

## DAFTAR PUSTAKA

- Abzari, M., Ghassemi, R., & Vosta, L. (2014). Analysing the Effect of Social Media on Brand Attitude and Purchase Intention: The Case of Iran Khodro Company. *Procedia - Social and Behavioral Sciences*, 143, 822-826.
- Admin. (2019, April 29). *Matahari Melaporkan Penjualan Kotor Sebesar Rp. 3.318 Miliar*. Retrieved from investor.matahari.co.id: [http://investor.matahari.co.id/sites/default/files/2019-04/pr-q1-2019-results-bh\\_0.pdf](http://investor.matahari.co.id/sites/default/files/2019-04/pr-q1-2019-results-bh_0.pdf)
- Agusto, M., & Torres, P. (2018). Effects of brand attitude and eWOM on consumer's willingness to pay in the banking industry: Mediating role of consumer-brand identification and brand equity. *Journal of Retailing and Consumer Services*, 42, 1-10.
- Astrachan, C. B., Patel, V., & Wanzenried, G. (2014). A comparative study of CB-SEM and PLS-SEM for theory development in family firm research. *Journal of Family Business Strategy*, 116-128.
- Athanasopoulou, O., (2009). Relationship Quality: A Critical Literature Review and Research Agenda. *European Journal of Marketing*, 43(5/6): 583-610.
- Beatty, S., Mayer, M., Coleman, J., Reynolds, K., & Lee, J. (1996). Customer-sales associate retail relationships. *Journal of Retailing*, 72(3), 223-247.
- Beetles, A., & Crane, A. (2005). Mapping out the Field of Gender and Buyer-Seller Relationships: Developing a New Perspective. *Journal of Marketing Management, Vol 21(1-2)*, 231-250.
- Bojei, J., Julian, C., Che Wel, C., & Ahmed, Z. (2013). The empirical link between relationship marketing tools and consumer retention in retail marketing. *Journal of Consumer Behaviour*, 171-181.
- Choi, Y., & Choo, H. (2016). Effects of Chinese's consumers' relationship benefits and satisfaction on attitudes toward foreign fashion brands: The moderating role of country of salesperson. *Journal of Retailing and Consumer Services*, 28, 99-106.
- Dagger, T., & O'Brien, T. (2010). Does experience matter? Differences in relationship benefits, satisfaction, trust, commitment and loyalty for novice and experienced service users. *European Journal of Marketing*, 44(9/10), 1528-1552.
- Darian, J., Tucci, L., & Wiman, A. (2001). Perceived salesperson service attributes and retail patronage intentions. *International Journal of Retail & Distribution Management*, 29(5), 205-213.
- Darian, J., Wiman, A., & Tucci, L. (2005). Retail patronage intentions: the relative importance of perceived prices and salesperson service attributes. *Journal of Retailing and Consumer Services, Vol. 12(1)*, 15-23.
- De Pelsmacker, P. (2017). *Marketing Communication Perspective*. United Kingdom: Pearson Education Limited.
- Dolbec, P.-Y., & Chebat, J.-C. (2013). The Impact of a Flagship vs. a Brand Store on Brand Attitude, Brand Attachment and Brand Equity. *Journal of Retailing, Vol. 89(4)*, 460-466.

- Eid, R. (2013). Integrating Muslim Customer Perceived Value, Satisfaction, Loyalty, and Retention in the Tourism Industry: An empirical study. *International Journal of Tourism Research*, 17(3).
- Elmashhara, M., & Soares, A. (2019). The impact of entertainment and social interaction with salespeople on mall shopper satisfaction. *International Journal of Retail & Distribution Management*, Vol. 47 No.2, 94-110.
- Ertekin, N., Ketzenberg, M., & Heim, G. (2019). Assessing Impacts of Store and Salesperson Dimensions of Retail Service Quality on Consumer Returns. *Production and Operations Management*, 29(1).
- Foroudi, P. (2019). Influence of brand signature, brand influence, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*, 76 Part A, 271-285.
- Ghozali, I., & Latan, H. (2015). *Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris*. Semarang: Badan Penerbit Universitas Diponegoro.
- Guenzi, P., & Pelloni, O. (2004). The impact of interpersonal relationships on customer satisfaction and loyalty to the service providers. *International Journal of Service Industry Management*, 15(4), 365-384.
- Gwinner, K., Gremler, D., & Bitner, M. (1998). Relational Benefits in Service Industries: The Customer's Perspective. *Journal of the Academy Marketing Science*, 101-114.
- Hair Jr, J., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least square equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26 No. 2, 106-121.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C.M, Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition*. Los Angeles: SAGE Publications.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analysis 7th Edition*. New York: Pearson Education Limited.
- He, Y., Chen, Q., & Alden, D. (2015). Time will tell: managing post-purchase changes in brand attitude. *Journal of the Academy of Marketing Science*, Vol. 44, 791-805.
- Henseler, J., Ringle C. M., Sarstedt, M. (2015). A new criterion of assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135.
- Hu, H., & Jasper, C. (2006). Social cues in the store environment and their impact on store image. *International Journal of Retail & Distribution Management*, Vol. 34(No. 11), 25-48.
- Hui, S., & Yee, R. (2015). Relationship among Interpersonal Relationship, Customer Satisfaction and Brand Loyalty in Fashion Retailing Industry. *Research Journal of Textile and Apparel Project*, 19(1), 65-72.
- Hur, W.-M., Park, J., & Kim, M. (2010). The role of commitment on the customer benefits-loyalty relationship in mobile service industry. *The Service Industry Journal*, 30(14), 2293-2209.

