THE EFFECT OF STORE ATMOSPHERE AND PRICE ON CONSUMERS' PURCHASE DECISIONS AT ALFAMART CIPAYUNG, DEPOK

By:
Rafli Alviansyah Putra Priatna[1]
Farida Frihatini[2*]
[1,2]Retail Management Study Program, Faculty of Education and Social Sciences, Universitas Indraprasta PGRI, Jakarta, Indonesia

Email:
raflialviansyah19@gmail.com[1]
farida.frihatini@unindra.ac.id[2*]

ABSTRACT

The rapid growth of modern retail in Indonesia has intensified competition for consumer purchase decisions. Previous studies on store atmosphere and price report inconsistent findings regarding which factor contributes more strongly, particularly in suburban minimarket settings. This study examines the partial and simultaneous effects of store atmosphere and price on consumer purchase decisions at Alfamart Cipayung, Depok. A causal quantitative design was applied by distributing a structured questionnaire to 51 consumers selected through accidental sampling, and the data were analyzed using multiple linear regression. The results show that store atmosphere has a positive and significant effect on purchase decisions and is the dominant predictor, whereas price has a positive but statistically insignificant effect. Together, both variables significantly affect purchase decisions and explain about 64 percent of their variation. These findings suggest that, under standardized minimarket pricing, the sensory store environment acts as an emotional trigger while price serves as a baseline expectation. The study contributes by integrating emotional and rational drivers within a single framework of suburban retail consumer behavior. Managerially, store managers should maintain store comfort and visual layout while ensuring accurate and transparent price information to sustain customer retention.

Keywords : Alfamart, Modern Retail, Price, Purchase Decision, Store Atmosphere

A. INTRODUCTION

The modern retail industry in Indonesia has grown rapidly, as shown by the increasing number of minimarket outlets such as Alfamart and Indomaret across many regions (Syahputra, 2025). This growth has intensified competition among retailers in attracting and retaining consumers (Morisson & Fikri, 2025). Retailers are no longer required to compete on product variety alone; they must also create a shopping experience that adds value for consumers (Arfah, 2022). Modern retail marketing strategies must therefore adapt to consumer needs and preferences that continue to evolve (Syahputra, 2025).

Consumer decision-making has become increasingly complex (Wulandari, 2025). Consumers consider not only rational aspects such as product utility, but also comfort, convenience, and the atmosphere of the shopping environment (Aini, 2025). In this context, store atmosphere is an important external factor that shapes consumers' perceptions and emotions (Hermawan & Prastian, 2023). Tidy space arrangement, adequate lighting, cleanliness, and a comfortable environment can encourage consumers to stay longer in the store and increase the likelihood of impulse purchases (Putra, 2024). On the other hand, price remains a key factor that consumers weigh before deciding to buy (Rahmawati, 2023), and retail consumers tend to compare prices across stores to ensure efficient spending (Rahman, 2024). A combination of a good store atmosphere and competitive prices is thus a crucial strategy for influencing purchase decisions amid modern retail competition (Nugroho, 2024).

At Alfamart outlets in Cipayung, Depok, not every outlet consistently achieves an optimal atmosphere. Some outlets display poorly organized product layouts during peak hours, suboptimal lighting, and comfort levels that do not fully meet customer expectations because of limited circulation space (Putra & Hendrawan, 2024). With respect to price, some consumers perceive minimarket prices to be higher than those of traditional neighborhood stores (Budiarti, 2024). The gap between expectations of a comfortable shopping environment and price sensitivity challenges modern retailers in maintaining customer retention (Nugroho, 2024).

Although prior studies have examined store atmosphere and price extensively, most examine them separately or report inconsistent results (a research gap) regarding which variable contributes most in suburban consumer segments such as Cipayung, Depok (Hermawan & Prastian, 2023; Rahman, 2024). This study offers an integrative perspective by positioning store atmosphere as an emotional trigger that stimulates consumers' sensory comfort, and price as a rational calculator that evaluates financial sacrifice, within a single purchase decision framework (Wulandari, 2025). The study aims to empirically test the partial and simultaneous effects of both variables, thereby contributing to the modern retail management literature and offering practical recommendations for store managers (Aini, 2025; Budiarti, 2024).

