DAFTAR PUSTAKA

Ahmad, F., Mustafa, K., Hamid, S. A. R., Khawaja, K. F., Zada, S., Jamil, S., Qaisar, M. N., Vega-Muñoz, A., Contreras-Barraza, N., & Anwer, N. (2022). Online customer experience leads to loyalty via customer engagement: Moderating role of value co-creation. *Frontiers in Psychology, 13*, Article 897851. https://doi.org/10.3389/fpsyg.2022.897851

Afyani, N. P., Gunawan, F., Soesetyo, S., & Mustikasari, F. (2023). The effect of service quality, store atmosphere, and brand image on customer loyalty in the Jakarta local coffee shop. *Review of Management and Entrepreneurship, 7(2),* 213–234. https://doi.org/10.37715/rme.v7i2.3716

Arikunto, S. (2021). *Prosedur penelitian: Suatu pendekatan praktik*. Rineka Cipta.

Asri, A. S., Prabawani, B., & Farida, N. (2025). Pengaruh penerapan omnichannel marketing dan customer experience terhadap customer loyalty dengan customer satisfaction sebagai variabel intervening (Studi pada pengguna Telkomsel Prabayar di DKI Jakarta). *Jurnal Ilmu Administrasi Bisnis, 14(3), 1206–1218*. https://doi.org/10.14710/jiab.2025.47234

Badan Pusat Statistik. (2025). *Produk domestik bruto Indonesia triwulanan tahun 2025*. Badan Pusat Statistik.

Bank Indonesia. (2026). *Data penjualan retail Indonesia*. Bank Indonesia.

Berman, B., Evans, J. R., & Chatterjee, P. (2021). *Retail management: A strategic approach (14th ed.)*. Pearson.

Blythe, J. (2013). *Consumer behaviour (2nd ed.).* SAGE Publications.

Calvin, C., Listiana, E., Shalahuddin, A., Fitriana, A., & Ahmadi, A. (2025). Pengaruh store atmosphere terhadap customer loyalty dengan customer engagement dan customer satisfaction sebagai mediasi (Studi pada Samsung Store). *Jurnal Multidisiplin West Science,* 4(6), 633–655. https://doi.org/10.58812/jmws.v4i06.2277

Chernev, A. (2019). *Strategic marketing management: The framework (10th ed.)*. Cerebellum Press.

Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., Núñez-Barriopedro, E., & García-Henche, B. (2023). Strategic orientation towards digitization to improve supermarket loyalty in an omnichannel context. *Journal of Business Research, 156*, Article 113475. https://doi.org/10.1016/j.jbusres.2022.113475

Dunne, P. M., Lusch, R. F., & Carver, J. R. (2014). *Retailing (8th ed.).* Cengage Learning.

Flacandji, M., Vlad, M., & Lunardo, R. (2024). The effects of retail apps on shopping well-being and loyalty intention: A matter of competence more than autonomy. *Journal of Retailing and Consumer Services, 78*, Article 103762. https://doi.org/10.1016/j.jretconser.2024.103762

Firmansyah, M. A. (2018). *Perilaku konsumen: Sikap dan pemasaran*. Deepublish.

Gahler, M., Klein, J. F., & Pizzuti, M. (2023). Customer experience: Conceptualization, measurement, and application in retailing. *Journal of Retailing*, 99(2), 211–229.

GoodStats. (2024). *Survei tingkat awareness minimarket di Indonesia*. GoodStats Indonesia.

Grewal, D., Levy, M., & Kumar, V. (2009). Customer experience management in retailing: An organizing framework. *Journal of Retailing,* 85(1), 1–14. https://doi.org/10.1016/j.jretai.2009.01.001

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM) (2nd ed.).* Sage Publications.

Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behavior: Building marketing strategy (11th ed.).* McGraw-Hill/Irwin.

