

REFERENCES

- Bizcover (2022). 5 Tips Menciptakan Suasana Toko yang Menarik. https://www.bizcover-com-au.translate.google/bizwitty/5-tips-for-creating-an-appealing-store-atmosphere/?_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=sge#:~:text=2.%20Gunakan%20Pencahaya%20Suasana%20Hati,yang%20dihiasi%20kristal%20yang%20menetes.
- Chan, B., Purwanto, E., & Hendratono, T. (2020). Social media marketing, perceived service quality, consumer trust and online purchase intentions. *Technology Reports of Kansai University*, 62(10), 6265-6272.
- Depari, . G. S. ., & Jocellyn, J. (2024). The Influence of Social Media Marketing, Service Quality and Store Atmosphere on Consumer Purchase Decision Using Brand Image as Intervening Variable at PT. Berjaya Sally Ceria, Sour Sally – Cemara Asri. *Indonesian Journal of Advanced Research*, 3(7), 1095–1106. <https://doi.org/10.55927/ijar.v3i7.10331>
- Dharmawan, D., Judijanto, L., Rahmi, N., & Lotte, L. N. A. (2023). Analysis Of The Influence Of E-Word Of Mouth, Brand Image And E-Service Quality On Repurchase Intention Of Digital Bank Customers. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 9(6), 2606-2612.
- Dilasari, E. M., & Yosita, G. (2022). Pengaruh Cita Rasa Dan Promosi Melalui Media Sosial Terhadap Keputusan Pembelian Konsumen Kopi Janji Jiwa Bandar Lampung. *REVENUE: Jurnal Manajemen Bisnis Islam*, 3(1), 25-40.
- Fadjarajani, S., Abduh, R., & Patimah, S. (2020). Metodologi Penelitian, Pendekatan Multidisipliner (A. Rahmat (ed.)). Ideas Publishing.
- Ghozali. (2021). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 (Edisi 10). Semarang. Badan Penerbit Universitas Diponegoro.
- Indeed (2025). <https://www.indeed.com/career-advice/career-development/service-quality>
- Indeed. (2024). Service Quality: Definition, Importance, and Implementation. <https://ca.indeed.com/career-advice/career-development/service-quality>
- Investopedia (2024). <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp>
- Kumar. (2020). Statistics: Mean / Median /Mode/ Variance /Standard Deviation | by Anjani Kumar | Analytics Vidhya | Medium. <https://medium.com/analytics-vidhya/statistics-mean-median-mode-variance-standard-deviation-47fab926465a>
- Mahendrayanti, M., & Wardana, I. M. (2021). The effect of price perception, product quality, and service quality on repurchase intention. *American Journal of Humanities and Social Sciences Research*, 5(1), 182-188.
- Majoo. (2025). Service Quality Adalah: Pengertian, Elemen, dan Contohnya. <https://majoo.id/solusi/detail/service-quality-adalah>
- Nanda, Y., & Nurtjahjadi, E. (2024). Pengaruh Social Media Marketing dan Inovasi Produk terhadap Minat Beli Ulang Kopi Bubuk Instan Nescafe di Kota Bandung. *J-MAS (Jurnal Manajemen dan Sains)*, 9(2), 865-871.

