



The Effect of Mall Atmosphere, Brand Image, and Visitor Satisfaction on Return Intention at Living World Denpasar

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Abstract This study aims to explain the influence of mall atmosphere, brand image, and visitor satisfaction on the intention to revisit Living World Denpasar. The intention to revisit is the result of various factors involving previous experiences and the hope of getting the same or even better experience on the next visit. The population of this study was the people of Denpasar City who had visited Living World Denpasar. Data were collected through a direct survey from 120 visitors who were taken purposively from the population and then analyzed using descriptive statistics and inferential statistics in the form of multiple linear regression. The results showed that mall atmosphere, brand image, and satisfaction have a positive influence on the intention to revisit. The results showed that the better the mall atmosphere, the better the brand image, and the more satisfied the visitors were, the three would increase the intention of visitors to revisit Living World Denpasar.

Keywords: Mall Atmosphere, Brand Image, Visitor Satisfaction, Revisit Intention

1. INTRODUCTION

Along with the times that have entered society The ASEAN economy (AEC) and its increasing modernity have resulted in many... development of malls or *shopping centers*. Lifestyle developments that shift traditional shopping centers towards modern shopping centers, so companies must be able to meet various types of consumer needs. Shopping centers or what are usually called *shopping malls* are one of the shopping center designed with a modern concept following developments era. Today's shopping centers have evolved from consumption centers turning into consumer aspirations and lifestyles and becoming an attractive and enjoyable place for recreation (Noerbani, 2023).

According to Cen Lu et al. (2021) most of the leading shopping centers has a main motto that acts as a " *One Stop Shop* " which is a center shopping provides all products and the brand needed directly from the material food, lifestyle products or durable goods such as furniture *e in* one place. This can make visitors feel happy if get what they want want in one location without having to move to another place. The Indonesian Shopping Center Management Association (APPBI) stated that currently there are 400 malls operating in Indonesia and 250 of them are in Java and Bali (Idx Channel, 2023).

The Indonesian Shopping Center Management Association (2023) has recorded 15 *shopping malls* in Bali that are registered as APPBI members, the presence of 15 shopping centers in Bali that are registered as APPBI members creates quite tight competition. Shopping center managers must compete to attract visitors and maintain their existence. Malls with poor

facilities in providing comfort for its visitors can cause a bad visiting experience and trigger criticism, such as visitors who get poor quality service, poor toilet facilities, many outlets that are no longer operational, and the lack of adequate parking space. This will lower the image of a mall, even reducing the intention of visitors to return to the mall.

Visitors can now show their level of satisfaction through *Google Reviews* by giving a star rating and writing a short review that reflects their experience with the business or place. These star ratings and reviews provide direct feedback to the business owner as well as important information to other potential visitors. The higher the number of stars given, the better the experience. Visitors who give 5 stars indicate a very good experience and 1 star indicates a bad experience.

Data sourced from *Google Reviews* (2024) shows that *Living World Denpasar* received a rating of 4.6, which is the highest *review* compared to *reviews* for other *shopping malls in Denpasar City*. The emergence of *Living World* has generated great enthusiasm among the Balinese people, especially the people of Denpasar City. Located at Jl. Gatot Subroto Timur, Tonja, North Denpasar District, Denpasar City, this shopping center carries the concept of " *Home Living, Lifestyle & Eat-ertainment* " developed by the Kawan Lama Group. This mall is full of Balinese cultural nuances, with the presence of gates and fountains in the lobby, as well as iconic ornaments that decorate the mall that represent the beauty of the Island of the Gods. *Living World Denpasar* is also designed to be an environmentally friendly mall, with the application of the concept of *energy efficient architecture* , including through the use of solar panels, LED lights, the use of sunlight as natural lighting, and the concept of a *minimized waste water management system* that re-manages dirty water waste for watering plants and filling pools. *Living World Denpasar* is also the largest mall in Bali and has complete facilities (Kawan Lama Group, 2023).

