



KENAPA KONSUMEN MAU KEMBALI

● Cara Retail Modern Menumbuhkan Loyalitas Pelanggan



Menhard, S.E., M.Pd.
Prof. Dr. Ir. Drs. Syafwandi., M.Sc.
Dr. Yulasmi, S.E., M.M.



Menhard, S.E., M.Pd.

Prof. Dr. Ir. Drs. Syafwandi., M.Sc.

Dr. Yulasmi, S.E., M.M.

KENAPA KONSUMEN MAU KEMBALI?

Cara Retail Modern Menumbuhkan Loyalitas Pelanggan

Tim Penulis:

Menhard, S.E., M.Pd.
Prof. Dr. Ir. Drs. Syafwandi., M.Sc.
Dr. Yulasmı, S.E., M.M.

Desain Cover:

Andi Juliandi

Sumber Ilustrasi:

www.freepik.com

Tata Letak:

Handarini Rohana

Proofreader:

Aas Masrurıh

ISBN:

978-634-246-511-0

Cetakan Pertama:

Desember, 2025

Hak Cipta Dilindungi Oleh Undang-Undang
by Penerbit Widina Media Utama

Dilarang keras menerjemahkan, memfotokopi, atau memperbanyak sebagian atau seluruh isi buku ini tanpa izin tertulis dari Penerbit.

PENERBIT:

WIDINA MEDIA UTAMA

Komplek Puri Melia Asri Blok C3 No. 17 Desa Bojong Emas
Kec. Solokan Jeruk Kabupaten Bandung, Provinsi Jawa Barat

Anggota IKAPI No. 519/JBA/2025

Website: www.penerbitwidina.com

Instagram: @penerbitwidina

Telepon (022) 87355370

PRAKATA

Dalam era persaingan bisnis yang semakin ketat, mempertahankan pelanggan sering kali jauh lebih menantang daripada menarik pelanggan baru. Fenomena ini tidak hanya terjadi di industri jasa, tetapi juga dalam dunia retail modern yang bergerak cepat dan sangat bergantung pada persepsi serta pengalaman konsumen. Buku ini hadir untuk menjawab pertanyaan sederhana namun mendasar: “Kenapa konsumen mau kembali?” — sebuah pertanyaan yang menggugah setiap pelaku usaha untuk memahami apa yang sesungguhnya membuat pelanggan tetap setia di tengah derasnya arus pilihan.

Melalui buku ini, pembaca diajak menelusuri berbagai faktor psikologis, sosial, dan strategis yang membentuk kepercayaan dan loyalitas konsumen terhadap sebuah merek retail. Di dalamnya dibahas bagaimana kepercayaan menjadi fondasi utama bagi terciptanya hubungan jangka panjang antara pelanggan dan perusahaan. Dengan menyoroti elemen-elemen penting seperti kualitas pelayanan, suasana toko, hingga strategi komunikasi di media sosial, buku ini menguraikan cara-cara konkret bagaimana retail modern dapat menumbuhkan ikatan emosional yang kuat dengan konsumennya.

Buku ini disusun tidak hanya untuk kalangan akademisi, tetapi juga untuk praktisi bisnis, pengelola retail, dan siapa pun yang ingin memahami dinamika perilaku konsumen di

dunia modern. Pendekatan yang digunakan menggabungkan teori pemasaran modern dengan realitas lapangan, sehingga pembaca dapat melihat hubungan nyata antara strategi bisnis dan perilaku pelanggan. Diharapkan, buku ini dapat menjadi sumber inspirasi sekaligus panduan praktis dalam merancang strategi yang berfokus pada loyalitas pelanggan sebagai aset jangka panjang.

Akhirnya, penulis menyampaikan terima kasih kepada berbagai pihak yang telah memberikan dukungan, masukan, dan motivasi dalam proses penyusunan buku ini. Semoga buku ini dapat memberikan manfaat nyata, memperkaya wawasan pembaca, serta menjadi kontribusi kecil dalam pengembangan ilmu dan praktik pemasaran di Indonesia.

DAFTAR ISI

PRAKATA.....	iii
DAFTAR ISI	v
BAB 1 KEBUTUHAN MASYARAKAT	
AKAN PASAR RETAIL	1
BAB 2 TEORI SEPUTAR MANAJEMEN,	
PEMASARAN DAN PERILAKU KONSUMEN	13
A. Manajemen	13
B. Manajemen Pemasaran	22
C. Theory of Planned Behaviour (Teori Perilaku Terencana)	31
D. Teori Perilaku Konsumen (Consumer Behaviour Theory)	39
E. Niat Pembelian Ulang (Repurchase Intention)	46
F. Kepercayaan Pelanggan	49
G. Pemasaran Media Sosial	54
H. Store Atmosphere	59
I. Persepsi Harga	64

