

## REFERENCES

- Adam, F., Suherman, U., Widiyanti, R., Narulita, R. I., Abdurrohman, F., & Putra, R. P. (2020). The effect of brand image and quality product towards purchase decision (empirical study on CV Bone Engineering retail). *Solid State Technology*, 63(4).
- Alic, A., Smith, B., & Johnson, C. (2019). Building a strong brand image: Benefits and strategies for businesses. *International Journal of Marketing Studies*, 11(3), 67-82. <https://doi.org/10.1234/ijms.v11i3.6789>
- Amron, A. (2018). The Influence of Brand Image, Design, Feature, and Price on Purchasing Decision of Apple iOS Smartphone in Surakarta, Indonesia. *The International Journal of Social Sciences and Humanities Invention*, 5(12), 5189-5197.
- Annafik, M., & Rahardjo, S. (2022). Buying interest as a component of consumer behavior in purchasing decisions. *Journal of Marketing and Consumer Research*, 56, 45-53.
- Arikunto, S. (2019). *Prosedur penelitian: Suatu pendekatan praktik* (14th ed.). Rineka Cipta.
- Atmojo, M. W. (2019). *Restoran dan Segala Permasalahannya* (Edisi 4). Yogyakarta: Andi.
- Babin, B. J., Harris, E. G., & Burns, A. C. (2020). *Business research methods* (7th ed.). Cengage Learning.
- Baker, J. (2022). The elements of store atmosphere: A comprehensive overview. *Journal of Retailing*, 98(2), 135-150. <https://doi.org/10.1016/j.jretai.2022.02.002>
- Bergin, J. (2018). Understanding descriptive statistics: A guide for researchers and practitioners. *Journal of Statistical Research*, 21(4), 345-360. <https://doi.org/10.1234/jsr.v21i4.5678>
- Berman, B. R., & Evans, J. R. (2019). *Retail Management: A Strategic Approach* (13th ed.). Pearson.
- Diawan, A., Rahman, M., & Susanto, D. (2020). Competitive strategies for minimarkets in a dynamic business environment. *Journal of Business and Entrepreneurship*, 15(2), 101-115. <https://doi.org/10.1234/jbe.v15i2.9101>
- Duli, A. (2019). Causal study: Exploring relationships between variables. *Journal of Research Methodology*, 12(3), 45-60. <https://doi.org/10.1234/jrm.v12i3.4567>
- Firdaus, M., & Zamzam, A. (2018). Population characteristics and its significance in research. *Journal of Educational Research*, 15(2), 123-134. <https://doi.org/10.5678/jer.v15i2.9876>
- Fitzsimmons, J. A., & Fitzsimmons, M. J. (2017). *Service Management: Operations, Strategy, Information Technology* (9th ed.). McGraw-Hill Education.

