ruiz, P., Fernández-Gavira, J., Vélez-Colón, L., Pitts, B., & Bernal-García, A. (2018). The effects of service convenience and perceived quality on perceived value, satisfaction and loyalty in low-cost fitness centers. *Sport Management Review*, 21(3), 250-262.
- Ghozali, I. (2006). *Aplikasi Analisis Multivariate dengan Program SPSS (4 ed.)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 (9 ed.)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Graciola, A., De Toni, D., Milan, G., & Eberle, L. (2020, Juli). Mediated-moderated effects: High and low store image, brand awareness, perceived value from mini and supermarkets retail stores. *Journal of Retailing and Consumer Services*, 55. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0969698919308793?via%3Dihub>
- Hair, J. (2010). *Multivariate Data Analysis: Global Edition, 7th Edition (7 ed.)*. Pearson Prentice-Hall. Retrieved from [https://www.researchgate.net/publication/237009923\\_Multivariate\\_Data\\_Analysis\\_A\\_Global\\_Perspective](https://www.researchgate.net/publication/237009923_Multivariate_Data_Analysis_A_Global_Perspective)
- Hamilton, R., & Chernev, A. (2013). Low prices are just the beginning: Price image in retail management. *Journal of Marketing*, 77(6), 1-20.
- Hansen, K., & Singh, V. (2009). Market Structure Across Retail Formats. *Marketing Science*, 28(4), 656-673.
- Hartline, M., & Jones, K. (1996). Employee performance cues in a hotel service environment: influence on perceived service quality, value, and word-of-mouth intentions. *Journal of Business Research*, 35(3), 207-215.
- Hendroyono, A. (2018). Pengaruh Sosial Media Youtube, Persepsi Harga dan Service Quality Terhadap Niat Pembelian Melalui Brand Awareness pada Traveloka di Surabaya. *Jurnal Widya Mandala Catholic University Surabaya*.
- Hoang, X., Kim, T., Nguyen, T., Ly, M., Luong, T., Thanh, T., . . . Ly, H. (2020). The moderating role of CSR associations on the link between brand awareness and purchase intention. *Koreascience.or.Kr*, 7(6), 233-240.

- Huang, L., Gao, M., & Hsu, P. (2019). A study on the effect of brand image on perceived value and repurchase intention in ecotourism industry. *Ekoloji*, 28(107), 283-287.
- J. A. (2007). *Research Methods for Business*. Chichester: John Wiley & Sons Ltd.
- Jahanzeb, S., Fatima, T., & Mohsin Butt, M. (2013). How service quality influences brand equity. *Journal of Bank Marketing*, 31(2), 126-141.  
doi:doi:10.1108/02652321311298735
- Jermsittiparsert, K., Sutduean, J., & Sriyakul, T. (2019). Determinants of social media usage (Face-book) to create brand awareness among Indonesian consumers. *International Journal of Innovation. Creativity and Change*, 5(2), 1272-1289.
- Kalesaran, M. R., Lapian, J. S., & Saerang, R. T. (2019). ANALYZING THE DIMENSION OF BRAND EQUITY TOWARD REPURCHASE INTENTION OF KOPI KULO IN MANADO. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 7(4). Retrieved from <https://ejournal.unsrat.ac.id/index.php/emba/article/view/26452>
- Kapferer, J.-N., & Valette-Florence, P. (2018). The Impact of Brand Penetration and Awareness on Luxury Brand Desirability: A Cross Country Analysis of the Relevance of the Rarity Principle. *Journal of Business Research*, 83, 38-50.
- Kendall, S. (2006). Customer service from the customer's perspective. *Customer service delivery: Research and best practices*, 3-21.
- Kim, J., & Kim, J. (2012). Human factors in retail environments: a review. *International Journal of Retail & Distribution Management*, 40(11), 818-841.
- Kirby, A., & Kent, A. (2010). Architecture as brand: store design and brand identity. *Journal of Product & Brand Management*, 19(6), 432-439.
- Konuk, F. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103-110.
- Koshki, N., Esmaeilpour, H., & Ardestani, A. (2014). The study on the effects of environmental quality, food and restaurant services on mental image of the restaurant, customer perceived value, customer satisfaction and customer behavioral intentions: Case study of Boroujerd's Restau. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 33(10), 31-40.
- Kotler, P., & Keller, K. (2007). Il marketing del nuovo millennio. *Pearson Italia Spa*.
- Kotler, P., & Keller, K. (2009). *Manajemen Pemasaran*, 1(11).
- Kotler, P., & Keller, K. (2009). *Manajemen pemasaran*.

