

## DAFTAR PUSTAKA

- Afifi, M. F. & Wahyuni, D. U. (2019). Pengaruh Store Atmosphere dan Word of Mouth Terhadap Keputusan Pembelian Melalui Minat Beli. *Jurnal Ilmu dan Riset Manajemen*, 8(3), 1-17.
- Agusta, R. P. & Dewi, C. K. (2019). Pengaruh Word of Mouth Terhadap Minat Beli Konsumen (Studi Kasus Pada Widjie Coffee). *e-Proceeding of Management*, 6(3), 6266-6275.
- Amala, S., Budimansyah, & Sanjaya, V. F. (2021). Pengaruh Penggunaan Iklan Dan Citra Merek Terhadap Minat Beli Konsumen Pada Produk Kecantikan Halal Safi Dalam Perspektif Ekonomi Islam (Studi Pada toko TOPSHOP Kota Bandar Lampung). *REVENUE: Jurnal Manajemen Bisnis Islam*, 2(2), 47-62.
- Chinomona, R., Okuomba, L & Poee, D. (2013). The Impact of Product Quality on Perceived Value, Trust and Student Intention to Purchase Electronic Gadgets. *Mediterranea journal of Social Science*, 4(14), 463- 472.
- Dehghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016). Evaluating the Influence of YouTube Advertising for Attraction of Young Customers. *Journal of Current Issues & Research in Advertising*, 3(3), 165-172.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate SPSS 25. Edisi 9*. Semarang: ISBN UNDIP.
- Gonibala, R. Q., & Tumewu, F. (2018). Efek dari Suasana Toko dan Pengaruh Teman Sebaya Terhadap Niat Beli di Housepality Kafe dan Restaurant. *Jurnal EMBA*, 6(4), 2638 – 2647.
- Hanisa, S. & Hardini, H. (2020). Pengaruh Store Atmosphere, Iklan, dan Word of Mouth Terhadap Minat Pembelian Ulang Pelanggan Pada KFC Di Margonda, Depok. *Jurnal Manajemen Oikonomia*, 16(1), 68-82.
- He, Q. & Qu, H. (2018). The Impact of Advertising Appeals on Purchase Intention in Social Media Environment-Analysis of Intermediary Effect Based on Brand Attitude. *Journal of Business Administration Research*. 7(2), 17-28.
- Hussain, R. & Ali, M. (2015). Effect of Store Atmosphere on Consumer Purchase Intention. *International Journal of Marketing Studies*, 7(2).
- Jianxin, L. (2017). The Parallel Multiple Intermediary Mechanism. Nankai Management Review, Which Affects the Consumer's Purchase Intention by the Demand for Product Scarcity. *Management Review*, 20(4), 4-15.
- King, R. A., Racherla, P., & Bush, V. D. (2014). What We Know and Don't Know About Online Word-of-Mouth: A Review and Synthesis of the Literature. *Journal of Interactive Marketing*, 28(3), 167–183.

