

DAFTAR PUSTAKA

- Asosiasi Pengusaha Ritel Indonesia (APRINDO). (2023). Laporan Tahunan. Diakses dari aprindo.or.id.
- Abdillah, W. (2018). *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) dalam penelitian bisnis*. Yogyakarta: Andi.
- Arianto, N., & Rahayu, S. (2022). Pengaruh Store Atmosphere dan promosi terhadap keputusan pembelian. *Jurnal Manajemen dan Bisnis*.
- Ariyanto, N., Nuryani, & Sunarsi. (2020). Pengaruh Store Atmosphere dan promosi terhadap keputusan pembelian pada Alfamart BSD Tangerang Selatan. *Jurnal Ekonomi dan Bisnis*.
- Aulia, R., & Sukati, I. (2016). Pengaruh persepsi nilai terhadap kepuasan dan loyalitas pelanggan pada industri ritel. *Jurnal Manajemen dan Bisnis*, 8(1).
- Badan Pusat Statistik. (2023). *Produk Domestik Bruto Indonesia 2022*. Diakses dari bps.go.id.
- Bahrudin, A., & Ramadhan, M. R. (2021). Pengaruh Sales Promotion terhadap Keputusan Pembelian Konsumen Ramayana Department Store di Kota Serang
- Baker, J., Grewal, D., & Parasuraman, A. (2002). The influence of store environment on perceived merchandise value and patronage intentions. *Journal of Marketing*, 66(2), 120–141.
- Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (12th ed.). McGraw-Hill Education.
- Bellizzi, J. A., & Hite, R. E. (1992). Environmental color, consumer feelings, and purchase likelihood. *Psychology & Marketing*, 9(5), 347–363.
- Bermans, B., & Evan, J. R. (2014). *Retail Management: A Strategic Approach*. Pearson Education.
- Buil, I., de Chernatony, L., & Martínez, E. (2013). Examining the role of advertising and Sales Promotions in brand equity creation. *Journal of Business Research*.
- Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of Sales Promotion effectiveness. *Journal of Marketing*, 64(4), 65–81.

- Chen, Y.-F., & Hu, H.-Y. (2010). The effect of relational bonds on positive word of-mouth: Moderating roles of relationship quality and culture. *Journal of Applied Social Psychology*, 40(5), 1069–1096.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307–319.
- Ebert, R. J., & Griffin, R. W. (2007). *Business Essentials* (7th ed.). Pearson Education.
- Euromonitor International. (2023). *Retailing in Indonesia*. Diakses dari euromonitor.com.
- Frontier Group.(2024).Top Brand Index Kategori Department Store.Top Brand Award. Diakses dari www.topbrand-award.com
- Ghozali, Imam. (2005). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hadari, N. M., & Margiono. (2004). *Metodologi penelitian*. Jakarta: Rineka Cipta.
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *International Journal of Marketing Studies*, 10(1).
- Hasan, M. Iqbal. (2002). *Pokok-Pokok Materi Metodologi Penelitian dan Aplikasinya*. Jakarta: Ghalia Indonesia.
- Hermansyah, H., Kamanda, J., & Rekan. (2019). Pengaruh Promosi Penjualan terhadap Keputusan Pembelian Konsumen Shopee di Kota Batam
- Huber, F., Herrmann, A., & Morgan, R. E. (2001). Gaining competitive advantage through customer value oriented management. *Journal of Consumer Marketing*, 18(1).
- Hussain, A., & Ali, I. (2015). The impact of Sales Promotion on consumer buying behavior. *International Journal of Marketing Studies*, 7(2)
- Ilham, M. (2021). Pengaruh Store Atmosphere terhadap Keputusan Pembelian pada Konsumen Yeszymfg di Kota Surakarta
- Kantar. (2023). *The Impact of Store Atmosphere on Consumer Behavior*. Diakses dari kantarworldpanel.com.
- Kotler, P. (2024). *The Past, Present, and Future of Marketing*. American Marketing Association.