- Islam, M., Khadem, M., & Sayem, A. (2012). Service quality, customer satisfaction and customer loyalty in Bangladesh apparel fashion retail: an empirical study. No. 3), 213-224.
- Itani, O., Goad, E., & Jaramillo, F. (2019). Building customer relationships while achieving sales performance results: Is listening the holy grail of sales? *Journal of Business Research*, 102, 120-130.
- Jhamb, D., Aggarwal, A., Mittal, A., & Paul, J. (2020). Experience and attitude towards luxury brands consumption in an emerging market. *European Business Review*, 32(5), 909-936.
- Johlke, M. C. (2006). Sales presentation skills and salesperson job performance. *Journal of Business & Industrial Marketing*, Vol 21(5), 311-319.
- Karjaluoto, H., Jayawardhena, C., Pura, M., & Leppaniemi, M. (2015). Effects of Service Quality, Trust, and Perceived Value on Customer Loyalty: The Case of Mobile Subscribers.
- Kim, H. (2011). Service orientation, service quality, customer satisfaction, and customer loyalty: testing a structural model. *Journal of Hospitality Marketing and Management*, Vol. 20(6), 619-637.
- Kim, J., & Kim, J.-E. (2014). Making customer engagement fun: Customer-salesperson interaction in luxury fashion retailing. *Journal of Fashion Marketing and Management*, 18(2), 133-144.
- Kim, J., Kim, J.-E., & Johnson, K.K.P. (2010). The Customer-salesperson Relationship and Sales Effectiveness in Luxury Fashion Stores: The Role of Self Monitoring. *Journal of Global Fashion Marketing*, 4 (1), 230-239
- Krishnan, V., Niculesu, M., & Fredericks, E. (2019). Should I Choose This Salesperson? Buyer's Emergent Preference in Seller from Mere Exposure. *Journal of Marketing Theory and Practice*, 27(2), 196-209.
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310-330.
- Lieven, T. (2016). Customers' choice of salesperson during the initial sales encounter. *Journal of Retailing and Consumer Services*, 32, 109-116.
- Lidwina, A. (2019, Oktober 30). *Laba Matahari Merosot 20.7% di Kuartal III-2019*. Retrieved from [databoks.katadata.co.id: https://databoks.katadata.co.id/datapublish/2019/10/30/laba-bersih-matahari-merosot-207-di-kuartal-iii-2019](https://databoks.katadata.co.id/databoks.katadata.co.id/datapublish/2019/10/30/laba-bersih-matahari-merosot-207-di-kuartal-iii-2019)
- Liu, F., Li, J., Mizerski, D., & Soh, H. (2012). Self-congruity, brand attitude, and brand loyalty: a study on luxury brands. *European Journal of Marketing*, 46(7/8), 922-937.
- Liu, K.-N., Hu, C., Tsai, T.-I., & Xiao, Q. (2020). Brand knowledge and non-financial brand performance in the green restaurant: Mediating effect of brand attitude. *International Journal of Hospitality Management*, Vol.89.
- Macintosh, G. (2007). Customer orientation, relationship quality, and relational benefits to the firm. *Journal of Services Marketing*, Vol. 21(3), 150-159.
- Matahari. (2018). *Pelayanan Terbaik Matahari Department Store Kembali Meraih Service Quality Award*. Retrieved from [Matahari.co.id](https://www.matahari.co.id):