- Kumar, S., Aminin, T.A., & Vania, O. (2016), The Influence of Product Knowledge, Product Usability, and Price toward Customer Preference. *Journal of Family Business*, 4(2), 1 -16.
- Kurnia, R. A. D., Masitoh, M. R., & Huddin, M. N. (2020). Pengaruh Electronic Word Of Mouth Dan Inovasi Produk Terhadap Minat Beli Konsumen (Survey Pada Followers Instagram Mcdonald's Indonesia). *Jurnal Ekonomi Vokasi*, 4(1), 23-37.
- Lestari, S. A. & Rahmidani, R. (2019). Pengaruh Harga Dan Word Of Mouth (WOM) Terhadap Minat Beli Laptop Merek Toshiba Dikalangan Mahasiswa Universitas Negeri Padang. *EcoGen*, 2(3), 524-531.
- Madahi, A and Sukati, I. 2012. The Effect of External Factors on Purchase Intention Amongst Young Generation in Malaysia. *International Business Research*, Vol 5, No 8.
- Mareta, L. P., & Kurniawati, T. (2020). Pengaruh Kualitas Produk dan Iklan Terhadap Minat Beli Ulang Shampo Rejoice. *EcoGen*, 3(3), 400-409.
- Muhammad, N. S., Musa, R., & Ali, N. S. (2014). Unleashing the Effect of Store Atmospherics on Hedonic Experience and Store Loyalty. *Procedia - Social and Behavioral Sciences*, 130(3), 469- 478.
- Nilawati, W. (2019). Pengaruh Brand Image Dan Word Of Mouth Terhadap Minat Pembelian Ulang (Studi Pada Konsumen Kopi ABC Di Desa Pancoran Bondowoso). *JSMBI (Jurnal Sains Manajemen Dan Bisnis Indonesia)*, 9(1), 74-78.
- Purwati, A. A., Siahaan, J. J., & Hamzah, Z. (2019). Analisis Pengaruh Iklan, Harga dan Variasi Produk terhadap Keputusan Pembelian di Toko Rumah Pekanbaru. *Jurnal Ekonomi KIAM*, 30(1), 20-28.
- Rejeki, S., & Hadi, S. (2019). Pengaruh Store Atmosphere Terhadap Minat Beli Konsumen (Studi Kasus di Kedai Giyong Kekalik Mataram). *Artikel Publikasi*, 1(2), 65-84.
- Said, A. (2016). Pengaruh Brand Image, Word Of Mouth, Dan Iklan Terhadap Minat Menabung Di BMT Se-Kabupaten Demak. *EQUILIBRIUM: Jurnal Ekonomi Syariah*, 4(2), 318 – 333.
- Siddhibphongsa, P. & Kim, S. (2016). The Influence of Store Atmosphere on Purchase Intention toward a Fast Fashion Brand in Bangkok. *AU-GSB e-JOURNAL*, 9(1): 124-134.
- Solvaroyani, A., Hartono, S. & Aryati, I. (2021). Minat Beli Konsumen Ditinjau Dari Store Atmosphere, Lokasi, Dan Word of Mouth (Studi Kasus Pada Tas Butik Solo). *Jurnal Ekbis*, 22(1), 42-54.

- Srinivasan, S. R., & Srivastava, R. K. (2012). Creating the futuristic retail experience through experiential marketing: Is it possible quest; An exploratory study. *Journal of Retail & Leisure Property*, 9(3), 193-199.
- Sudirjo, F., & Handoyo, E. A. (2018). Pengaruh Kualitas Produk Dan Iklan Terhadap Minat Beli Konsumen AMDK Amidis Di Semarang. *Serat Acitya – Jurnal Ilmiah UNTAG Semarang*, 7(1), 12-27.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sujarweni, W. (2015). *Metodologi Penelitian Bisnis & Ekonomi*. Yogyakarta: Pustakabarupress.
- Sulthana, A. N. & Vasantha, S. (2019). Influence of Electronic Word Of Mouth eWOM on Purchase Intention. *International Journal of Scientific & Technology Research*. 8(10), 1-5.
- Tamrin, M. H. & Huda N. (2021). The Effect of Incentivized Electronic Word-Of-Mouth (EWOM) on Consumer Purchase Intention. *Journal of Management and Entrepreneurship Research (JMER)*, 2021, 02(1), 10–18.
- Widayat, L. H. & Suhermin. (2018). Pengaruh Store Atmosphere Dan Word Of Mouth Terhadap Minat Beli Konsumen. *Jurnal Ilmu dan Riset Manajemen*, 4(11), 1-17.
- Wu, C. Y. & Chung, C. P. (2016). The Effects of Store Atmosphere and Sales Promotion on Purchase Intention-Perceived Customer Mood as a Mediator. *Business Research Review*, 2(1), 33-50.
- Zhafirah, U. (2019). The Influence of Social Media Advertising Towards Purchase Intention of E-Commerce: A Study among Indonesian Millennial. *International Conference on Rural Development and Entrepreneurship 2019: Enhancing Small Business and Rural Development toward Industrial Revolution 4.0*, 5(1), 1024-1035