

DAFTAR PUSTAKA

- A. Muri Yusuf. (2005). Metodologi Penelitian. Padang. UNP Press
- Arikunto, S. (2006). Prosedur Penelitian Suatu Tindakan Praktik. *Jakarta: Rineka Cipta*.
- Aryati, T., Ekonomi, F., & Trisakti, U. (2012). Analisis Faktor - Faktor Yang Mempengaruhi Tingkat, *25(1)*, 13–29.
- Augusty, Ferdinand. 2006. Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen. Semarang: Universitas Diponegoro.
- Barry, Berman dan Koel R. Evans. 2004. *Retail Management : A Strategic Approach. 10th Edition*. Prencice Hall Inc., New Jersey.
- Chiang, I.-P., & Lin, C. Y. (2014). Measuring the Effects of Online To Offline Marketing. The Asian Conference on Business & Public Policy
- Cipta, S. R. (2016). Pengaruh Destination Image , Fasilitas Wisata , Dan Perceived Value Terhadap Behavioral Intentions (Studi Pada Pengunjung Taman Wisata Kopeng). *Administrasi Bisnis*.
- Cooper,R.Donald dan Emory, William C. 1996. Metode penelitian bisnis, edisi 5, jilid 1. Erlangga. Jakarta
- Engel, James F., Roger D Blackwell, dan Paul W Miniard. 1994. Perilaku Konsumen, Alih bahasa Budiyanto, Jakarta : Binarupa Aksara.
- Foster, Bob, 2008. Manajemen Ritel, Babdung: Alfabeta.
- Ghozali, Imam. 2008. Structural Equation Modelling Edisi III. Semarang: Universitas Diponegoro.

- Ghozali, Imam. 2013. Aplikasi Analisis Multivariat dengan Program IBM SPSS. Edisi 7. Semarang: Penerbit Universitas Diponegoro
- Ha, J. & Jang, S.C., 2010, “Perceived values, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurants”, *International Journal of Hospitality Management*, Vol. 29, pp. 2-13.
- Hidayat, Rachmat., 2009, Pengaruh Kualitas Layanan, Kualitas produk, Dan Nilai Nasabah Terhadap Kepuasan Dan Loyalitas Basabah Bank, *Jurnal Ekonomi Bisnis dan Akuntansi*, Nomor 2, Volume 12, Hal 99-116, ISSN : 2085-738.
- Indrata, S. L., Susanti, C. E., & Kristanti, M. M. (2017). Pengaruh Perceived Value Dan E-Service Quality Terhadap Customer Behavioral Intention Melalui Customer Satisfaction Pada Pengguna Gojek Di Surabaya. *Kajian Ilmiah Mahasiswa Manajemen*, 6(2), 131–147.
- Indrata, S. L., Susanti, C. E., & Kristanti, M. M. (2017). Pengaruh Perceived Value dan E-Service Quality Terhadap Customer Behavioral Intention Melalui Customer Satisfaction Pada Pengguna Gojek di Surabaya. *Kajian Ilmiah Mahasiswa Manajemen (KAMMA)*, 6(2), 2303–1611.
<http://journal.wima.ac.id/index.php/KAMMA/>
- Jalilvand, M,R. & N. Samiei. 2012, “The Effect of Electronic Word – of – Mouth on Brand Image and Purchase Intention”, *Journals of Marketing Inteligence and Planning*. Vol. 30, Iss:4, hal.5-5.
- Kotler dan Keller. 2009. Manajemen Pemasaran. Edisi 13. Jilid 1. Jakarta: Erlangga.
- Lai, T.L. 2004, Service Quality and Perceived Value's Impact on Satisfaction, Intention and of Usage of Short Message Service (SMS). *Information Systems Frontiers*, Vol. 6 No. 4, 353-68.

- Lamb, Charles W, Jr, Hair, Joseph F dan McDaniel, Carl. 2001. Pemasaran. Alih Bahasa: David Octarevia. Edisi Kelima. Jilid 1. Jakarta: Salemba Empat.
- Levy, M. & Weitz, B. (2012), *Retailing Management*, New York: McGraw-Hill.
- Levy, Michael, & Weitz, Bortom A, 2001, *Retailing Management*, Fourth edition, Richard D. Irwin Inc
- Morris, Michael H., Morris, Gene. 1990. *Market Oriented Pricing : Strategies for Management*. Greenward Press Inc.
- Mowen, Jhon C. dan Michael Minor. 2002. *Perilaku Konsumen*. Jilid Kedua. Alih Bahasa: Dwi Kartini. Jakarta: Erlangga
- Muharmi, & Sari. (2019). Pengaruh Service Quality, Food Quality, Dan Perceived Value Terhadap Behavioral Intention Dengan Consumer Satisfaction Sebagai Variabel Intervening Pada Restoran Pongek or Situjuah Di Kota Payakumbuh, *5*(2), 193–203.
- Oliver, R.L., 1999, “Whence Consumer Loyalty?”, *Journal of Marketing*, Vol. 63 (Special Issue), pp. 33-44.
- Perneger, T.V., Cpurvoisier, D.S., Hudelson, P.M. *et al.* Sample size for pre-tests of questionnaires. *Qual Life Res* **24**, 147-151 (2015). <https://doi.org/10.1007/s11136-014-0752-2>
- Reza, Fransiscus Bismoadi (2012) *Pengaruh product quality, service quality dan atmosphere terhadap emotion dan behavioral intention di hero supermarket*. Undergraduate thesis, Widya Mandala Catholic University Surabaya.
- Ryu, K., & Jang, S. (2007). The effect of environmental perceptions on behavioral intentions through emotions: The case of upscale restaurants. *Journal of Hospitality & Tourism Research*, *31*, 56-72