B. LITERATURE STUDY

Purchase Decision

A purchase decision is the process of selecting among available alternatives, in which consumers evaluate and choose the best option based on their needs and preferences (Schiffman & Wisenblit, 2019). According to Kotler and Keller (2016), a purchase decision is the stage of the consumer decision process in which an individual actually chooses and buys a product after need recognition, information search, and evaluation of alternatives. The process reflects how consumers use external information and internal preferences to reach a final transactional conclusion (Arfah, 2022). Purchase decisions are measured by the following indicators (Arfah, 2022; Aini, 2025): product choice, brand choice, purchase timing, purchase quantity, and payment method.

Store Atmosphere

Store atmosphere refers to the effort to design the buying environment through visual and sensory elements such as lighting, color, music, and spatial arrangement in order to create specific emotional responses that increase the likelihood of purchase (Kotler, 1973). Levy et al. (2019) view store atmosphere not merely as a physical aspect but as a stimulus that influences consumers' psychological state while inside the store. A well-designed atmosphere creates shopping comfort, extends visit duration, and serves as a tool for visual differentiation from competitors (Rahman, 2024). Store atmosphere is measured through four indicators (Levy et al., 2019; Arfah, 2022): exterior, general interior, store layout, and interior display.

Price

Price is the amount of money a consumer must pay to obtain a product or service, or the value exchanged for the benefits of owning or using it (Kotler & Keller, 2016). According to Tjiptono (2019), price functions as a measure of value that consumers use to evaluate the benefits of a product relative to the sacrifice incurred. Consumers' price evaluation involves a psychological calculation of the balance between financial sacrifice and the utility obtained (Rahmawati, 2023). Price is measured through four indicators (Tjiptono, 2019; Rahmawati, 2023): price affordability, price conformity with product quality, price competitiveness, and price conformity with product benefits.

Previous Studies

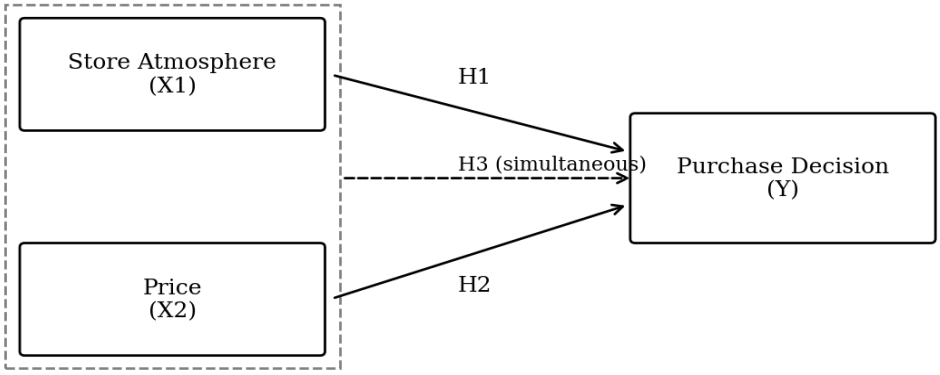
Empirical evidence on the two predictors is consistent for store atmosphere but mixed for price. Budiman and Dananjoyo (2021) found that the four atmosphere dimensions of exterior, interior, store layout, and interior point-of-purchase displays each had a positive and significant effect on the purchase decisions of 137 Generation Z cafe visitors in Yogyakarta; these are the same dimensions used in the present study. Khan et al. (2023) likewise confirmed that store design and atmosphere significantly shape shoppers' purchase decisions in Delhi-NCR, although not every cue mattered equally: window displays, mannequin displays, and visual merchandising were influential, whereas lighting, color, music, and

signage had negligible effects. Janah et al. (2023) also reported a positive and significant effect of store atmosphere on purchasing decisions, with product quality, price, and store atmosphere together explaining about 63 percent of the variance. In the Indonesian minimarket context, Timotius and Putra (2023) observed Alfamart and Indomaret outlets and argued that a well-organized layout encourages purchase intention by making products easy to locate. Hasanah and Frihatini (2025) demonstrated that service quality significantly contributes to customer satisfaction, as prompt, polite, and responsive employee interaction yields a comfortable shopping experience. These studies agree on the direction of the effect but disagree on which atmospheric elements matter, which suggests that the contribution of store atmosphere depends on the retail format.

