



Customer Satisfaction Based on Store Atmosphere and Service Quality at Toko SRC Dede Majalengka

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This study aims to examine the influence of store atmosphere and service quality on consumer satisfaction at Toko SRC Dede in Cikasarung Village, Majalengka Regency. With the rapid growth of retail businesses, it is essential for retailers to create a comfortable and engaging shopping experience. The research method employed is quantitative, with data collected through questionnaires distributed to 100 respondents. Then the data was analyzed using SPSS 25.0 version and Microsoft Excel including validity test, reliability test, normality test, regression analysis, hypothesis testing which include one sample t-test, t test, and F test, and last is analysis of coefficient determination. The result of this research show that: (1) store atmosphere has a positive and significant effect on consumer satisfaction, (2) product quality has a positive and significant effect on consumer satisfaction, (3) simultaneously store atmosphere and product quality have a positive and significant effect on consumer satisfaction. The conclusion of this study is that both store atmosphere and service quality significantly influence consumer satisfaction at Toko SRC Dede, which is expected to provide insights for management to continuously enhance the customer shopping experience.

Keywords: Customer Satisfaction, Service Quality, Store Atmosphere.

Penelitian ini bertujuan untuk mengkaji pengaruh store atmosphere dan kualitas pelayanan terhadap kepuasan konsumen pada Toko SRC Dede di Kelurahan Cikasarung, Kabupaten Majalengka. Dengan pertumbuhan bisnis ritel yang pesat, penting bagi peritel untuk menciptakan pengalaman berbelanja yang nyaman dan menarik. Metode yang digunakan adalah kuantitatif dengan pengambilan data melalui kuesioner yang disebar kepada 100 responden. Kemudian data dianalisis menggunakan SPSS versi 25 dan Microsoft Excel meliputi uji validitas, uji reliabilitas, uji normalitas, analisis regresi, analisis koefisien determinasi, pengujian hipotesis yang meliputi uji T-test one sample, uji-F, dan uji-t. Hasil dari penelitian ini menunjukkan bahwa: (1) store atmosphere berpengaruh secara positif dan signifikan terhadap kepuasan konsumen, (2) kualitas pelayanan berpengaruh secara positif dan signifikan terhadap kepuasan konsumen, dan (3) secara simultan store atmosphere dan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen. Kesimpulan dari penelitian ini adalah bahwa baik store atmosphere maupun kualitas pelayanan memiliki pengaruh signifikan terhadap kepuasan konsumen di Toko SRC Dede, yang diharapkan dapat menjadi masukan bagi manajemen untuk terus meningkatkan pengalaman belanja konsumen.

Kata Kunci: Atmosfer Toko, Kepuasan Pelanggan, Kualitas Pelayanan

INTRODUCTION

The retail sector in Indonesia has shown rapid growth, in line with the social and economic changes within society. According to Hikmawati & Nuryakin (2017), retail is a business activity that sells products and services to fulfill the needs of individuals or groups. Retail is divided into two types: traditional and modern retail, each with its own characteristics and challenges. Modern retail, with a more efficient management system and convenient shopping experience, is increasingly popular among consumers. In the context of tight competition, store atmosphere becomes one of the key factors influencing consumer purchasing decisions.

Store atmosphere is an important factor affecting purchasing decisions. Berman, Evans, & Chatterjee (2018) state that elements such as interior design, lighting, and store cleanliness can create a positive shopping experience. Additionally, service quality also plays a crucial role in creating consumer satisfaction, which can be measured using the SERVQUAL model. According to Parasuraman et al. in Purnamawati, Mitriani, & Anggraini (2020), service quality consists of dimensions such as tangibles, reliability, responsiveness, assurance, and empathy.

Research by Rijali & Rahmawati (2022) shows that the higher the store atmosphere and level of service quality provided, the more satisfied the customers will be, making the store less boring, encouraging customer loyalty, and helping to overcome competitors. The dimensions for measuring customer satisfaction according to Indrasari (2019) are Expectation Conformity, Intention to Return, and Willingness to Recommend.