BAB 3 MEMBANGUN KEPERCAYAAN

DAN LOYALITAS PELANGGAN.....69

- A. Media Sosial dan Kepercayaan Konsumen.....69
- B. Suasana Toko yang Menciptakan
Rasa Nyaman dan Percaya.....77
- C. Persepsi Harga bagi Pelanggan83
- D. Media Sosial dan Keinginan untuk
Membeli Kembali.....89
- E. Daya Tarik Store Atmosphere dan
Pengaruhnya terhadap Repurchase Intention.....95
- F. Harga yang Tepat, Pelanggan Kembali101
- G. Kepercayaan sebagai Jembatan Menuju
Pembelian Ulang.....107
- H. Pengaruh Sosial Media Marketing
dalam membangun Kepercayaan yang
menimbulkan tindakan pembelian ulang115
- I. Hubungan antara Store Atmosphere,
Repurchase Intention dan Kepercayaan Pelanggan122
- J. Kepercayaan sebagai Penghubung antara
Persepsi Harga dan Loyalitas128

DAFTAR PUSTAKA.....134

PROFIL PENULIS.....177

BAB 1

KEBUTUHAN MASYARAKAT AKAN PASAR RETAIL

Keberadaan sektor retail memiliki peran kunci dalam penyediaan berbagai kebutuhan masyarakat. Hal itu berkaitan dengan fungsi sistem retail itu sendiri sebagai penyuplai barang-barang dan jasa yang dibutuhkan, diminta, dan diinginkan oleh masyarakat (Indayani et al., 2022). Kata 'retail' berasal dari kata dalam bahasa Perancis '*retailleur*', yang berarti 'memotong sepotong' atau 'memecah sebagian besar'. Secara sederhana, istilah tersebut menyiratkan transaksi penjualan atau layanan langsung dengan pelanggan. Retail melibatkan interaksi langsung dengan pelanggan dan koordinasi aktivitas bisnis dari awal hingga akhir yang ditangani mulai dari tahap konsep atau desain suatu produk atau penawaran, hingga pengiriman dan layanan pasca-pengiriman ke pelanggan.

BAB 2

TEORI SEPUTAR MANAJEMEN PEMASARAN DAN PERILAKU KONSUMEN

A. MANAJEMEN

Secara konseptual, manajemen dipahami sebagai suatu proses sistematis untuk mengoordinasikan dan mengarahkan aktivitas kerja orang lain agar tujuan organisasi dapat dicapai secara efisien dan efektif. Manajemen tidak hanya berkaitan dengan pelaksanaan tugas, tetapi juga mencakup pengaturan sumber daya yang terbatas, seperti manusia, waktu, uang, dan peralatan, agar menghasilkan keluaran optimal dengan pemborosan minimal (*efficiency*), sekaligus memastikan bahwa seluruh kegiatan yang dilakukan benar-benar berorientasi pada pencapaian sasaran strategis organisasi (*effectiveness*). Dengan demikian, manajemen berfungsi sebagai kerangka besar yang menuntun organisasi dalam mencapai kinerja

BAB 3

MEMBANGUN KEPERCAYAAN DAN LOYALITAS PELANGGAN

A. MEDIA SOSIAL DAN KEPERCAYAAN KONSUMEN

Theory of Planned Behavior (TPB) menyatakan bahwa niat untuk bertindak dipengaruhi oleh sikap terhadap perilaku, norma subjektif, dan persepsi kontrol perilaku (Ajzen, 1991). Dalam konteks pemasaran media sosial, ketiga elemen ini dapat memengaruhi pembentukan kepercayaan konsumen terhadap merek. Pemasaran media sosial yang efektif tidak hanya meningkatkan sikap positif konsumen dan memperkuat norma sosial, tetapi juga memberikan informasi yang meningkatkan persepsi kontrol konsumen atas pengalaman mereka (Muhammad et al., 2021). TPB menyediakan kerangka untuk memahami bagaimana pemasaran media sosial membentuk kepercayaan konsumen terhadap merek melalui

DAFTAR PUSTAKA

- Abbasi, A. Z., Qummar, H., Bashir, S., Aziz, S., & Ting, D. H. (2024). Customer engagement in Saudi food delivery apps through social media marketing: Examining the antecedents and consequences using PLS-SEM and NCA. *Journal of Retailing and Consumer Services*, 81, 104001. <https://doi.org/10.1016/J.JRETCONSER.2024.104001>
- Abumalloh, R. A., Nilashi, M., Halabi, O., & Ali, R. (2024). Does metaverse improve recommendations quality and customer trust? A user-centric evaluation framework based on the cognitive-affective-behavioural theory. *Journal of Innovation & Knowledge*, 9(4), 100569. <https://doi.org/10.1016/J.JIK.2024.100569>
- Adel, A. M., Dai, X., & Roshdy, R. S. (2023). The psychological mechanism of consumers' behavioral intentions of suboptimal food products from the perspective of economic value. *British Food Journal*, 125(5), 1579–1612. <https://doi.org/10.1108/BFJ-01-2022-0027>