Findings on price are less consistent. Artino et al. (2024) reported a positive and significant effect of franchise price on purchase decisions, and Juhari (2018) found that price, together with product, promotion, and brand, significantly influenced smartphone purchase decisions. In contrast, Susanto (2021) found that price had no significant effect on smartphone purchase decisions once advertising was taken into account. A plausible explanation for this divergence is that price becomes decisive when consumers perceive meaningful differences between alternatives, but loses explanatory power when prices are relatively uniform or when other stimuli dominate. Few of these studies examine store atmosphere and price together in a suburban minimarket, where prices are standardized across outlets of the same chain; this gap motivates the present study.

Conceptual Framework and Hypotheses

The conceptual model positions store atmosphere (X_1) and price (X_2) as independent variables influencing purchase decision (Y) as the dependent variable (Arfah, 2022), as shown in Figure 1.



Source: Authors' own research.

Figure 1.
Research Model

H_1: Store atmosphere has a positive and significant effect on consumer purchase decisions at Alfamart Cipayung, Depok (Rahman, 2024).

H_2: Price has a positive and significant effect on consumer purchase decisions at Alfamart Cipayung, Depok (Nugroho, 2024).

H_3: Store atmosphere and price simultaneously have a positive and significant effect on consumer purchase decisions at Alfamart Cipayung, Depok (Aini, 2025).

C. RESEARCH METHOD

This study uses a causal quantitative approach, which is grounded in positivism and examines a particular population or sample using statistical data analysis to test predetermined hypotheses (Sugiyono, 2019). The research object is Alfamart outlets in Cipayung District, Depok City, West Java, and data were collected from May 2026 until completion of the final report.

The population comprises all consumers who have purchased or are purchasing at Alfamart Cipayung, Depok; its size cannot be determined precisely (infinite population). The sample consists of 51 respondents, determined on the basis of research efficiency and a minimum size considered acceptable for multiple linear regression at the undergraduate retail management level. Non-probability sampling with the accidental sampling technique was applied: consumers who happened to meet the researcher at the outlet and were willing to provide data were included as respondents.

Primary data were collected using a structured questionnaire with a five-point Likert scale (5 = strongly agree to 1 = strongly disagree) and processed with IBM SPSS. Before the regression analysis, the instrument was tested for validity (Pearson correlation > r-table) and reliability (Cronbach's alpha > 0.60), and the residuals met the normality assumption based on the one-sample Kolmogorov–Smirnov test ($p > 0.05$). The multiple regression equation is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

D. RESULTS AND DISCUSSION

Respondent Characteristics

The study involved 51 consumers of Alfamart outlets in Cipayung District, Depok City. The respondents were dominated by the productive age group of 20–25 years (47.1%). By gender, males accounted for 60.8% of the sample and females for the remainder. By occupation, the majority were students (70.6%) and private employees (23.5%). Table 1 presents the details.

Table 1.
Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	31	60.8
	Female	20	39.2
	Total	51	100.0
Age	17–19 years	13	25.5

Characteristic	Category	Frequency	Percentage (%)
	20–25 years	24	47.1
	26–30 years	3	5.9
	35–50 years	11	21.6
	Total	51	100.0
Occupation	Student	36	70.6
	Private employee	12	23.5
	Entrepreneur	0	0.0
	Civil servant / state-owned enterprise employee	3	5.9
	Housewife	0	0.0
	Total	51	100.0

Source: Primary data, processed (2026)

The predominance of young, productive consumers has implications for purchase decision formation in modern retail outlets. Younger consumers tend to value time efficiency and to be sensitive to visual stimuli such as the physical condition of the store, while still making rational budget considerations before transacting. These demographic characteristics make the sample relevant for testing the effects of the physical store climate (store atmosphere) and the economic value offer (price).