Toko SRC Dede in Majalengka Regency, which joined the Sampoerna Retail Community (SRC) in 2016, has experienced significant growth. However, visitor data shows fluctuations that may be caused by store atmosphere factors and service quality. Consumer reviews also identify weaknesses in service and product access, which affect customer satisfaction. Supermarkets are offering class-specific value propositions for each customer category. Such strategies usually begin with customer classification, a concept that has developed into an integral part of marketing and is applied by many supermarkets to meet customer needs more precisely [5][6]. In customer classification requires several variables such as customer satisfaction level, and how loyal a customer is to a company visited, it will be difficult to represent. Therefore, in this study, the concept of fuzzy logic is applied which has been known as a logic concept that can represent inexact variables. Several previous studies have mentioned that the concept of fuzzy logic is quite effective in the problem of determining a decision [7][8]. In this study, the concept of fuzzy logic can be applied as an effective optimization method for the problem of determining customer loyalty. It is expected that this method can select the most loyal customers without including subjective elements in the selection.

Table 1. Number of Visitors to Toko SRC Dede in 2023

No.	Month	Number of Visitors
1.	Januari	2.612
2.	Februari	2.784
3.	Maret	2.981
4.	April	3.264
5.	Mei	3.112
6.	Juni	2.985
7.	Juli	3.387
8.	Agustus	3.491
9.	September	3.300
10.	Oktober	3.722
11.	Nopember	3.805
12.	Desember	3.976
Total		39.736

Source : Toko SRC Dede, 2024

This research is about The Influence of Store Atmosphere and Service Quality on Customer Satisfaction at Toko SRC Dede in Cikasarung Sub-district, Majalengka Regency aims to explore the influence of these two variables on consumer satisfaction.

Research Questions

- How is the store atmosphere at SRC Dede?
- How is the service quality at SRC Dede?
- How is customer satisfaction at SRC Dede?
- Is there an influence of store atmosphere on customer satisfaction?
- Is there an influence of service quality on customer satisfaction?
- Is there an influence of store atmosphere and service quality on customer satisfaction?

Purpose and Objectives of the Study

To determine the effect of store atmosphere and service quality on customer satisfaction at SRC Dede, and to fulfill the academic requirement for obtaining a Bachelor’s degree in Management.

Study Objectives:

- To determine the store atmosphere at SRC Dede.
- To determine the service quality at SRC Dede.
- To determine customer satisfaction at SRC Dede.
- To analyze the effect of store atmosphere on customer satisfaction.
- To analyze the effect of service quality on customer satisfaction.
- To analyze the simultaneous effect of store atmosphere and service quality on customer satisfaction.

Research Benefits

Theoretical Benefits:

- To enrich the knowledge base in retail management, particularly concerning store atmosphere, service quality, and customer satisfaction.
- To serve as a reference for future research.

Practical Benefits:

- For the Company: Provide recommendations for improving store atmosphere and service quality to enhance customer satisfaction.
- For Academics: Act as a reference for research related to retail management, particularly in small businesses undergoing transformation.

Research Methodology

This study employed a descriptive and verification method using a quantitative approach. The population comprised consumers of Toko SRC Dede, with a sample of 100 respondents selected via non-probability sampling and purposive sampling techniques. Data was gathered through observations, interviews, and questionnaires for primary data, and through literature studies, journals, and online sources for secondary data.

Table 2. Answer Score Scale

No.	Answer Alternative	Score
1	Strongly Agree (SA)	5
2	Agree (A)	4
3	Neutral (N)	3
4	Disagree (D)	2
5	Strongly Disagree (SD)	1

Collected data was tested for validity, reliability, and normality, followed by correlation analysis, regression analysis, coefficient of determination, and hypothesis testing.

Result and Discussion

a. Research Instrument Test Results

Table 3. Research Instrument Test Results

Validity Test											
Store Atmosphere				Service Quality				Costumer Satisfaction			
No Item	rCount	rTable	Ket.	No Item	rCount	rTable	Ket.	No Item	rCount	rTable	Ket.
1	0.296	0,195	Valid	1	0.475	0,195	Valid	1	0.533	0,195	Valid
2	0.478	0,195	Valid	2	0.411	0,195	Valid	2	0.469	0,195	Valid
3	0.606	0,195	Valid	3	0.544	0,195	Valid	3	0.683	0,195	Valid
4	0.523	0,195	Valid	4	0.549	0,195	Valid	4	0.460	0,195	Valid
5	0.740	0,195	Valid	5	0.388	0,195	Valid	5	0.557	0,195	Valid
6	0.612	0,195	Valid	6	0.366	0,195	Valid	6	0.530	0,195	Valid
7	0.587	0,195	Valid	7	0.478	0,195	Valid	7	0.512	0,195	Valid
8	0.665	0,195	Valid	8	0.496	0,195	Valid	8	0.476	0,195	Valid
9	0.653	0,195	Valid	9	0.551	0,195	Valid	9	0.640	0,195	Valid
10	0.558	0,195	Valid	10	0.479	0,195	Valid				
11	0.278	0,195	Valid	11	0.465	0,195	Valid				
12	0.505	0,195	Valid	12	0.466	0,195	Valid				
13	0.462	0,195	Valid	13	0.405	0,195	Valid				
14	0.703	0,195	Valid								
15	0.610	0,195	Valid								