<http://matahari.co.id/id/events/pelayanan-terbaik-matahari-department-store-kembali-meraih-service-quality-award-26>

- Matahari. (2019). *Annual Report 2019*. Retrieved from investor.matahari.co.id: <http://investor.matahari.co.id/sites/default/files/2020-10/ar-2019.pdf>
- Memon, M. A., Cheah J-H., Ramayah. T., Ting, H., Chuah, F. (2018). Mediation Analysis Issues and Recommendations. *Journal of Applied Sturctural Equation Model*, 2(1), i – ix.
- Newell, S., & Leingpibul, D., Wu, B., & Jiang, Y. (2019). Gender effects on buyer perceptions *International Journal of Fashion Design, Technology and Education* of male and female sales representatives in China. *Journal of Business & Industrial Marketing*, 34(7), 1506-1520.
- Oliver, R. (2010). Customer Satisfaction. *Wiley International Encylopedia of Marketing*.
- Palacios L.L., Lopez P.R., Redondo Y. L. (2020). How situational circumstances modify the effects of frontline employee's competence on customer satisfaction with the store. *Journal of Retailing and Consumer Services*, Vol 52.
- Palmatier, R., Scheer, L., Houston, M., Evans, K., & Gopalakrishna, S. (2007). Use of relationship marketing programs in building customer-salesperson and customer-firm relationships: Differential influences on financial outcomes. *International Journal of Research Marketing*, Vol 24(3), 210-223.
- Palmer, A., & Bejou, D. (1995). The effects of gender on the development of relationships between clients and financial advisers. *International Journal of Bank Marketing*, Vol. 13 No. 3, 18-27.
- Pornpitakpan, C., Yuan, Y., & Han, J. (2016). The effect of salespersons' retail service quality and consumer's mood on impulse buying. *Australasian Marketing Journal*.
- Poujol, J., Siadou-Martin, B., Vidal, B., & Pellat, G. (2013). The impact of salespeople's relational behaviors and organizational fairness on customer loyalty: An empirical study in B-to-B relationships. *Journal of Retailing and Consumer Services*, 20(5), 429-438.
- Prendergast, P. G., Li, S. S., & Li, C. (2014). Consumer perceptions of salesperson gender and credibility: an evolutionary explanation. *Journal of Consumer Marketing*, 31(3), 200-211.
- Prentice, C., & Nguyen, M. (2020). Engaging and retaining customers with AI and employee service. *Journal of Retailing and Consumer Services*, 56.
- Prentice, C., Wang, X., & Loureiro, S. (2019). The influence of brand experience and service quality on customer engagement. *Journal of Retailing and Consumer Services*, 50, 50-59.
- Rahardjo, M. (2017). Nalar dasar penelitian kuantitatif dan kualitatif.
- Reynolds, K., & Beatty, S. (1999). Customer Benefits and Company Consequences of Customer-Salesperson Relationships in Retailing. *Journal of Retailing*, 75(1).
- Richard, M. (2019, Januari 7). *2019, Bisnis Ritel Modern Ditarget Tumbuh 10%*. Retrieved from bisnis.com:



<https://www.google.com/amp/s/m.bisnis.com/amp/read/20190107/12/876089/2019-bisnis-ritel-modern-ditarget-tumbuh-10>