Living World also presents various brands of Kawan Lama Group, such as *Ace, Informa, Informa Custom Furniture, and Informa electronics* for furniture & home improvement needs , *Toys Kingdom, Pet Kingdom, Ataru, Pendopo and Eye Soul* to support lifestyle and various other well-known *brands* are also present at *Living World Denpasar*. Thus, *Living World* is able to overcome public criticism of a mall that was previously considered to have inadequate facilities and many *outlets* that are no longer operational.

The concept of establishing a mall is to provide land for a number of products to open their outlets there. If a mall is able to provide attractive facilities for people to visit, then it will also be attractive for a number of products to open their outlets in the hope of attracting visitors to shop at the outlet. Based on this reason, this study was conducted to determine the level of

intention to revisit the community to *Living World* Denpasar. The intention to revisit a location is an indication that the object is interesting to visit for various reasons, both because it is attractive in terms of its layout and in terms of the diversity of products it offers.

In order to obtain an initial picture of public visits to *Living World*, a limited survey was conducted on 30 mall visitors. The survey was conducted by distributing questionnaires directly. The 30 respondents targeted were at least high school graduates or equivalent, had an understanding of filling out questionnaires and had visited at least twice in the last three months.

Table 1. Limited Survey at the end of *Living World* Denpasar

No	Question	Answer Respondents		Percentage Answer	
		Yes	No	Yes	No
1	Does the atmosphere of <i>Living World</i> Denpasar appeal to you?	30	0	100	0
2	Is <i>Living World</i> Denpasar always on your mind when you think of a shopping center?	24	6	80	20
3	Did you feel satisfied during your visit to <i>Living World</i> Denpasar?	29	1	96,7	3,3
4	Whether Do you intend to make a return visit to <i>Living World</i> Denpasar?	29	1	96.7	3.3

Source: Processed Data, 2024

Based on the results of the observation, 96.7 percent of visitors admitted to intending to revisit *Living World* Denpasar. The high intention was due to the feeling of satisfaction felt by visitors which also showed a result of 96.7 percent. Although the results of a limited survey showed that more than 95 percent of visitors admitted to intending to revisit, research still needs to be conducted by targeting more members of the community so that the results can describe more real conditions.

The results of a search of marketing literature and previous research state that the intention to repurchase a product or the intention to revisit a store or mall is determined by several factors. Several factors that determine whether visitors intend to repurchase or revisit include the atmosphere of the store or mall, its strategic location, product completeness, product quality, service quality, brand image, trust, and overall satisfaction (Oktavio et al. 2023; Prasetyo & Lukiastuti, 2022). Based on these factors, the atmosphere, brand image, and

visitor satisfaction were chosen to be implemented on the object of revisit intention in *Living World Denpasar*. Mall atmosphere variables, brand image, and visitor satisfaction have strong relevance to revisit intention so that it can improve visitor experience and support long-term mall business growth.

Revisit intention is the result of various factors involving previous experiences and the hope of getting the same or even better experience on the next visit (Mais et al., 2024). Along with the many shopping centers, business people must be more creative and innovative in developing their businesses. Baaq et al. (2022) stated that revisit intention is the result of an evaluative process where a satisfying experience triggers the visitor's desire to repeat the experience in the future.

Atmosphere is the result of a combination of environmental design and functional aspects, both in physical and emotional forms. This includes elements such as building structure, layout, use of lighting, product displays, color choices, temperature, background music, aroma, uniforms, and others, which aim to attract attention and stimulate consumer responses (Ni'am et al., 2023). Atmosphere can be interpreted as an environment designed to provide comfort to visitors while in the store, so that it can attract visitors to make purchases (Essardi et al., 2022). Research conducted by Mais et al. (2024) shows that *store atmosphere* has a positive and significant effect on revisit intentions. This study is also in line with research conducted by Priyanto & Heriyadi (2023); Saputra et al., (2023); Rossa & Kusumasari (2024), which states that *store atmosphere* has a positive and significant effect on revisit intentions. An attractive, comfortable, and visitor-preference mall atmosphere tends to increase visitor perceptions, thus encouraging their intention to revisit.

