

DAFTAR KEPUSTAKAAN

- Banat, A., & Wandebori, H. S. T. (2012). Store Design and Store Atmosphere Effect on Customer Sales per Visit Economics, Management and Behavioral Sciences.
- Gillani, F. (2012). Impact of Peer Pressure and Store Atmosphere on Purchase Intention. *International Journal of academic research in Business and Social Sciences*, 2(7), 323-332.
- Gillani, F. (2012). Impact of Peer Pressure and Store Atmosphere on Purchase Intention. *International Journal of academic research in Business and Social Sciences*, 2(7), 323-332.
- Hussain, Riaz dan Ali, Mazhar. (2015). “Effect of Store Atmosphere on Consumer Purchase Intention”. *International Journal of Marketing Studies*; Vol. 7, No. 2; 2015.ISSN 1918-719X E-ISSN 1918-7203. Published by Canadian Center of Science and Education.
- Kotler , philip dan kevin Lane Keller. 2009. Manajemen pemasaran. Edisi 13 jilid 1 . jakarta : Erlangga.
- Kotler, Philip., 2005, *Manajemen Pemasaran*, Edisi Kesebelas, Jilid 2, Edisi Bahasa Indonesia, Jakarta: Penerbit Indeks.
- Kouchekian, Milad dan Gharibpoor, Mahshid. (2012). “Investigation the Relationship between Visual Merchandising and Customer Buying Decision Case Study: Isfahan Hypermarkets”. *International Journal of Academic Research in Economics and Management Sciences April 2012, Vol. 1, No. 2 ISSN: 2226-3624.*

Lam, S. Y. (2001). The effects of store environment on shopping behaviors: A critical review. *Advances in Consumer Research*, 28, 190-197.

Meldarianda, Resti dan Hengky Lisan S, (2010). "Pengaruh tujuan *store atmosphere* terhadap minat beli konsumen pada *resort Kafe atmosphere* bandung" Jurnal Bisnis dan Ekonomi (JBE), September 2010, Hal. 97 – 108 Vol. 17, No. 2 ISSN: 1412-3126.

Mowen , Jhon C. 1995. *Consumer Behavior*. Prentice Hall.

Sekaran, Uma. 2006. "Research Methods For Business". Jakarta: Salemba Empat.

Spangenberg, E. R., Sprott, D. E., Grohmann, B., & Tracy, D. (2006). Gender-congruent Ambient scent influences on approach and avoidance behaviors in a retail store. *Journal of Business Research*, 59(12), 1281-1287.
<http://dx.doi.org/10.1016/j.jbusres.2006.08.006>

Wanninayake, W. M. C. B., & Randiwela, P. (2007).the impact of visual merchandising on consumer store choice decisions in Sri Lankan supermarkets. In 7th Global Conference on Business & Economics, ISBN (pp. 978-0).

Venkatrama, M.P and D.J MacInnis. 1985. *The Epistemic and Sensory Exploratory Behavior of Hedonic and Cognitive Consumers*. Advance in Consumer esearch. Volume 12 Provo. Utah : Association for Consumer Research.