Multiple Linear Regression Analysis

Multiple linear regression was used to determine the direction and magnitude of the effects of store atmosphere (X_1) and price (X_2) on purchase decision (Y). The estimation results are summarized in Table 2.

Table 2.
Multiple Linear Regression Results (Dependent Variable: Purchase Decision)

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	4.975	1.808		2.752	0.008
Store Atmosphere (X_1)	0.717	0.128	0.651	5.610	< 0.001
Price (X_2)	0.242	0.141	0.200	1.721	0.092

Source: Primary data processed with SPSS 26 (2026)

The regression equation is $Y = 4.975 + 0.717X_1 + 0.242X_2$. The constant of 4.975 indicates the baseline purchase decision score when store atmosphere and price are both zero, which may reflect underlying factors such as urgent basic needs. The coefficient of 0.717 for store atmosphere indicates a positive relationship: a one-unit improvement in the perceived store atmosphere score is associated with a 0.717-unit increase in purchase decision score, holding price constant (*ceteris paribus*). The coefficient of 0.242 for price likewise indicates a positive relationship: a one-unit improvement in perceived price is associated with a 0.242-unit increase in purchase decision score. The larger unstandardized coefficient

(0.717 > 0.242) and standardized beta (0.651 > 0.200) show that store atmosphere is the more dominant predictor of purchase decisions at Alfamart Cipayung, Depok.

Coefficient of Determination (R^2)

Table 3.
Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate	Predictors
0.800	0.640	0.625	1.99487	(Constant), X_2, X_1

Source: Primary data processed with SPSS 26 (2026)

The R^2 value of 0.640 means that store atmosphere and price together explain 64.0% of the variation in purchase decisions at Alfamart Cipayung, Depok. The remaining 36.0% is influenced by factors outside the model, such as promotion intensity, product assortment, location accessibility, and staff service quality.

Partial Test (t-Test)

The partial test examines the individual effect of each independent variable at a significance level of 0.05 (Table 2). For store atmosphere (X_1), the t-value is 5.610 with a significance of < 0.001, which is well below 0.05; therefore H_0 is rejected and H_1 is accepted. Store atmosphere has a positive and significant partial effect on purchase decisions. For price (X_2), the t-value is 1.721 with a significance of 0.092, which exceeds 0.05; therefore H_2 is not supported. Price has a positive but statistically insignificant partial effect on purchase decisions at the 95% confidence level.

Simultaneous Test (F-Test)

Table 4.
ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	345.985	2	172.992	43.471	< 0.001
Residual	194.996	49	3.980		
Total	540.981	51			

Source: Primary data processed with SPSS 26 (2026)

The simultaneous test yields an F-value of 43.471 with a significance of < 0.001 (< 0.05). H_3 is therefore accepted: store atmosphere and price jointly have a positive and significant effect on consumer purchase decisions at Alfamart Cipayung, Depok.

Discussion

Effect of store atmosphere on purchase decisions. The results show that store atmosphere contributes positively and significantly to purchase decisions (t =

5.610; $p < 0.001$) and is the dominant predictor in this model. This is consistent with the atmospherics concept of Kotler (1973), which holds that deliberately designed physical retail environments can stimulate positive emotional responses that raise the likelihood of purchase. Each of the four dimensions may plausibly contribute to this effect. A clean and well-signed exterior acts as an initial visual stimulus; a general interior that is clean, bright, and air-conditioned can reduce shopping fatigue; an orderly store layout with thematically grouped products eases navigation; and tidy shelf arrangements and promotional displays can act as a "silent salesman" that triggers spontaneous interest (Levy et al., 2019; Putra, 2024). A likely mechanism is that a comfortable environment lengthens consumers' dwelling time, increasing exposure to alternative products and the chance of additional, unplanned purchases. This interpretation is in line with Rahman (2024) and Wulandari (2025), who identify store atmosphere as a major driver of impulse buying in modern retail, although dwelling time and impulse buying were not measured directly in this study. The dominance of store atmosphere is also consistent with Budiman and Dananjoyo (2021), who found that the same four dimensions significantly affect purchase decisions, and with Janah et al. (2023). However, Khan et al. (2023) showed that not every atmospheric cue contributes equally, so further research should identify which dimension drives the effect in minimarkets.