In addition to the mall atmosphere, brand image also plays an important role in encouraging visitors to revisit a mall. The results of a study by Prasetyo & Lukiastuti (2022). Brand image is a form or the whole of a company's brand that is embedded in a person's memory (Chen et al., 2020). Brand image is also interpreted as a series of perceptions in the minds of consumers about a brand that may or may not be in accordance with objective reality (Febstri & Saputra, 2022). Perception will arise when the brand image is known in the market and positive trust in the products offered by the company can form a good image in the eyes of consumers. Brand image is one of the factors in determining purchasing decisions, so marketers are expected to have a positive *brand image* about their company. The better the brand image in the eyes of customers, the more likely they are to revisit and use the product or service in the future. Pramanaputra & Santika's (2023) research states that *brand image* has a positive and significant influence on the intention to revisit. This research is also in line with research

conducted by Dewi & Sukaatmadja (2022); Amiarno (2022); Sari et al. (2022). An experience that is consistent with the brand image that has been formed can strengthen the emotional connection between the brand and visitors, thereby increasing visitors' intention to revisit.

Visitor satisfaction is one of the important factors that companies must pay attention to because visitors are the reason why a company exists (Herlambang & Komara, 2021). In general, satisfaction is a person's feeling of satisfaction or disappointment resulting from a comparison of product performance or results with expectations (Kotler & Keller, 2016:150). Visitor satisfaction is also interpreted as a metric to measure happiness or satisfaction with a product or service (Chen *et al.* , 2022). The results of Dewantara & Aksari's (2023) research state that visitor satisfaction has a positive and significant effect on the intention to revisit. The results of this study are also in line with the results of research by Rizan et al. (2022); Putri et al. (2023); Kurniawan & Hanifah (2023).

Based on phenomenon Which has explained about the relationship between mall atmosphere variables, brand image and visitor satisfaction, it is important to conduct a re-examination to understand the influence of these three variables on the intention to revisit which is applied to visitors to the *Living World mall* in Denpasar City. This study is a replication with modifications of the research by Daniel et al. (2020) which examined the variables of store atmosphere, promotion, customer satisfaction, and intention to revisit at a Jakarta meatball restaurant. This study adds a brand image variable as a substitute for the promotion variable and the location chosen is *Living World* considering the phenomena that occur at that location.

This study aims to test and explain the influence of mall atmosphere, brand image, and visitor satisfaction on the intention to revisit. Based on literature searches and previous research results, three hypotheses are formulated, namely: (1) mall atmosphere has a positive and significant effect on the intention to revisit ; (2) brand image has a positive and significant effect on the intention to revisit ; and (3) visitor satisfaction has a positive and significant effect on the intention to revisit.

2. RESEARCH METHODS

This research uses a quantitative research design that is associative in nature. The research-conducted in Denpasar City because most of the visitors to *Living World* are people who live in Denpasar City.

The research variables consist of three independent variables, namely mall atmosphere, brand image, visitor satisfaction and one dependent variable, namely the intention to revisit. Mall atmosphere is defined as the overall atmosphere and experience felt by visitors while in *Living World* Denpasar including all sensory aspects such as lighting, decoration, store layout, and activities and interactions between visitors and the surrounding environment. The indicators used in this variable are: (1) *store exterior* ; (2) *general interior* ; (3) *store layout* ; and (4) *interior display* . Brand image is defined as the belief or image embedded in the minds of visitors to choose *Living World* Denpasar as the main priority of the shopping center. The indicators used in this variable are: (1) strength of brand association; (2) benefits of brand association; and (3) uniqueness of brand association. Visitor satisfaction is defined as a feeling that reflects the extent to which visitors are satisfied with the shopping experience and facilities provided by *Living World* Denpasar. The indicators used in this variable are: (1) conformity to expectations; (2) experience; and (3) comparison.