- Ryu, K., & Jang, S. (2008). DINESCAPE: A scale for customers' perception of dining environments. *Journal of Foodservice Business Research*, 11(1), 2-22.
- Ryu, K., & Jang, S. S. (2007). The Effect of Environmental Perceptions on Behavioral Intentions Through Emotions: The Case of Upscale Restaurants. *Journal of Hospitality & Tourism Research*, 31(1), 56–72.
- Ryu, K., Han, H., and Kim, T.H., 2008, “The Relationships Among Overall Quick-Casual Restaurant Image, Perceived Value, Customer Satisfaction, and Behavioral Intentions”, *International Journal of Hospitality Management*, Vol. 27, pp. 459–469.
- Saha GC, & Theingi H. (2009). Service quality, satisfaction, and behavioral intentions: a study of low-cost airline carriers in Thailand. *Manage. Serv.. Qual.*, 19(3): 350-372
- Schiffman, Leon dan Kanuk, Leslie Lazar. 2008. *Consumer Behaviour* (edisi ketujuh). Jakarta: PT Indeks.
- Sugiyono, 2009, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Bandung : Alfabeta
- Sugiyono, P. D. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan Tindakan* (19th ed.). ALFABETA, CV.
- Sugiyono. 2008. *Metode Penelitian Kuantitatif dan Kualitatif*. Bandung: Alfabeta.
- Sutisna dan Pawitra.2001. *Perilaku Konsumen dan Komunikasi Pemasaran*.Bandung: PT. Remaja Rosdakarya.
- Sweeney, J.C. dan Soutar, G,N. (2001). *Consumer Perceived Value: The Development of A Multiple Item Scale*. *Journal of Retailing* 77(2);203-220
- Tandijaya, T. N. B. (2018). Analisa Pengaruh Service Quality Terhadap Behavioral Intentions Dengan Perceived Value Dan Customer Satisfaction Sebagai Variabel Intervening Pada Pendidikan Tinggi. *Jurnal Manajemen Pemasaran*, 12(2), 84–93. <https://doi.org/10.9744/pemasaran.12.2.84-93>

- Turley, L. W., & Milliman, R. E. (2000). Atmospheric Effects on Shopping Behavior: A Review of the Experimental Evidence. *Journal of Business Research*, 49(2), 193–211.
- Widyanto, A. (2014). PENGARUH STORE ATMOSPHERE TERHADAP KEPUTUSAN PEMBELIAN (Survei pada Konsumen Distro Planet Surf Mall Olympic Garden kota Malang). *Jurnal Administrasi Bisnis SI Universitas Brawijaya*, 14(1), 84100.
- Widyanto, J., & Siaputra, H. (2020). Analisa Pengaruh Atmosphere Terhadap Behavioral Intention Dengan Customer Satisfaction Sebagai Intervening Variable Pada *Jurnal Hospitality Dan Manajemen ...*, 203–221. Retrieved from <http://publication.petra.ac.id/index.php/manajemen-perhotelan/article/view/9899>
- Yang, Z. dan Peterson, R.T. 2004. Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs. *Journal of Psychology and Marketing*.21 (10): 799-822.
- Yuliyanto, G. (2015). Penerapan Model Niat Berperilaku (Behavioral Intention Model) dan Pengaruhnya dalam Fasilitas Pendukung di Bus Trans Jakarta, 3–4. Retrieved from <http://juliwi.com/published/E0205/PITIW12-12.pdf>
- Zhang, J. (2014). Customer' Loyalty Forming Mechanism of O2O E-Commerce. *International Journal of Business and Social Science*, 5(5), 164–169

https://bp-guide.id/AX7e13kU#article_element_374866 Diakses pada 25 April
2021

<https://hybrid.co.id/amp/post/berrybenka-resmikan-toko-permanen-pertama>
Diakses pada 28 April 2021

[Berrybenka Buka Gerai Offline di Kota Semarang - Lifestyle Bisnis.com](#) Diakses
pada 15 Desember 2021

<https://play.google.com/store/apps/details?id=com.berrybenka.android&hl=in&gl=US&showAllReviews=true> Diakses pada 28 April 2021

<https://blog.apjii.or.id/index.php/2020/11/09/siaran-pers-pengguna-internet-indonesia-hampir-tembus-200-juta-di-2019-q2-2020/>. Diakses pada 25 April
2021

<https://wearesocial.com/digital-2020>. Diakses pada 20 April 2021