From a theoretical standpoint, this finding is best explained by the Stimulus–Organism–Response (S-O-R) framework of Mehrabian and Russell (1974), which Donovan and Rossiter (1982) first applied to retail settings. In this framework, environmental cues (stimulus) evoke internal states of pleasure and arousal (organism) that in turn drive approach behaviors such as staying longer, exploring the store, and buying (response). Bitner's (1992) servicescape model adds that ambient conditions, spatial layout and functionality, and signs and symbols jointly shape both cognitive and emotional evaluations of a service environment; in a compact minimarket, layout functionality and signage are likely to matter as much as aesthetics. Baker et al. (2002) further showed that store environment cues influence perceptions of merchandise quality, service quality, and the time and psychic costs of shopping, which together shape perceived merchandise value and patronage intentions. This suggests a cognitive route alongside the emotional one: a tidy, well-organized Alfamart outlet reduces search time and effort, a benefit that is particularly relevant to the young, time-conscious consumers who dominate this sample.

The empirical record supports this reasoning. Turley and Milliman (2000) reviewed the experimental evidence and concluded that atmospheric variables consistently influence a wide range of shopping behaviors, and the meta-analysis of Roschk et al. (2017), covering 66 studies, confirmed that atmospheric cues raise pleasure, satisfaction, and behavioral intentions, although average effect sizes were small to medium and varied across settings. In the Indonesian minimarket context, Arianty et al. (2024) found that store atmosphere significantly increased positive emotions and impulse buying among 180 minimarket consumers in Medan, with positive emotions mediating the effect, which corresponds to the organism stage of the S-O-R model. The comparatively strong effect in the present study ($\beta = 0.651$)

may partly reflect that the instrument captured functional elements such as layout and display rather than isolated ambient cues such as music or scent, and partly the small sample; because emotional states were not measured, the mediating mechanism proposed by the S-O-R framework remains to be tested in future research.

Effect of price on purchase decisions. Price shows a positive coefficient (0.242) but is not statistically significant (t = 1.721; p = 0.092). A possible explanation is price standardization in modern retail chains such as Alfamart. Consumers likely already know that prices in modern minimarkets are relatively uniform and slightly above those in traditional markets. As a result, price affordability, price–quality conformity, price competitiveness, and price–benefit conformity may be treated as baseline expectations rather than distinguishing triggers. When price differences between similar retailers are small, store atmosphere may become the factor that differentiates the decision to enter and buy at a particular outlet. This explanation is an interpretation of the results and was not tested directly. Because the p-value (0.092) is close to the 0.05 threshold and the sample is small, a weak price effect cannot be ruled out, and future studies with larger samples are needed to clarify it. This result mirrors Susanto (2021), who also found an insignificant price effect, but differs from Artino et al. (2024) and Juhari (2018). The contrast supports the view that price matters most when consumers perceive meaningful price differences, a condition that is weak among outlets of a single minimarket chain.