Reability Test					
Store Atmosphere		Service Quality		Costumer Satisfaction	
<i>Cronbach' Alpha</i>	Keterangan	<i>Cronbach' Alpha</i>	Keterangan	<i>Cronbach' Alpha</i>	Keterangan
0,842	Reliabel	0,697	Reliabel	0,691	Reliabel

Source: *Output SPSS 25.0, 2024*

Based on Table 2 and supported by the theory from (Sugiyono, 2020), it can be concluded that all statement items in this research questionnaire are declared valid because the r-count value is greater than the r-table value. Meanwhile, according to (Sugiyono, 2020), the Cronbach’s Alpha values for all three variables fall under the reliable category, as their values are above 0.60.

Descriptive Analysis Results

Table 4. Results of Descriptive Statistical Analysis

Store Atmosphere (X1)			
No	Dimensions	Score	(%)
1	Exterior of the Store	1,686	84.30
2	General Interior	1,691	84.55
3	Store Layout	2,144	85.76
4	Information Settings (Interior Display)	794	79.40
Amount		6,315	83.50
Service Quality (X2)			
No	Dimensions	Score	(%)
1	Physical Evidence (Tangibles)	1,203	80.20
2	Reliability	1,225	81.67
3	Responsiveness	828	82.80
4	Assurance	1,220	81.33
5	Empathy	797	79.70
Amount		5,273	81.14
Consumer Satisfaction (Y)			
No	Dimensions	Score	(%)
1	Conformity of Expectations	1,315	87.67
2	Interest in Returning	1,305	87.00
3	Willingness to Recommend	1,291	86.07
Amount		3,911	86.91

Source: Microsoft Excel Output, 2024

Based on table 4, it can be seen that the recapitulation of score values for the store atmosphere variable is 6,315 with a score result in percentage of 83.50%, the service quality variable is 5,273 with a score result in percentage of 81.33%, and consumer satisfaction is 3,911 with a score result in percentage of 86.91%. Thus, based on the respondent response score criteria, the store atmosphere and consumer satisfaction variables are in the Very Good interval score with a value range of 84.01-100, service quality is in the Good interval score with a value range of 68.01-84.01 (Narimawati, 2007).

Data Normality Test Results

**Table 5. Normality Test Results
 One-Sample Kolmogorov-Smirnov Test**

		<i>Unstandardized Residual</i>
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3.13269981
Most Extreme Differences	Absolute	,080
	Positive	,043
	Negative	-,080
Test Statistics		,080
Asymp. Sig. (2-tailed)		,118 ^c

Source: SPSS 25.0 Output, 2024

Based on table 5 shows the results of the Kolmogorov Smirnov test, the Asymp. Sig. (2-tailed) value is 0.118. Based on (Ghozali, 2016), it means that the data is normally distributed because $0.118 > 0.05$.

Correlation Analysis Results

Table 6. Results of Simple Correlation Analysis of X1 against Y Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.218 ^a	.048	.038		3.290

a. Predictors: (Constant), X1

b. Dependent Variable: Y Source: Data processed by SPSS, 2024

Table 7. Results of Simple Correlation Analysis of X2 against Y

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.294 ^a	.086	.077		3.222

a. Predictors: (Constant), Order_Quality

b. Dependent Variable: Consumer Satisfaction Source: Data processed by SPSS, 2024

Table 8. Results of Multiple Correlation Analysis

Correlations

		Store_Atmosp here	Quality_of_Servi ce_Nan	Consumer_Satisf action
Store_Atmosphere	Pearson Correlation	1	.052	.218*
	Sig. (2-tailed)		.605	.029
	N	100	100	100
Quality_of_Service	Pearson Correlation	.052	1	.294**
	Sig. (2-tailed)	.605		.003
	N	100	100	100
Consumer_Satisfaction	Pearson Correlation	.218*	.294**	1
	Sig. (2-tailed)	.029	.003	
	N	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

The results of the correlation analysis show the relationship between the variables Store Atmosphere (X1) and Service Quality (X2) on Consumer Satisfaction (Y) as follows:

- 1. Store Atmosphere (X1) on Consumer Satisfaction (Y):**
 - a. The R square value is 0.048, which shows the influence of Store Atmosphere on Consumer Satisfaction of 4.8%, while 95.2% is influenced by other factors.
 - b. Significant correlation with Asymp. Sig. value of $0.029 < 0.05$ and r count of 0.218, indicating a low correlation between the two.
- 2. Service Quality (X2) on Consumer Satisfaction (Y):**
 - a. The R square value is 0.086, which shows the influence of Service Quality on Consumer Satisfaction of 8.6%, while 91.4% is influenced by other factors.
 - b. Significant correlation with Asymp. Sig. value $0.03 < 0.05$ and r count 0.294, which also shows low correlation.
- 3. Overall,** both variables have a positive influence on Consumer Satisfaction, where the better the Store Atmosphere and Service Quality, the higher the level of Consumer Satisfaction.

Linear Regression Analysis Results

Table. 9 Results of Simple Regression Analysis of X1 against Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	31,179	3,593		8,677	.000
	X1	.126	.057	.218		

a. Dependent Variable: Y

Source: Data processed by SPSS, 2024

Table. 10 Results of Simple Regression Analysis of X2 against Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,833	4,047		6,630	.000
	Quality_of_Service	.233	.077	.294		

a. Dependent Variable: Consumer_Satisfaction

Source: Data processed by SPSS, 2024

Table 11. Results of Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.			
	B	Std. Error	Beta					
1	(Constant)	19,886	5.128		3,878	.000		
	Store_Atmospere	.117	.055	.204			2,145	.034
	Quality_of_Service	.224	.075	.283			2,982	.004

a. Dependent Variable: Consumer_Satisfaction

Source: SPSS 25.0 Output, 2024

The results of the regression analysis show a positive influence of the Store Atmosphere (X1) and Service Quality (X2) variables on Consumer Satisfaction (Y):

1. **Simple Regression X1 against Y:** Every 1% increase in Store Atmosphere (X1) increases Consumer Satisfaction (Y) by 0.126, with the regression equation: $Y = 31.179 + 0.126X_1$.
2. **Simple Regression X2 against Y:** Every 1% increase in Service Quality (X2) increases Consumer Satisfaction (Y) by 0.233, with the regression equation: $Y = 26.833 + 0.233X_2$.
3. **Multiple Regression:** Both variables have a positive effect, with the regression equation: $Y = 19.886 + 0.117X_1 + 0.224X_2$.

Determination Coefficient Results

Table 12. Results of Determination Coefficient Model Summary

Model	R		Adjusted R Square	Std. Error of the Estimate
	R	Square		
1	.791 ^a	.626	.619	1,651

a. Predictors: (Constant), Service_Quality, Store_Atmosphere

b. Dependent Variable: Consumer_Satisfaction

Source: SPSS 25.0 Output, 2024

Based on table 12. the results of the determination coefficient analysis (R^2) are 0.128, which means that 12.8% of the Consumer Satisfaction variable (Y) is influenced simultaneously by Store Atmosphere (X1) and Service Quality (X2), while 98.72% is influenced by other variables not studied. With a low R^2 value, the influence of the two independent variables on the dependent variable is considered weak, and the level of this determination coefficient is in the very low category.

Hypothesis Test Results t-Test Results (Partial)

Table 13. t-Test Results (Partial) Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	19,886	5,128			3,878	,000
Store_Atmosphere	,117	,055	,204		2,145	,034
Quality_of_Service	,224	,075	,283		2,982	,004

a. Dependent Variable: Consumer Satisfaction

Source: SPSS 25.0 Output, 2024

Based on table 13, the following conclusions are obtained from the t-test (partial):

Store Atmosphere (X1) and Service Quality (X2) have a positive and significant influence on Consumer Satisfaction (Y).

1. **Store Atmosphere (X1):** The sig. value is $0.034 < 0.05$, and the calculated t is $2.145 > t$ table 1.988, so the first hypothesis is accepted, which means there is a positive influence between Store Atmosphere (X1) and Consumer Satisfaction (Y).
2. **Service Quality (X2):** The sig. value is $0.004 < 0.05$, and the calculated t is $2.982 > t$ table 1.988, so the second hypothesis is accepted, which means there is a positive influence between Service Quality (X2) and Consumer Satisfaction (Y).

F Test Results (Simultaneous)

Table 14. F Test Results (Simultaneous)
 ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	142,223	2	71.111	7.100	.001 ^b
Residual	971,567	97	10,016		
Total	1113.790	99			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), Service_Quality, Store_Atmosphere

Source: SPSS 25.0 Output, 2024

The results of the F test in table 14 show that Store Atmosphere (X1) and Service Quality (X2) simultaneously have a significant effect on Consumer Satisfaction (Y).

