

REFERENCES

- Alpert, J. I., & Alpert, M. I. (1986). *The effects of music in advertising on mood and Repurchase Intentions*. Working paper no. 85/86-5-4, department of marketing administration, college of business administration, University of Texas, Austin, TX 78712.
- Alpert, J. I., & Alpert, M. I. (1988). Background music as an influence in consumer mood and advertising responses," in Thomas K. Srull, ed., *Advances in Consumer Research*, 16.
- Anderson, R., Tatham, R. Fornfor and Black, W. (1998), *Multivariate Data Analysis*, 5th ed., Prentice Hall, Upper Saddle River, NJ.
- Areni, C. S., & Kim, D. (1994). The influence of in-store lighting on consumers examination of merchandise in a wine store. *International Journal of Research in Marketing*, 11, 117-125.
- Baker, J. (1986.) The role of the environment in marketing services: The consumer perspective. In CzeRIel, J. A., Congram, C. A., Shanahan, J. (Eds.). *The services challenge: Integrating for competitive advantage*. (pp. 79-84.) Chicago: American Marketing Association.
- Baker, J., Levy, M., & Grewal, D. (1992). An experimental approach to making retail store
- Baker, Michael. 2012. *E-book The Marketing Book*. 5th Edition. Genesis. Typesetting. Great Britain.
- Banat, A., & Wandebori, H. S. T. (2012). Store Design and Store Atmosphere Effect on Customer Sales per Visit Economics, Management and Behavioral Sciences.
- Baron, R. A. (1990). Lighting as a source of positive affect. *Progressive Architecture*, 71, 123-124. behavior: Mediating role of consumer emotions. *Psychology and Marketing*, 14(4), 361-379.
- Berman, B., & Evans, J. R. (1995). *Retail management: A strategic approach*. Englewood Cliffs, NJ : Prentice Hall.
- Berman, Barry & Evans R Joel. 2000. *Metode Penelitian Bidang Sosial*. Yogyakarta: Gajah Mada. University Press.
- Bitner, James C. W., & Barnes, J. (1992). Measuring the prototyRIcal and meaning of retail environments. *Journal of Retailing*, 68, 194-220.
- Bitner, James C. W., & Barnes, J. (1992). Measuring the prototyRIcal and meaning of retail environments. *Journal of Retailing*, 68, 194-220.

- Bitner, M. J. (1992). Servicescapes: the impact of physical surroundings on customers and employees. *Journal of Marketing*, 56, 57-71.
- Bitner, M. J. (1992). Servicescapes: the impact of physical surroundings on customers and employees. *Journal of Marketing*, 56, 57-71.
- Bohl, P. (2012). The effects of store atmosphere on shopRIng behaviour', a literature review. Corvinus Marketing Tanulmányok.
- Bruner, G. C. (1990). Music, mood, and marketing. *The Journal of Marketing*, 54(4), 94-104. buying behavior. *International Review of Retail, Distribution & Consumer Research*, 7(4),
- Dawson, S., Bloch, P., & Ridgway, N. (1990). ShopRIng motives, emotional states, and retail environmental aesthetics to retailing, International Review of Retail, Distribution and Consumer nvironmental decisions. *Journal of Retailing*, 68(4), 445-461. *Environments*. New York: Basi Books, Inc. evaluations and behavior", *Journal of Retailing*, Vol. 77, pp. 273-289.
- Dodds, W. B. (1991). In search of value: how price and store name information influence buyers' product perceptions. *Journal of Services Marketing*, 5(3), p. 27-36.
- Gilboa, S and Rafaeli, A. (2003), Store environment, emotions and approach behaviour: applying
- Ghosh, A. (1990). *Retail management*. Chicago: Drydden press.
- Grewal, D., Krishnan, B., Baker, J., and Borin, N. (1998). The effect of store name, brand name, and price discount on consumers' evaluations and Repurchase Intention. *Journal of retailing*. Vol. 74 (3). pp.331-352
- Haberland, M. F. (2010). *The power of scent: EmRirical field studies of olfactory cues on purchase behavior*. Doctoral dissertation, University of St. Gallen
- Herrington, J. D., & Capella, L. M. (1994). Practical Applications of Music in Service Settings. *Journal of Services Marketing*, 8(3), 50-65.
- Hui, M. K., Dube, L., & Chebat, J. C. (1997). The impact of music on consumers' reactions to waiting for services. *Journal of Retailing*, 73(1), 87-104. intentions in a cafeteria. *Journal of Applied Social Psychology*, 28(24), 2254-2273. interactions and possible behavioral effects. *Advances in Consumer Research* 13, 251-254.
- Kim J. O. and Jin B.H. (2001). Korean consumers' patronage of discount stores: Domestic vs. multinational discount stored shoppers' profile. *Journal of Consumer Marketing*, Vol. 18(3). pp. 236-255.
- Keller K.L. (2001). Building customer-based brand equity. *Marketing management*. Vol. 10(2). pp.14-19.