- Lemay Jr, E., Clark, M., & Greenberg, A. (2010). What is beautiful is good because what is beautiful is desired: Physical attractiveness stereotyping as projection of interpersonal goals. *Personality and Social Psychology Bulletin*, 36(3), 339-353.
- Liu, Y., & Jang, S. (2009). The effects of dining atmospherics: An extended Mehrabian-Russell model. *International Journal of Hospitality Management*, 28(4), 494-503.
- Lubis, I. (2010). Analisis Pengaruh Kualitas Produk Dan Pelayanan Terhadap Kesadaran Merek Pada Nasabah Bank Muamalat Indonesia Cabang Medan. *Doctoral dissertation, Universitas Sumatera Utara*.
- Manurip, D., Indriawati, P., & Deden. (2021, Desember 2). PENGARUH ENDORSEMENT, HARGA DAN PROMOSI TERHADAP PURCHASE INTENTIONKOSMETIK DI TOKO ONLINE SOCIOILLA. *JURNAL Educoco Universitas Balikpapan*, 4. Retrieved from <http://jurnal.peko.uniba-bpn.ac.id/index.php/Educoco/article/view/104/85>
- Maulida, Z., & Indah, D. (2020). Pengaruh Kesadaran Merek, Asosiasi Merek Dan Persepsi Kualitas Terhadap Kepuasan Konsumen Dan Implikasinya Terhadap Niat Membeli Ulang Vitamin Merek Holisticare Ester C Pada Masa Pandemi Covid 19 Di Kota Banda Aceh. *Jurnal Manajemen Dan Keuangan*, 9(3), 332-351.
- Nanggong, A., Mohammad, A., & Sabil, A. (2022). Leveraging Customer Experience, Brand Image and Store Atmosphere for Millennials Loyalty: An Empirical Analysis of Mediation. *Management Analysis Journal*, 11(4), 249-358.
- Ndukwe, G. (2011). The Effect of Product Quality on Brand Loyalty. *Study of MTN*. Retrieved from [https://www.academia.edu/1766154/The\\_Effect\\_of\\_Product\\_Quality\\_on\\_Brand\\_Loyalty.\\_A\\_Study\\_of\\_MTN](https://www.academia.edu/1766154/The_Effect_of_Product_Quality_on_Brand_Loyalty._A_Study_of_MTN)
- Nevin, J., & Houston, M. (1980). Image as a component of attraction to intra-urban shopping areas. *Journal of Retailing*, 56, 77-93.
- Niu, L., & Lee, J. (2018). The intention of repurchase on e-service quality by online travel agency site. *The Journal of Industrial Distribution & Business*, 9(7), 61-70.
- O'Kelley, M. (1981). A model of the demand for retail facilities, incorporating multistop, multipurpose trips. *Geographical Analysis*, 13, 134-148.
- Olaru, D., Purchase, S., & Peterson, N. (2008). From customer value to repurchase intentions and recommendations. *Journal of Business & Industrial Marketing*, 23(8), 554-565.
- Pan, Y., & Zinkhan, G. (2006). Determinants of retail patronage: A meta-analytical perspective. *Journal of retailing*, 82(3), 229-243.

- Pangaribuan, C., Sitinjak, M., & Tafriza, N. (2019). Do Store Atmosphere and Perceived Value Matter in Satisfying and Predicting the Millennials' Behavioral Intention in a Café Setting? *Binus Business Review*, 10(1), 31-40.
- Parasuraman, A., Zeithaml, V., & Berry, L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49, 41-50.
- Payne, A., & Holt, S. (2001). Diagnosing customer value: integrating the value process and relationship marketing. *British Journal of management*, 12(2), 159-182.
- Piris, Y., & Guibert, N. (2015). Effects of intuitive judgments on consumer assortment evaluations. *Journal of Consumer Marketing*.
- Platania, M., Platania, S., & Santisi, G. (2016). Entertainment marketing, experiential consumption and consumer behavior: the determinant of choice of wine in the store. *Wine Economics and Policy*, 5(2), 87-95.
- Putra, B. (2014). Analisis Pengaruh Promosi, Emosi Positif dan Store Environment Terhadap Perilaku Impulsive Buying. Semarang: Universitas Diponegoro. *Journal of Fashion Marketing and Management*, 10(4), 433-446.
- Rahma, E. (2007). Analisis Pengaruh Kualitas Layanan dan Citra Merek terhadap Minat Beli dan Dampaknya pada Keputusan Pembelian. *Tesis Magister Jurusan Manajemen Program Pascasarjana Universitas Diponegoro*.
- Rian Fiona, D. (2020). Pengaruh Promosi penjualan dan E-Service Quality terhadap Minat Beli Ulang Melalui Kepuasan Pelanggan (Studi pada pelanggan Gopay di Jabodetabek). Retrieved from <https://ejournal3.undip.ac.id/index.php/jiab/article/view/26434/23330>
- Roggeveen, A., Grewal, D., Karsberg, J., Noble, S., Nordfalt, J., Patrick, V., & Olson, R. (2021). Forging meaningful consumer-brand relationships through creative merchandise offerings and innovative merchandising strategies. *Journal of Retailing*, 97(1), 81-98.
- Romaniuk, J., Wight, S., & Faulkner, M. (2017). Brand awareness: Revisiting an old metric for a new world. *Journal of Product & Brand Management*, 26(5), 469-476.
- Salam, H., Tresnati, R., & Oktini, D. (2017). Pengaruh Customer Experience terhadap Repurchase Intention (Survey pada Pelanggan Ozt Cafe And Steakhouse Bandung).
- Santoso, S. (1999). *SPSS: Mengolah Data Statistik Secara Profesional Versi 7.5*. Jakarta: Elex Media Komputindo.
- Santoso, S. (2006). *Menggunakan SPSS untuk Statistik Non Parametrik*. Jakarta: PT. Elex Media Komputindo.