- Kotler, P., & Armstrong, G. (2008). *Principles of Marketing*. Pearson Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management, Global Edition* (16th ed.). Pearson.
- Lamb, C.W., Hair, J.F., & McDaniel, C. (2018). *MKTG*. Cengage Learning.
- Lemeshow. (1997). *Sampling of Populations: Methods and Applications* (3rd ed). Wiley-Interscience.
- Levi, M., & Weitz, B. A. (2012). *Retailing Management*. McGraw-Hill.
- Liwe, K. (2013). *Sales Promotion Strategies*. Jakarta: Ghalia Indonesia.
- Made, S., et al. (2017). *Consumer Behavior Analysis*. Jakarta: Kencana.
- Milliman, R. E. (1982). Using background music to affect the behavior of supermarket shoppers. *Journal of Marketing*, 46(3)
- Monroe, K. B. (2003). *Pricing: Making Profitable Decisions* (3rd ed.). McGraw-Hill Education.
- Mowen, J. C., & Minor, M. S. (2015). *Consumer Behavior: A Framework*. New York: Pearson Education.
- Nielsen. (2022). *Consumer Insights on Retail Promotions*. Diakses dari [nielsen.com](https://www.nielsen.com).
- Nursaman, N., Haryanto, J. O., & Purwanegara, M. S. (2015). Consumer perception toward private label: Case study of Carrefour in Indonesia. *Jurnal Manajemen dan Kewirausahaan*, 17(1), 1–8.
- Pamulang, S. (2021). Pengaruh Store Atmosphere terhadap loyalitas pelanggan pada retail fashion di Jakarta. *Journal of Business and Management*.
- Parasuraman, A. (1997). Reflections on gaining competitive advantage through customer value. *Journal of the Academy of Marketing Science*, 25(2).
- Prasetyo, S. H., & Suseno, Y. D. (2015). Pengaruh Perceived Value terhadap Keputusan Pembelian Smartphone Android dengan Word of Mouth Positif sebagai Variabel Moderasi. *Jurnal Ekonomi dan Kewirausahaan*.
- Rahma, A. (2019). Pengaruh Store Atmosphere terhadap Keputusan Pembelian Konsumen Matahari Department Store di Bandung Indah Plaza.

- Riyanda, A., Suhartono, E., & Handini, R. (2024). Pengaruh Perceived Value terhadap Keputusan Pembelian Konsumen Mobil Tipe Low MPV. *Jurnal Manajemen dan Pemasaran*, 12(1).
- Rokhim, A. (2019). Pengaruh Sales Promotion terhadap keputusan pembelian konsumen pada produk fashion. *Jurnal Manajemen dan Bisnis*, 7(2).
- Sangadji, E. M., & Sopiah. (2013). *Perilaku Konsumen: Pendekatan Praktis disertai Himpunan Jurnal Penelitian*. Yogyakarta: Andi.
- Sari, D. P. (2022). *Metode penelitian kuantitatif untuk ilmu sosial*. Yogyakarta: Graha Ilmu.
- Schiffman, L. G., & Kanuk, L. L. (2023). *Consumer Behavior* (12th ed.). Pearson Education.
- Septyowati, I., Prabaswari, A. D., Sari, A. D., Purnomo, H., & Irawan, A. (2024). The influence of music tempo on consumer behavior at grocery stores. *OPSI*.
- Shimp, T. A. (2010). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications* (8th ed.). South-Western Cengage Learning
- Sianturi, I. (2025). Analisis pengaruh Store Atmosphere terhadap purchase decisions dengan customer attitude dan Perceived Value sebagai variabel mediasi. *Jurnal Manajemen Pemasaran*.
- Smith, J. (2018). *Effective Sales Promotion Strategies: Enhancing Retail Sales and Customer Loyalty*. New York: Retail Marketing Press.
- Solomon, M.R., Dahl, D.W., White, K., Zaichkowsky, J.L., & Polegato, R. (2020). *Consumer Behavior: Buying, Having, and Being*. Pearson.
- Spangenberg, E. R., Crowley, A. E., & Henderson, P. W. (1996). Improving the store environment: Do olfactory cues affect evaluations and behaviors?. *Journal of Marketing*, 60(2), 67-80.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiarto. (2017). *Statistika untuk Penelitian*. Jakarta: PT Gramedia Pustaka Utama.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer Perceived Value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220.
- Syamsiah, S. (2009). *Perilaku Konsumen dan Strategi Pemasaran*. Jakarta: Raja Grafindo Persada.

- Tristanto, A., & Iswati, R. (2025). The influence of consumer perception and promotion on purchase decisions through Perceived Value. *Journal of Consumer Research*.
- Turley, L. W., & Milliman, R. E. (2000). Atmospheric effects on shopping behavior: A review of the experimental evidence. *Journal of Business Research*, 49(2).
- Utami, C. W. (2008). *Marketing Management*. Salemba Empat.
- Vieira, V. A. (2013). Stimuli–organism–response framework: A meta-analytic review in the store environment context. *Journal of Business Research*, 66(9), 1420–1426.
- Williams, R. (2019). *Sales Promotion and Consumer Behavior: A Comprehensive Guide*. London: Marketing Insight Press.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (2023). Customer Perceived Value: A Comprehensive Meta-analysis. *Journal of Service Research*, 26(1), 3–25.