The population in this study was the people of Denpasar City who had visited *Living World* Denpasar. The sample size was determined by *purposive sampling* using a formula between 5-10 times the research variable indicators. Based on this formula, 120 members were determined who were still within the required sample size range.

Data were collected through direct surveys using valid and reliable questionnaires. Each statement item in the questionnaire was measured using a *Likert Scale of 1* (strongly disagree) to 5 (strongly agree). The results of the questionnaire validity test showed that all indicator items of the research variables had a correlation above 0.3 and the four research variables had a *Cronbach Alpha coefficient* above 0.6. The data were then analyzed using descriptive statistics of arithmetic averages and inferential statistics in the form of multiple linear regression , assisted by SPSS software.

3. RESULTS AND DISCUSSION

Descriptive Statistical Analysis Results

The results of descriptive statistical analysis show that the 120 respondents consisted of: (1) 40 percent male and 60 percent female; (2) dominated by the age range of 17-22 years, then followed by respondents with an age range of 23-28 years; 29-34 years; 35-40 years; and > 40 years (3) Most of the respondents were students; and (4) respondents had incomes dominated in the range \leq Rp. 1,000,000. The results of the description of respondents' answers

to the research variable indicator items show that the mall atmosphere is considered good (score 3.93); brand image is considered good (score 3.84); visitor satisfaction is considered satisfactory (score 3.87) and the intention to revisit is considered high (score 3.91).

Results of inferential statistical analysis

1) Formulating multiple linear regression equations

Based on data processing Using multiple linear regression, the results were obtained as presented in Table 2.

Table 2. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,555	1,005		3,537	0,001
Mall atmosphere	0.292	0.080	0,301	3,629	0,000
Brand image	0.207	0.083	0.188	2,476	0.015
Visitor satisfaction	0.441	0.099	0.388	4,441	0,000

Source: Processed Primary Data (2024)

Based on Table 2 above, a regression equation can be drawn up, namely:

$$Y = 0.301 X_1 + 0.188 X_2 + 0.388 X_3$$

2) Performing a classical assumption test

Before further processing, the equation above is first tested with the classical assumption test, namely the normality test, multicollinearity test and heteroscedasticity test . The results of the normality test are presented in Table 3 ; the results of the multicollinearity test in Table 4; and the heteroscedasticity test in Table 5

a. Normality test

Table 3. Results of normality test

	<i>Unstandardized Residual</i>
N	120
<i>Asymp.Sig.(2-tailed)</i>	0.074

Source: Processed Primary Data (2024)

Table 3 shows that the *Asymp. Sig. (2-tailed)* value is 0.074. These results indicate that the regression equation model is normally distributed because the *Asymp. Sig. (2-tailed)* value is greater than the *alpha* value of 0.05.

b. Multicollinearity test

Table 4. Results of the multicollinearity test

Variables	Tolerance	VIF
Mall atmosphere	0.532	1,880
Brand image	0.635	1,574
Visitor satisfaction	0.479	2,086

Source: Processed Primary Data (2024)

Table 4 shows that the tolerance and VIF values of the mall atmosphere, brand image, and visitor satisfaction variables show that *the tolerance value* for each variable is greater than 0.10 and the VIF value is less than 10, which means that the regression equation model is free from multicollinearity.

c. Heteroscedasticity test

Table 5. Results of heteroscedasticity test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	2,618	0.571		4,587	0,000	
	Mall atmosphere	-0.054	0.046	-0.146	-1,181	0.240
	Brand image	-0.087	0.047	-0.207	-1,827	0.070
	Visitor satisfaction	0.061	0.056	0.142	1,086	0.280

Source: Processed Primary Data (2024)

Table 5 shows that the significance value of the mall atmosphere variable is 0.240, Brand image is 0.070 and the customer satisfaction variable is 0.280. This value is greater than 0.05 which means there is no influence between the independent variables on *the absolute residual*.