1. The Sig. value is $0.001 < 0.05$, which means H_0 is rejected and H_a is accepted, indicating a simultaneous effect.
2. The calculated F is $7.100 > F$ table 3.09, which also supports the conclusion that both independent variables significantly influence the dependent variable.

Thus, Store Atmosphere (X1) and Service Quality (X2) together influence Consumer Satisfaction (Y).

DISCUSSION

1) Store Atmosphere At the SRC Dede Shop in Cikasarung Village, Majalengka Regency

This study shows that the store atmosphere at Toko SRC Dede, Cikasarung Village, Majalengka Regency, obtained a score of 6,315 (83.50%), which is included in the Very Good (SB) category. The hypothesis stating that the store atmosphere reaches a minimum of 65% of the ideal criteria can be accepted.

2) Quality of Service at the Toko SRC Dede in Cikasarung Village, Majalengka Regency

This study shows that the quality of service at Toko SRC Dede, Cikasarung Village, Majalengka Regency, obtained a score of 5,273 (81.14%), which is included in the Good (B) category. The hypothesis stating that the quality of service reaches a minimum of 65% of the ideal criteria can be accepted.

3) Consumer Satisfaction at the Toko SRC Dede in Cikasarung Village, Majalengka Regency

This study shows that consumer satisfaction at Toko SRC Dede, Cikasarung Village, Majalengka Regency, obtained a score of 3,911 (86.91%), which is included in the Very Good (SB) category. The hypothesis stating that consumer satisfaction reaches a minimum of 65% of the ideal criteria can be accepted.

4) The Influence of Store Atmosphere on Consumer Satisfaction

The results of the partial hypothesis test show that store atmosphere (X1) has a positive effect on customer satisfaction (Y), with a calculated t value of 2.145 which is greater than the t table of 1.988. The regression equation is $Y = 31.179 + 0.126X_1$. The correlation analysis produces an R square value of 0.048, which shows the contribution of store atmosphere of 4.8% to customer satisfaction, while the rest is influenced by other variables. The correlation between these two variables is significant (Asymp. Sig. = 0.029), although with a low correlation ($r = 0.218$). This finding is in line with previous research (Nurmaulidiyah, Rachma, & Rahman, 2021) which states that store atmosphere does not completely increase customer satisfaction.

5) The Influence of Service Quality on Consumer Satisfaction

The results of the hypothesis test show that service quality (X2) has a positive effect on customer satisfaction (Y) with a calculated t of $2.982 > t$ table of 1.988. The regression equation is $Y = 26.833 + 0.233X_2$, and R square is 0.086, meaning that the contribution of service quality to customer satisfaction is 8.6%. Significant correlation with a calculated r of $0.294 > r$ table of 0.1638. This finding supports the research (Miswanto & Angelia, 2017) which states that only physical evidence has a positive effect on customer satisfaction, while other dimensions of service quality are not proven.

6) The Influence of Store Atmosphere and Service Quality on Consumer Satisfaction

The results of the simultaneous hypothesis test show that store atmosphere (X1) and service quality (X2) have a positive and significant effect on consumer satisfaction (Y) with a calculated F value of $7.100 > F$ table 3.09 and a significance of $0.000 < 0.05$. The coefficient of determination (R Square) of 0.128 indicates a contribution of 12.8% to consumer satisfaction. The multiple linear regression equation is $Y = 19.886 + 0.117X_1 + 0.224X_2$. This study is limited to two variables and one store, which cannot be generalized to other stores, in line with the findings (Rijali, Nadi Fikri; Rahmawati, Emy, 2022) which state that customer satisfaction is related to purchasing decisions.

CONCLUSION

Based on the results of the study at the Toko SRC Dede in Cikasarung Village, Majalengka Regency, it can be concluded that store atmosphere, service quality, and customer satisfaction are in the good to very good category, with scores of 83.50%, 81.14%, and 86.91%, respectively. The effect of store atmosphere on customer satisfaction is 4.8%, while service quality has an effect of 8.6%. Simultaneously, store atmosphere and service quality contribute 12.8% to customer satisfaction. The results of the statistical test show that both have a positive and significant effect on customer satisfaction, with a calculated F value of $7.100 > F \text{ table } 3.09$ and a probability of $0.001 < 0.05$. The multiple linear regression equation obtained is $Y = 19.886 + 0.117X_1 + 0.224X_2$, which shows a positive contribution from increasing store atmosphere and service quality to customer satisfaction.

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