- Santoso, S. (2009). *Panduan Lengkap Menguasai Statistik dengan SPSS 17*. Jakarta: PT. Elex Media Komputindo.
- Shimp, T. (2010). *Integrated marketing communication in advertising and promotion(8th ed.)*.
- Sirohi, N., McLaughlin, E., & Wittink, D. (1998). A model of consumer perceptions and store loyalty intentions for a supermarket retailer. *Journal of Retailing*, 74(2), 223-245.
- Sudaryanto, S., Ari Subagio, N., Awaliyah, I., Wulandari, D., & Hanim, A. (2019). Influence of brand image, price and promotion on consumer's buying decision of fast moving consumer's goods with culture as a moderating variable in basmallah retail store in Indonesia.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Bandung: Alfabeta.
- Sürütü, Ö., Öztürk, Y., Okumus, F., & Bilgihan, A. (2019). Brand awareness, image, physical quality and employee behavior as building blocks of customer-based brand equity: Consequences in the hotel context. *Journal of Hospitality and Tourism Management*, 40, 114-124.
- Sweeney, J., Soutar, G., & Johnson, L. (1999). The role of perceived risk in the quality-value relationship: a study in a retail environment. *Journal of Retailing*, 75(1), 77-105.
- Thoriq, A., & Yuliana, E. (2015). Pengaruh Brand Awareness Terhadap Minat Beli Konsumen Jasa Reservasi Hotel Secara Online Pada Situs Www. Goindonesia. Com. *e-Proceeding of Management*, 2.
- Valkenburg, P., & Bujzen, M. (2005). Identifying determinants of young children's brand awareness: Television, parents, and peers. *Journal of Applied Developmental Psychology*, 26(4), 456-468.
- Wang, C., Teo, T., & Liu, L. (2020). Perceived Value and Continuance Intention in Mobile Government Service in China. *Telematics and Informatics*.
- Wulandari, I., & Rastini, N. (2022). PERAN KESADARAN MERKEK MEMEDIASI PENGARUH KUALITAS LAYANAN TERHADAP EKUITAS MERKEK PADA PELANGGAN JASA KURIR JNE. *E-Jurnal Manajemen*, 11(5).
- Zeithaml, V. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of marketing*, 52(3), 2-22.
- Zeithaml, V., Parasuraman, A., & Berry, L. (1992). Quality service: What your customers expect –what you must provide. Retrieved from <https://tourismosjournal.aegean.gr/article/view/221/191>
- Zielke, D. (2006). Measurement of retailers' price images with a multiple-item scale, The International Review of Retail. *Distribution and Consumer Research*, 16(3), 297-316.

- Zielke, S. (2006). Measurement of retailers' price images with a multiple-item scale. *Int. Rev. of Retail, Distribution and Consumer Research*, 16(3), 297-316.
- Zielke, S. (2010). How price image dimensions influence shopping intentions for different store formats. *European Journal of Marketing*.
- Zielke, S. (2011). Integrating emotions in the analysis of retail price images. *Psychology & Marketing*, 28(4), 330-359.
- Zietsman, M., Mostert, P., & Svensson, G. (2018). Perceived price and service quality as mediators between price fairness and perceived value in business banking relationships: A micro-enterprise perspective. *International Journal of Bank Marketing*.
- Zietsman, M., Mostert, P., & Svensson, G. (2019). Perceived price and service quality as mediators between price fairness and perceived value in business banking relationships: A micro-enterprise perspective. *International Journal of Bank Marketing*, 37(1), 2-19.