3) Conducting a model feasibility test (F test)

The F test was conducted to test the feasibility of the research model that had been built. The results are presented in Table 6.

Table 6. Results of the model feasibility test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	542,862	3	180,954	52,345	.000 ^b
	Residual	401.005	116	3.457		
	Total	943,867	119			

Source: Processed Primary Data (2024)

The results of the f-test calculation in Table 6 obtained a significance value of 0.000 <math><0.05</math>, indicating that there is a significant influence between mall atmosphere, brand image, and visitor satisfaction on the intention to revisit. This means that the research model can or is feasible to use.

4) Checking the coefficient of determination (R^2)

The coefficient of determination (R^2) is carried out to measure the extent to which the model is able to explain the variation of the dependent variable. The results are presented in Table 7.

Table 7. Results of the determination coefficient test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758 ^a	.575	.564	1,859

Source: Processed Primary Data (2024)

The results of the calculation of the coefficient of determination (R^2) in Table 7 are 0.564, which means that 56.4 percent of the variation in the variable of intention to revisit (Y) is influenced by the variables of mall atmosphere (X1), brand image (X2) and visitor satisfaction (X3), while the remaining 43.6 percent is influenced by other variables outside the research.

5) Testing the hypothesis (t-test)

Hypothesis Testing (t-Test) basically shows how far the influence of one independent variable or free variable individually in explaining the dependent variable or bound variable. The decision-making criteria by comparing the statistical value of t count with t table. H_0 is rejected if $t \text{ count} > t \text{ table}$ ($\alpha \leq 0.05$) and H_0 is accepted if $t \text{ count} < t \text{ table}$ ($\alpha \leq 0.05$). Drawing conclusions is done by comparing the level of significance of t of each independent variable with the results of SPSS, then the results of the significance test of the t test can be explained as follows:

a. The influence of mall atmosphere on revisit intention

The results of the analysis of the mall atmosphere variable on the intention to revisit obtained a t-value of $3.629 > t \text{ table } 1.658$ and a significance value of 0.000 or ≤ 0.050 indicating that H_0 is rejected and H_1 is accepted. This result means that the mall

atmosphere has a positive and significant effect on the intention to revisit. This means that the better the mall atmosphere, the more it can increase the intention to revisit.

b. The influence of brand image on revisit intention

The results of the analysis of brand image variables on revisit intentions obtained a t-value of $2.476 > t_{table} 1.658$ and a significance value of $0.015 \leq 0.050$ indicating that H_0 is rejected and H_2 is accepted. These results mean that brand image has a positive and significant effect on revisit intentions. This means that the better the brand image, the more it can increase revisit intentions.

c. The influence of visitor satisfaction on revisit intention

the visitor satisfaction variable on the intention to revisit obtained a t-value of $4.441 > t_{table} 1.658$ and a significance value of $0.000 \leq 0.050$ indicating that H_0 is rejected and H_3 is accepted. This result means that visitor satisfaction has a positive and significant effect on the intention to revisit. This means that the better the visitor satisfaction, the more it can increase the intention to revisit.

4. DISCUSSION OF RESEARCH RESULTS

The Influence of Mall Atmosphere on Revisit Intentions *Living World Denpasar*

The results of the hypothesis testing in this study indicate that the mall atmosphere has a positive and significant effect on the intention to revisit. This result means that the better the mall atmosphere, the greater the intention to revisit *Living World Denpasar*, so that the first hypothesis is accepted. In the mall atmosphere variable, the statement that visitors can easily obtain product information presented on electronic display boards on each floor of *Living World Denpasar* has the highest average value, the results of this study indicate that the ease of obtaining product information presented on electronic display boards on each floor of *Living World Denpasar* can make it easier for visitors to find the information they need, so that this makes consumers interested in revisiting *Living World Denpasar*.