Several theoretical perspectives help explain why price did not reach significance. First, Zeithaml (1988) argued that consumers evaluate price not in absolute terms but as part of perceived value, a trade-off between what is received and what is given up, in which non-monetary costs such as time and effort also count. When a minimarket offers proximity, convenience, and comfort, a small monetary premium may be outweighed by lower non-monetary costs. Second, reference price theory holds that consumers judge an observed price against an internal reference price formed through past purchases, and that price affects choice mainly when the observed price deviates from that reference (Kalyanaram & Winer, 1995). Because Alfamart prices are set centrally and encountered repeatedly, they are likely to be close to consumers' internal reference prices, leaving little deviation to trigger a decision. Thaler's (1985) concept of transaction utility points in the same direction: consumers perceive a gain from a deal only when the price is better than expected, which is uncommon under stable chain pricing. Third, Bell et al. (1998) showed that store choice depends on both the fixed costs of shopping (travel time and effort) and the variable costs (basket prices); for the small, frequent top-up purchases typical of minimarkets, fixed costs dominate, so location and in-store convenience outweigh marginal price differences. Finally, routine purchases of low-priced, frequently bought products involve low involvement and simplified decision heuristics (Hoyer, 1984), which limits the depth of price evaluation at the point of sale.

These arguments are consistent with the mixed empirical evidence. Arianty et al. (2024) found that price discounts significantly affected impulse buying among Indonesian minimarket consumers, which suggests that price becomes influential

when it is presented as a promotional stimulus rather than as the regular shelf price perception measured in this study. This distinction between regular price perception and promotional price cues may reconcile the present result with studies that report a significant price effect, such as Artino et al. (2024) and Juhari (2018), and with Susanto (2021), who, like this study, found that price lost significance when another stimulus was included in the model.

Simultaneous effect. Although price is not significant individually, the model as a whole is significant ($F = 43.471$; $p < 0.001$) and explains 64.0% of the variance in purchase decisions. Purchase decisions appear to arise from the interaction between emotional environmental stimuli and expectations of economic value. A cool, clean, bright, and tidy store may serve as the primary emotional enabler that draws consumers in and along the aisles, while clear price tags on shelf edges and periodic price promotions may serve as logical confirmation that the transaction is financially safe. Together, physical comfort and certainty of economic value may reduce consumer hesitation and lead to purchase.

This complementary pattern is consistent with the distinction between hedonic and utilitarian shopping value proposed by Babin et al. (1994): consumers derive hedonic value from the enjoyment and comfort of the shopping experience and utilitarian value from completing the shopping task efficiently at an acceptable cost. In the present model, store atmosphere mainly captures the hedonic and effort-reducing side of value, whereas price captures its monetary, utilitarian side. The joint significance of both variables, together with the dominance of store atmosphere, also aligns with Baker et al. (2002), who showed that store environment cues shape patronage intentions both directly and through value perceptions that incorporate monetary price. The explained variance of 64.0% is close to the roughly 63% reported by Janah et al. (2023) for product quality, price, and store atmosphere, which indicates that the two-predictor model captures a substantial share of the variation in minimarket purchase decisions while leaving room for other factors.

Managerial Implications

Because store atmosphere is the most dominant predictor, the management of Alfamart Cipayung, Depok is advised to:

Prioritize maintenance and renewal of the store atmosphere. Consistently maintain interior cleanliness, stable LED lighting, and cool air-conditioning. Aisle spacing (store layout) should be reviewed regularly, especially during peak hours, so that customer movement remains comfortable, and shelf displays should be kept tidy and dust-free to encourage impulse purchases.

Standardize price information transparency. Because price has a positive but insignificant effect, management should focus on information certainty by installing accurate, clear, and honest shelf price tags to avoid information asymmetry or price discrepancies at the cashier that could erode customer trust, and by maintaining stable periodic promotion programs to preserve perceived economic value among suburban consumers.

Limitations and Suggestions

This study has several limitations. First, the regression model includes only two independent variables, which together explain 64.0% of the variance in purchase decisions; the remaining 36.0% is influenced by other elements of the modern retail mix. Second, the sample is small (N = 51), non-probability (accidental sampling), and limited to Alfamart outlets in Cipayung District, Depok, so generalization to the wider retail industry should be made cautiously. Third, the data are cross-sectional and based on self-reported questionnaire responses.

Future research is advised to develop a more comprehensive conceptual model by integrating other relevant variables such as service quality, product assortment, customer satisfaction, brand image, and store location. Studies should also extend the geographic scope to other urban areas and use larger, more representative samples drawn through probability sampling to capture modern retail consumer behavior more thoroughly.