Jo, H., & Bang, Y. (2024). Navigating the omnichannel landscape: Unraveling the antecedents of customer loyalty. *SAGE Open*, 14. https://doi.org/10.1177/21582440241233091

Kotler, P., & Armstrong, G. (2022). *Principles of marketing (18th ed.).* Pearson.

Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. Wiley.

Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management (16th ed.)*. Pearson.

Kuswandana, W., & Tjiptodjojo, K. I. (2025). Pengaruh suasana toko dan kualitas layanan terhadap loyalitas pelanggan. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi)*, 12(1). https://doi.org/10.35794/jmbi.v12i1.59725

Lamb, C. W., Hair, J. F., & McDaniel, C. (2019). *MKTG (13th ed.).* Cengage Learning.

Levy, M., Weitz, B. A., & Grewal, D. (2019). *Retailing management (10th ed.).* McGraw-Hill Education.

Madiawati, P. N. (2023). The effects of experiential marketing and store atmosphere on customer loyalty of MSMEs in West Java. *Binus Business Review*, 14(3).

Malhotra, N. K. (2020). *Marketing research: An applied orientation (7th ed.)*. Pearson.

Marso, M., & Idris, R. (2022). The impact of store atmosphere on customer loyalty through perceived quality and satisfaction: An evidence from boutique industry in Tarakan. *Petra International Journal of Business Studies*, 5(2), 186–197. https://doi.org/10.9744/ijbs.5.2.186-197

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology.* MIT Press.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38. https://doi.org/10.1177/002224299405800302

Novitasari, M. D., & Purwanto, S. (2024). The influence of service quality, store atmosphere, and experiential marketing on customer loyalty at FamiCafé Tenggilis Surabaya. *Indonesian Interdisciplinary Journal of Sharia Economics,* 7(3), 7004–7013. https://doi.org/10.31538/iijse.v7i3.5444

Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63, 33–44. https://doi.org/10.1177/00222429990634S105

Peter, J. P., & Olson, J. C. (2010). *Consumer behavior & marketing strategy (9th ed.).* McGraw-Hill/Irwin.

Praditya, D. A. P., & Kaihatu, T. S. (2023). Pengaruh store atmosphere dan store location terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi pada Kawan Seduh Coffee Surabaya. *Jurnal Performa: Jurnal Manajemen dan Start-up Bisnis*, 8(6), 599–611. https://doi.org/10.37715/jp.v8i6.4443

Pride, W. M., & Ferrell, O. C. (2016). *Marketing (18th ed.).* Cengage Learning.

Ribek, P. K., Purnawati, N. L. G. P., Pendet, K. M., & Yuliastuti, I. A. N. (2024). Brand image linkage, product diversity and store atmosphere to customer loyalty in fashion shops in Bali. *Mudra Jurnal Seni Budaya*, 39(1), 61–68. https://doi.org/10.31091/mudra.v39i1.2489

Rosita, G. C. (2024). Elevate customer loyalty by omnichannel integration quality: Evidence from the Indonesian beauty retail industry. Jour*nal of Economic, Business and Accounting (COSTING)*, 7(4), 7047–7050. https://doi.org/10.31539/costing.v7i4.9811

Schiffman, L. G., & Wisenblit, J. (2021). Consumer behavior (13th ed.). Pearson.

Solomon, M. R. (2020). Consumer behavior: Buying, having, and being (13th ed.). Pearson.

Sugiyono. (2022). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.

Top Brand Award. (2025). *Top Brand Index kategori minimarket Indonesia 2022–2025*. Top Brand Award.

Trading Economics. (2026). *Indonesia retail sales YoY.* Trading Economics.

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. https://doi.org/10.1016/S0148-2963(99)00010-7

Utami, C. W. (2018). Manajemen ritel: Strategi dan implementasi operasional bisnis ritel modern di Indonesia (3rd ed.). Salemba Empat.

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing: Introduction to the special issue on multi-channel retailing. *Journal of Retailing*, 91(2), 174–181. https://doi.org/10.1016/j.jretai.2015.02.005