The results of this study are in accordance with previous studies conducted by Ni'am et al. (2023) Putri et al. (2023); Rossa & Kusumasari (2024); Priyanto & Heriyadi (2023); Saputra et al. (2023) stated that mall atmosphere has a positive and significant effect on the intention to revisit.

The Influence of Brand Image on Revisit Intentions *Living World* Denpasar

The results of the hypothesis testing in this study indicate that brand image has a positive and significant effect on the intention to revisit. So it can be concluded that the better the brand image, the greater the intention to revisit *Living World* Denpasar, so the second hypothesis is accepted. In the brand image variable, the statement "The name" *Living World* "has the meaning as a world-class shopping and entertainment place" has the highest average value, the results of the study indicate that the meaning of *Living World* as a world-class shopping and entertainment place is one of the factors that makes visitors interested in revisiting *Living World* Denpasar.

The results of this study are in accordance with previous studies conducted by Dewi & Sukaatmadja (2022); Amiarno (2022); and Sari et al . (2022). stated that brand image has a positive and significant effect on revisit intentions.

The Influence of Visitor Satisfaction on Return Intention At *Living World* Denpasar

The results of the hypothesis testing in this study indicate that visitor satisfaction has a positive and significant effect on the intention to revisit. So it can be concluded that the higher the visitor satisfaction, the higher the intention to revisit *Living World* Denpasar, so the third hypothesis is accepted. In the visitor satisfaction variable, the statement " *Living World* Denpasar has provided a pleasant shopping atmosphere according to my expectations" has the highest average value, the results of this study indicate that the pleasant atmosphere felt by visitors when visiting *Living World* Denpasar is able to make visitors have the intention to revisit *Living World* Denpasar.

The results of this research are in accordance with previous research conducted by Rizan et al. (2022); Putri et al. (2023); Kurniawan & Hanifah (2023) stated that visitor satisfaction has a positive and significant influence on decisions to use.

The contribution of the role of each independent variable to the dependent variable

In accordance with the research objectives, the research results and discussion have presented an explanation of the three research objectives. Based on the three results, there are other results that can also be obtained, namely the contribution of the role of each independent variable to the dependent variable. Among the three independent variables that influence the dependent variable, the most determining factor in the intention to revisit *Living World* Denpasar is visitor satisfaction. This can be seen from the standardized beta coefficient of the

visitor satisfaction variable, which has the largest value of 0.388, followed by the mall atmosphere variable of 0.301, and the brand image variable of 0.188.

These results indicate that the first thing that determines the intention of visitors to revisit is their satisfaction. Satisfaction is a comparison between what is felt and what is expected, so when the visitor's expectations are realized, it will greatly determine the intention to visit again. Followed by the variable of atmosphere which shows that the atmosphere at *Living World* Denpasar is good, with a good mall atmosphere and can provide comfort for visitors, it can also increase the intention of visitors to revisit. The results of the study also showed that the final determinant of the intention of visitors to revisit is brand image, with the perception or belief held by visitors by choosing *Living World* Denpasar as the main priority of the shopping center indicating that visitors intend to revisit.

5. CONCLUSION AND SUGGESTIONS

Based on the results of the research discussion, it can be concluded that: (1) the mall atmosphere has a positive and significant effect on the intention to revisit, meaning that the better the mall atmosphere, the greater the intention to revisit *Living World* Denpasar ; (2) brand image has a positive and significant effect on the intention to revisit, meaning that the better the brand image, the greater the intention to revisit *Living World* Denpasar ; and (3) visitor satisfaction has a positive and significant effect on the intention to revisit, meaning that the higher the visitor satisfaction , the greater the intention to revisit *Living World* Denpasar.

It is suggested to the management that if they want visitors to have high revisit intention, then they should pay more attention to satisfaction, followed by mall atmosphere, and finally brand image. For the next researchers, it is suggested to examine other variables such as comparing the level of revisit intention among visitors with different profiles.

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