E. CONCLUSIONS

This study shows that store atmosphere and price jointly have a positive and significant effect on consumer purchase decisions at Alfamart Cipayung, Depok, explaining 64.0% of their variation ($F = 43.471$; $p < 0.001$), but their individual roles differ markedly. Store atmosphere is the dominant predictor ($\beta = 0.651$; $p < 0.001$), indicating that layout comfort, interior cleanliness, and clear visual displays are the main drivers of purchase decisions, whereas price has a positive but statistically insignificant effect ($\beta = 0.200$; $p = 0.092$), suggesting that under standardized minimarket pricing it functions as a baseline expectation rather than a primary transactional trigger. The main contribution of this study is evidence that, in the suburban minimarket setting, the sensory store environment acts as a markedly stronger emotional trigger than price, although a balance of both remains necessary to sustain long-term customer retention. Practically, store managers should prioritize the upkeep of the store environment while keeping price information accurate and transparent, and future research should extend the model with variables such as service quality, product assortment, and brand image, using larger probability samples across wider urban areas.

REFERENCES

Aini, N. (2025). The effect of marketing mix on customer loyalty with satisfaction as an intervening variable. *Jurnal Ilmiah Manajemen dan Bisnis*.

Arfah. (2022). *Keputusan pembelian produk: Studi literatur (konseptual) perilaku konsumen.* Jakarta: Literasi Sains.

Arianty, N., Gultom, D. K., Yusnandar, W., & Arif, M. (2024). Determinants of impulse buying behavior: The mediating role of positive emotions of minimarket retail consumers in Indonesia. *Innovative Marketing, 20*(1), 277–287. https://doi.org/10.21511/im.20(1).2024.23

Artino, A., Zakiah, R., & Tampubolon, E. G. (2024). Pengaruh harga waralaba dan kepercayaan konsumen terhadap keputusan pembelian waralaba Kharisma Bahari. *JABE (Journal of Applied Business and Economic), 10*(4), 425–440. https://doi.org/10.30998/jabe.v10i4.24757

Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. *Journal of Consumer Research, 20*(4), 644–656. https://doi.org/10.1086/209376

Baker, J., Parasuraman, A., Grewal, D., & Voss, G. B. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal of Marketing, 66*(2), 120–141. https://doi.org/10.1509/jmkg.66.2.120.18470

Bell, D. R., Ho, T.-H., & Tang, C. S. (1998). Determining where to shop: Fixed and variable costs of shopping. *Journal of Marketing Research, 35*(3), 352–369. https://doi.org/10.1177/002224379803500306

Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing, 56*(2), 57–71. https://doi.org/10.1177/002224299205600205

Budiarti, R. (2024). Persepsi harga dan pengaruhnya terhadap loyalitas pelanggan minimarket. *Jurnal Pemasaran Ritel*.

Budiman, S., & Dananjoyo, R. (2021). The effect of cafe atmosphere on purchase decision: Empirical evidence from Generation Z in Indonesia. *Journal of Asian Finance, Economics and Business, 8*(4), 483–490. https://doi.org/10.13106/jafeb.2021.vol8.no4.0483

Donovan, R. J., & Rossiter, J. R. (1982). Store atmosphere: An environmental psychology approach. *Journal of Retailing, 58*(1), 34–57.

Hasanah, U., & Frihatini, F. (2025). Consumer satisfaction in modern retail: Evidence of product assortment and service quality from Indonesian convenience stores. *JABE (Journal of Applied Business and Economic), 11*(4), 15–33. https://doi.org/10.30998/jabe.v11i4.4504

Hermawan, A., & Prastian, D. (2023). Kajian strategis terhadap efektivitas implementasi bauran pemasaran 7P dalam meningkatkan kepuasan pelanggan dan pangsa. *Jurnal Solusi Bisnis*.