- Priyanto, R. (2022). The Effect of Store Atmosphere, Country of Origin, And Lifestyle on Repurchase Intention at The Ramen Store in Bandung City. *Media Wisata*, 20(2), 332-344.
- Radu. Valentine (2025). Consumer Behavior in Marketing. Patterns, Types & Segmentation. <https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/>
- Raniya, R. F., Lubis, P. H., & Kesuma, T. M. (2023). the Influence of Social Media Marketing and Store Atmosphere on Purchase Decision Mediated By Consumer Trust in Millennial Coffee Shops in Banda Aceh. *International Journal of Business Management and Economic Review*, 6(01), 144-155.
- Rifqiyyah, S., & Surianto, M. A. (2024). Pengaruh Digital Marketing, Kualitas Produk Dan Kualitas Layanan Pada Keputusan Pembelian Ulang Pada Coffee Shop Waktu Kopi PPS. *Entrepreneur: Jurnal Bisnis Manajemen dan Kewirausahaan*, 5(2), 87-98.
- Rohali, A. P., & Paludi, S. (2024). Pengaruh Kualitas Produk, Sosial Media Marketing Dan Store Atmosphere Terhadap Minat Beli Kembali. *Manajemen: Jurnal Ekonomi*, 6(3), 420-430.
- Rusmahafi, F. A., & Wulandari, R. (2020). The effect of brand image, service quality, and customer value on customer satisfaction. *International Review of Management and Marketing*, 10(4), 68.
- Salim, F. A., & Nugraha, K. A. (2023). Pengaruh Sosial Media Marketing, Kualitas Produk Dan Brand Awareness Terhadap Intensi Pembelian Kembali Konsumen Pingin Tahu Aja Jember. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi)*, 10(3), 1683-1693.
- Setiawan, P. A., & Rastini, N. M. (2021). The Effect of Product Quality, Service Quality, and Atmosphere Stores on Customer Satisfaction and Its Impact on Repurchase Intention. *American Journal of Humanities and Social Sciences Research*, 5, 395-402.
- Setiawan, P. A., & Rastini, N. M. (2021). The Effect of Product Quality, Service Quality, and Atmosphere Stores on Customer Satisfaction and Its Impact on Repurchase Intention. *American Journal of Humanities and Social Sciences Research*, 5(4), 395-402.
- Siregar, F. N. J., & Syahreza, D. S. (2023, October). The Effect Of Service Quality And Store Atmosphere On Repurchase Interest At New Street Café Sibuhuan City Padang Lawas Regency. In *Proceeding International Conference on Economy, Management, and Business (Volume 1, 2023)* (Vol. 1, No. 1, pp. 1841-1849).
- Sodikin, D., & Ganda. (2023). Pengaruh Kualitas Pelayanan dan Fasilitas Terhadap Kepuasan Pelanggan KRL. *JURNAL ADMINISTRASI BISNIS*, 3, 2.
- Soebandhi, S., Wahid, A., & Darmawanti, I. (2020). Service quality and store atmosphere on customer satisfaction and repurchase intention. *BISMA (Bisnis Dan Manajemen)*, 13(1), 26-36.
- SproutSocial (2025). Social media marketing: What it is and how to build your strategy. <https://sproutsocial.com/insights/social-media-marketing-strategy/>

- Sugiyono. (2020). Metode Penelitian Kuantitatif, Kualitatif dan R & D. In Metode Penelitian Kuantitatif, Kualitatif dan R & D. Bandung: Alfabeta. Bandung: Alfabeta. <https://doi.org/10.1017/CBO9781107415324.004>
- Supriyanto, A., Wiyono, B. B., & Burhanuddin, B. (2021). Effects of service quality and customer satisfaction on loyalty of bank customers. *Cogent Business & Management*, 8(1), 1937847.
- Terralogic (2022). Semua Tentang Consumer Behaviour: Apa Saja Jenis-Jenisnya?. <https://terralogiq.com/consumer-behaviour/>
- Ting, H., & Thursamy, R. (2016). What matters to infrequent customers: a pragmatic approach to understanding perceived value and intention to revisit trendy coffee café. *SpringerPlus*, 5, 1-11.
- Top Brand (2022). 5 Strategi Social Media Marketing untuk Meningkatkan Penjualan. <https://www.topbrand-award.com/article/detail/5-strategi-social-media-marketing-untuk-meningkatkan-penjualan>
- Wardhana Aditya (2022). Consumer Behaviour Concepts, Strategies and Implementation (pp.1-15) Publisher: <https://scholar.google.co.id/citations?user=ka0E86IAAAAJ>
- Yuliana, H., & Pratiwi, A. (2024). Pengaruh Variasi Produk, Cita Rasa, Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Konsumen (Survei pada Kopi Janji Jiwa Karanganyar). *Jurnal Ilmiah Ekonomi Dan Manajemen*, 2(7), 393-404.