- Rigdon, E. (2012). Rethinking Partial Least Squares Path Modeling: In Praise of Simple Methods. *Long Range Planning*.
- Salehzadeh, R., & Pool, J. K. (2016). Brand Attitude and Perceived Value and Purchase Intention toward Global Luxury Brand. *Journal of International Consumer Marketing*, 1-9.
- Santoso, S. (2018). *Konsep Dasar dan Aplikasi SEM dengan Amos 24*. Jakarta: PT Elex Media Komputindo.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business 7th Edition*. United Kingdom: John Wiley & Sons
- Sivapalan, A., & Jebarajakrithy, C. (2017). An application of retailing service quality practices influencing customer loyalty toward retailers. *Journal of Marketing Intelligence & Planning*, 35(1).
- Soliha, E. (2008). Analisis Industri Ritel di Indonesia. *Jurnal Bisnis dan Ekonomi*, 128-142.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV Alfabeta
- Sugiyono. (2017). *Statistika untuk Penelitian*. Bandung: CV Alfabeta Bandung.
- Syrka, R. (2019, Oktober 8). *Aprindo: Pasar Ritel 2019 Jauh Lebih Baik, Target Omzet 260 T*. Retrieved from investor.id:  
<https://investor.id/business/aprindo-pasar-ritel-2019-jauh-lebih-baik-target-omzet-rp-260-t>
- Terho, H., Eggert, A., Haas, A., & Ulaga, W. (2015). How sales strategy translates into performance: The role of salesperson customer orientation and value-based selling. *International Marketing Management, Vol. 45*, 12-21.
- Twin-Kwong, S., Albaum, L., & Fullgrabe, L. (Vol. 41 No. 3). Trust in customer-salesperson relationship in China's retail sector. *International Journal of Retail & Distribution Management, Vol. 41 No. 3*, 226-248.
- Utomo, T. J. (2011). Persaingan Bisnis Ritel: Tradisional vs Modern. *Jurnal Ilmiah Ekonomi, Vol. 6 No. 1*, 122-133.
- Ulum, M., Tirta I.M., Anggraeni, D. (2014). Analisis Structural Equation Modeling (SEM) Untuk Sampel Kecil Dengan Pendekatan Partial Least Square (PLS). *Prosiding Seminar Nasional Matematika, Vol. 1 No.1*
- Veno, M., & Subagio, H. (2013). Analisis Pengaruh Kepercayaan terhadap Tenaga Penjualan (Trust in Employee), dan Kepercayaan terhadap Merek (Trust in Brand) terhadap Niat Beli (Purchase Intention) Konsumen pada Bernini Furniture di Surabaya dan Semarang. *Jurnal Manajemen Pemasaran Petra, Vol. 1 No.2*, 1-12.
- Voester, J., Ivens, B., & Leischnig, A. (2017). Partitioned pricing: review of the literature and directions for further reseach. *Review of Management Science, 11*, 879-931.
- Wang, C.-H., & Ha, S. (2011). Store attributes influencing relationship marketing: a study of department stores. *Journal of Fashion Marketing and Management, Vol 15 (3)*, 326-344.

- Widjiono, L., & Japariato, E. (2015). Analisa Pengaruh Self Image Congruity, Retail Service Quality, dan Customer Perceived Service Quality terhadap Repurchase Intention dengan Customer Satisfaction sebagai Variabel Intervening di Broadway Barbershop di Surabaya. *Jurnal Manajemen Pemasaran*, 9(1).
- Widyoko, E. P. (2012). *Teknik Penyusunan Instrumen Penelitian*. Yogyakarta: Pustaka Pelajar.
- Wood, J.A., Busbin J.T.J., Boles, J., Barksdale, H. (2014). Investigating sales approaches and gender in customer relationship. *Journal of Business & Industrial Marketing*, 29(1).
- Wong, A., & Sohal, A. (2006). Understanding the quality of relationships in customer services. *International Journal of Quality & Reliability Management*, Vol. 23(3), 244-264.
- Wong, K. H., Chang, H. H., & Yeh, C. H. (2019). The effects of consumption values and relational benefits on smartphone brand switching behavior. *Information Technology & People*, 217-243.
- Yang, S., Song, A., Chen, S., & Xia, X. (2017). Why are customers loyal in sharing-economic services? A relational benefits perspective. *Journal of Services Marketing*, 31(1), 48-62.
- Yuniarto, T. K. (2019, November 21). *Tergerus Toko Online, Peretail Modern Mulai Produksi Barang Sendiri*. Retrieved from katadata.co.id: <https://www.google.com/amp/s/katadata.co.id/amp/ekarina/berita/5e9a4c55537f2/tergerus-toko-online-peretail-modern-mulai-produksi-barang-sendiri>
- Yusup, F. (2018). Uji Validitas dan Realibilitas Instrumen Penelitian Kuantitatif. *Jurnal Tarbiyah: Jurnal Ilmiah Pendidikan*, 7, 17-23.
- Zameer, H., Tara, A., Kausar, U., & Mohsin, A. (2015). Impact of service quality, corporate image and customer satisfaction towards customer's perceived value in the banking sector in Pakitsan. *International Journal of Bank Marketing*, 33(4), 442-456.
- Zarantonello, L., & Schmitt, B. (2015). The impact of event marketing on brand equity. *International Journal of Advertising*, Vol. 32(2), 255-280.
- Zhao, X., Lynch, J., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *The Journal of Consumer Research*, 197-206.