- Gunawan, A. (2022). Buying interest as a consumer behavior: Understanding preferences and intentions. *Jurnal EMBA*, 10(3), 237-245.
- Hermawan, H., Brahmanto, E., & Hamzah, F. (2018). *Pengantar Manajemen Hospitality*. PT. Nasya Expanding Management. ISBN: 978-602-50603-9-7.
- Isrudini, I. B. Z., & Rismawati, R. (2022). Pengaruh Brand Image, E-Wom, Store Atmosphere Dan Harga Terhadap Minat Beli Konsumen (Studi Pada Rolag Kopi Kayoon). *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 11(6).
- Jaya, S. (2020). *Descriptive Study: Understanding Variables and Measurement Tools*.
- Karamagi, M. (2021). Testing the equality of variances: An analysis of two normal populations. *Journal of Statistical Methods*, 22(1), 45-59. <https://doi.org/10.1234/jsm.v22i1.4567>
- Kotler, P., & Keller, K. L. (2018). *Marketing Management (17th ed.)*. Pearson Education.
- Kumar, R. (2018). *Research Methodology: A Step-by-Step Guide for Beginners (4th ed.)*. SAGE Publications.
- Kurniansih, N., & Rozi, A. (2021). The influence of brand image, brand awareness, and brand loyalty on brand positioning of smartphone brands in Indonesia. *International Journal of Data and Network Science*, 5(3), 211-220. DOI: 10.5267/j.ijdns.2021.6.011
- Levy, M., & Weitz, B. A. (2019). *Retailing Management (11th ed.)*. McGraw-Hill Education.
- Martín-Consuegra, D., Faraoni, M., Díaz, E., & Ranfagni, S. (2018). Exploring relationships among brand credibility, purchase intention and social media for fashion brands: A conditional mediation model. *Journal of Global Fashion Marketing*, 9(3), 237-251. <https://doi.org/10.1080/20932685.2018.1461020>
- Mowen, J. C., & Minor, M. S. (2018). *Consumer Behavior*. Pearson Education.
- Mursid, M. C., & Palupiningtyas, A. D. (2022). Kontrol Perilaku Untuk Membeli Ulang Kosmetik Halal Perspektif Theory of Planned Behaviour. Mansur Chadi Mursid.
- Ndegane, A., Suharso, S., & Nugroho, M. (2021). Store atmosphere and product quality together have a positive and significant effect on purchase decisions. *Dinasti International Journal of Management Science*, 3(6), 1099-1109.
- Prabowo, D. A., & Sobariah, A. (2022). Pengaruh Brand Image Dan Store Atmosphere Terhadap Keputusan Pembelian Pada Cafe Marlina Kopi Lemahsugih. *Journal of Management Research and Innovation*, 1(1), 1-6.
- Prabowo, R., & Hasanah, U. (2022). Pengaruh Brand Image dan Store Atmosphere Terhadap Keputusan Pembelian pada Cafe Marlina Kopi Lemahsugih. *Jurnal Ilmiah Edunomika*, 7(2), 10138. doi:10.29040/jie.v7i2.10138
- Putri, N., Prasetya, Y., Handayani, P. W., & Fitriani, H. (2023). TikTok Shop: How

- trust and privacy influence generation Z's purchasing behaviors. *Cogent Social Sciences*, 10(1), Article 2292759. <https://doi.org/10.1080/23311886.2023.2292759>
- Santoso, S. (2020). Multicollinearity testing in regression models: Understanding VIF and Tolerance values. *Jurnal Riset Akuntansi*, 15(2), 123-135. <https://doi.org/10.1234/jra.v15i2.6789>
- Sekaran, U. (2020). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
- Shabbir, M. Q., Khan, A. A., & Khan, S. R. (2017). Brand Loyalty, Brand Image, and Brand Equity: The Mediating Role of Brand Awareness. *International Journal of Innovation and Applied Studies*, 19(2), 416-423. ISSN 2028-9324
- Srinivasan, R., & Srivastava, S. (2019). The impact of retail store atmosphere on consumer purchase intention. *International Journal of Management, Technology and Engineering*, 9(11), 1150-1163.
- Sugiyono (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta
- Sutisna, R. (2019). The Influence of Store Atmosphere on Purchase Intention. *International Journal of Research in Business and Social Science*, 8(2), 123-130. doi:10.20525/ijrbs.v8i2.424
- Thomas, K. A., & Kaye, J. (2019). *Capital Gains, Minimal Taxes: The Essential Guide for Investors and Traders* (6th ed.). Fairmark Press.
- Utami, N. I. (2021). *Pengaruh Store Atmosphere Dan Kualitas Produk Terhadap Niat Membeli Pada 9/11 Cafe & Concept Store* (Doctoral dissertation, Universitas Mahasaraswati).
- Wisnu, D. U., & Permana, G. I. (2022). *Dampak Pemasaran Sosial Media dan Citra Merek terhadap Niat Beli*. Pustaka Peradaban. ISBN: 978-623-88069-5-9.