- Kotler, P. (1973, Winter). Atmosphere as a marketing tool. *Journal of Retailing*, (49), 48–64.
- Levy, M and Weitz, B. A. (2009), *Retailing Management*, 7th Edition. McGraw-Hill International Edition.
- Levy, Michael and Barton Weitz. 2001. *Retailing Management*. International Edition. Edisi 4 New York: McGraw-Hill.
- Lin, I. Y. (2004). Evaluating a servicescape: The effect of cognition and emotion. *International Journal of Hospitality Management*, 23(2), 163–178.
- Marquard, R. A.; Makens, J. C. & Roe, R. G., 1983. *Retail Management: Satisfaction of Consumer Needs*. Third Edition, Dryden Press: CBS College Publishing.
- Mattila, A.S. and Wirtz, J. (2001) “Congruency of scent and music as a driver of in-store
- Mehrabian, A. (1976). *Public Spaces and Private Spaces: The Psychology of Work, Play and Living*
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. Cambridge, MA: Massachusetts Institute of Technology.
- Milliman, R. E. (1982). Using background music to affect the behaviour of supermarket shoppers. *Journal of Marketing*, 46, 86-91.
- Milliman, R. E. (1986). The influence of background music on the behaviour of restaurant patrons. *The Journal of Consumer Research*, 13(2), 286-289.
- Morrin, M., & Ratneshwar, R. (2000). The impact of ambient scent on evaluation, attention and memory for familiar and unfamiliar brands.
- Mowen, Jhon C. dan Michael Minor. 2002. *Perilaku Konsumen*. Jilid Kedua. Alih Bahasa: Dwi Kartini. Jakarta: Erlangga.
- North, A. C., & Hargreaves, D. J. (1998). The effect of music on atmosphere and purchase outcomes. *Journal of Retailing*, 66(4), 408–428. Repurchase Intention survey. *The Journal of Business Forecasting Methods Systems and Research*, Vol 13 Issue April pp 195-211
- Ruchi, G., Zillur, R., & Ishwar, K. (2010). Evaluating a model for analyzing methods used for measuring customer experience. *Journal of Database Marketing & Customer Strategy Management*, 17(2), 78-90.
- Ruchi, G., Zillur, R., & Ishwar, K. (2010). Evaluating a model for analyzing methods used for measuring customer experience. *Journal of Database Marketing & Customer Strategy Management*, 17(2), 78-90.

- Rong, C. H., Sher, K. L., Bee, L. Y., Su, Y. F., (2011). Store Atmosphere on Customer Patronage Intention Towards Clothing Stores in Malaysia. *Journal of Business Research*
- Schiffman, L. G. & Kanuk, L. L. (2000). *Consumer Behavior* (7th ed.). Wisconsin: Prentice Hall.
- Sekaran, U. (2003). *Research methods for business: a skill building approaches* (4th ed.). New York: John Wiley & Sons.
- Sherman, E., & Smith, R. (1986). Mood states of shoppers and store image: Promising
- Sherman, E., Mathus, A., & Smith, R. (1997). Store environment and consumer purchase
- Sugiyono. 2010. *Metode Penelitian Bisnis*. Alfabeta. Bandung.
- Silva, T. S., & Giraldi, J. D. M. E. (2010). The influence of store image on customer satisfaction: a case study of a shoe store. *Brazilian Business Review*, 7(2), 60-77.
- Smith, P., & Ross, C. (1966). Arousal hypothesis and the effect of music on Purchasing Behaviour. *Journal of Applied Psychology*, 50, 255-256.
- 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.
- Tai, S., & Fung, A. (1997). Application of an environmental psychology model to in-store
- Turley, L.W., & Milliman, R. E. (2000). Atmospheric effects on shopRING behavior: A review of the experimental evidence. *Journal of Business Research*, 49(2), 193–211.
- Vaccaro, V. L., Yucetepe, V., Torres-Baumgarten, G., & Lee, M. (2008). The relationship of music-retail consistency and atmospheric lighting on consumer responses. *Review of Business Research*, 8 (5), 214-221.
- Wakefield, K. L., & Blodgett, J. G. (1999). Customer response to intangible and tangible service factors. *Psychology and Marketing*, 16(1), 51–68.
- 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).
- Whitlark, D.B., Geurts, M.D., Swenson, M.J., 1993. New product forecasting
- Yang , Y. T. (2009). *A study of Repurchase Intention behavior to consumers on innovation technology smart phone in technology acceptance model and theory of reason action*. Unpublished master thesis, Nan Hua University, Taiwan.choo

Yalch, R. F., & Spangenberg, E. R. (1993). Using store music for retail zoning: a field experiment. *Advances in Consumer Research*, 10(1), 632-636.

Yalch, R. F., & Spangenberg, E. R. (2000). The Effects of Music in a Retail Setting on Real and Perceived ShopRIng Times. *Journal of Business Research*, 49(2), 139-147.

Yoo, C., Park, J., & MacInnis, D. J. (1998). Effects of Store Characteristics and In-Store Emotional Experiences on Store Attitude. *Journal of Business Research*, 42(3), 253-263.

Zeithaml, V.A. (1988). Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence. *Journal of Marketing*. Vol. 52(3). pp. 48-62.