Hoyer, W. D. (1984). An examination of consumer decision making for a common repeat purchase product. *Journal of Consumer Research, 11*(3), 822–829. https://doi.org/10.1086/209017

Janah, D., Muslihudin, M., Nurhuda, A., & Nurdiyanto, N. (2023). The influence of product quality, price, and store atmosphere on consumer purchasing decisions. *Jurnal Ekonomi LLDIKTI Wilayah 1 (JUKET), 3*(2), 68–78. https://doi.org/10.54076/juket.v3i2.402

Juhari. (2018). Perspektif produk, harga, promosi, dan merek dalam keputusan pembelian smartphone Samsung. *JABE (Journal of Applied Business and Economic), 4*(4), 290–304. https://journal.lppmunindra.ac.id/index.php/JABE/article/view/2675

Kalyanaram, G., & Winer, R. S. (1995). Empirical generalizations from reference price research. *Marketing Science, 14*(3), G161–G169. https://doi.org/10.1287/mksc.14.3.G161

Khan, M. A., Vivek, Minhaj, S. M., Saifi, M. A., Alam, S., & Hasan, A. (2023). Impact of store design and atmosphere on shoppers' purchase decisions: An empirical study with special reference to Delhi-NCR. *Sustainability, 15*(1), 95. https://doi.org/10.3390/su15010095

Kotler, P. (1973). Atmospherics as a marketing tool. *Journal of Retailing, 49*(4), 48–64.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

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

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

Morisson, A., & Fikri, M. (2025). Digitalisasi UMKM sebagai strategi meningkatkan daya saing di era ekonomi digital. *Systematic Literature Review*.

Nugroho, S. (2024). Strategi penetapan harga dan suasana toko dalam menghadapi persaingan minimarket. *Jurnal Ilmu Manajemen*.

Putra, A. (2024). Pengaruh penataan produk dan stimulus visual terhadap pembelian impulsif. *Jurnal Riset Ritel*.

Putra, A., & Hendrawan, I. (2024). Analisis efisiensi tata letak ruang pada industri ritel modern. *Jurnal Manajemen Operasional*.

Rahman, F. (2024). Kombinasi elemen sensorik toko dan ekspektasi harga konsumen. *Jurnal Pemasaran Strategis*.

Rahmawati, E. (2023). Analisis komparatif sensitivitas harga konsumen pada ritel modern. *Jurnal Ekonomi dan Bisnis*.

Roschk, H., Loureiro, S. M. C., & Breitsohl, J. (2017). Calibrating 30 years of experimental research: A meta-analysis of the atmospheric effects of music, scent, and color. *Journal of Retailing, 93*(2), 228–240. https://doi.org/10.1016/j.jretai.2016.10.001

Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). New York: Pearson.

Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D.* Bandung: Alfabeta.

Susanto, R. (2021). Pengaruh harga dan iklan terhadap keputusan pembelian smartphone Oppo di Tangerang Selatan *JABE (Journal of Applied Business and Economic), 7*(4), 450–457. https://doi.org/10.30998/jabe.v7i4.10038

Syahputra, R. (2025). Analisis tren marketplace dan dampaknya terhadap UMKM lokal. *Jurnal Perspektif Ekonomi*.

Thaler, R. (1985). Mental accounting and consumer choice. *Marketing Science, 4*(3), 199–214. https://doi.org/10.1287/mksc.4.3.199

Timotius, E., & Putra, R. D. W. (2023). Store layout and purchase intention: Unraveling a complex nexus on Indonesian minimarket. *MIX: Jurnal Ilmiah Manajemen, 13*(1), 190–207. https://doi.org/10.22441/jurnal_mix.2023.v13i1.013

Tjiptono, F. (2019). *Strategi pemasaran: Prinsip dan penerapan* Yogyakarta: Andi Offset.

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

Wulandari, S. (2025). Pengaruh integrasi pengalaman emosional dan pertimbangan rasional terhadap keputusan pembelian. *Jurnal Perilaku Konsumen*.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing, 52*(3), 2–22. https://doi.org/10.1177/002224298805200302