- Ajzen, I. (1985). From Intentions to Actions: A Theory of Planned Behavior. In *Action Control* (pp. 11–39). Springer Berlin Heidelberg. https://doi.org/10.1007/978-3-642-69746-3_2
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4). <https://doi.org/10.1002/hbe2.195>
- Akram, U., Lavuri, R., Ansari, A. R., Parida, R., & Junaid, M. (2023). Havocs of social media fake news! Analysing the effect of credibility, trustworthiness, and self-efficacy on consumer's buying intentions. *Journal of Strategic Marketing*, 1–15. <https://doi.org/10.1080/0965254X.2023.2253801>
- Ali, M. M., Handayanto, E., & Fiandari, Y. R. (2022). The Effect of Store Atmosphere on Repurchase Intention with Customer Satisfaction as Mediation Variable. *Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, 2(03). <https://doi.org/10.22219/jamanika.v2i03.22752>

- Amalia, Y. N., & Nurtiahiadi, E. (2024). Dampak Persepsi Harga terhadap Minat Beli Ulang melalui Kepuasan Konsumen pada Luwak White Koffie di Kota Bandung. *Journal of Management and Bussines (JOMB)*, 6(4), 1565–1577. <https://doi.org/10.31539/jomb.v6i4.10439>
- Anggolo, S. P., & Fachrodji, A. (2024). The Influence of Price Perception, Promotion, Product Perception and Brand Image on Repurchase Intention of Krisbow Products through Customer Satisfaction as a Mediation Variable. *International Journal of Innovative Science and Research Technology*, 9(1).
- Annisa, A., & Dwiyanto, B. M. (2021). Analisis Pengaruh Kualitas Layanan Dan Kepercayaan Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai In *Diponegoro Journal of Management* (Vol. 3, Issue 2).
- Aravindan, K. L., Ramayah, T., Thavanethen, M., Raman, M., Ilhavenil, N., Annamalah, S., & Choong, Y. V. (2023). Modeling Positive Electronic Word of Mouth and Purchase Intention Using Theory of Consumption Value. *Sustainability*, 15(4), 3009. <https://doi.org/10.3390/su15043009>

- Arista, A. D., Artanti, Y., Untarini, N., & Tiarawati, M. (2022). WATCHING SEQUEL MOVIE: THE ROLE OF CUSTOMER EXPERIENCE AND CUSTOMER SATISFACTION ON REPURCHASE INTENTION. *Jurnal MEBIS (Manajemen Dan Bisnis)*, 7(1). <https://doi.org/10.33005/mebis.v7i1.347>
- Artana, I. M., Fattah, H., Putra, I. G. J. E., Sariani, N. L. P., Nadir, M., Asnawati, & Rismawati. (2022). Repurchase intention behavior in b2c e-commerce. *International Journal of Data and Network Science*, 6(1). <https://doi.org/10.5267/J.IJDNS.2021.9.013>
- Astrini, N., Bakti, I. G. M. Y., Rakhmawati, T., Sumaedi, S., & Yarmen, M. (2022). A repurchase intention model of Indonesian herbal tea consumers: integrating perceived enjoyment and health belief. *British Food Journal*, 124(1), 140–158. <https://doi.org/10.1108/BFJ-02-2021-0189>
- Babbie, E. (2010). *The Practice of Social Research* (12th ed.). Cengage Learning.
- Bahruzen, M., D, D. K., & Nugraha, P. (2020). FAKTOR-FAKTOR YANG MEMPENGARUHI MINAT PEMBELIAN ULANG KONSUMEN PADA TOKO

- RITEL. *Jurnal Perspektif Bisnis*, 3(1).
<https://doi.org/10.23960/jpb.v3i1.9>
- Benhardy, K. A., Hardiyansyah, H., Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: mediating brand trust. *Management Science Letters*, 3425–3432.
<https://doi.org/10.5267/j.msl.2020.5.035>
- Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). The theory of planned behavior: Selected recent advances and applications. In *Europe's Journal of Psychology* (Vol. 16, Issue 3). <https://doi.org/10.5964/ejop.v16i3.3107>
- Božič, B., Siebert, S., & Martin, G. (2020). A grounded theory study of factors and conditions associated with customer trust recovery in a retailer. *Journal of Business Research*, 109, 440–448.
<https://doi.org/10.1016/J.JBUSRES.2019.12.032>
- Braithwaite, F. A., Deshpande, S., Buchbinder, R., Dennett, L., St. Jean, C. R., Krebs, B., & Gross, D. P. (2024). Contemporary media campaigns for musculoskeletal pain: A systematic review and meta-analysis with social marketing benchmarking. *The Journal of Pain*, 104739.
<https://doi.org/10.1016/J.JPAIN.2024.104739>

- Cabales, J. H., Carungay, N. K., Legaspi, K. K., Bacatan, R. J., & Bacatan, J. (2023). The Influence of Social Media Marketing on Customer Purchasing Behavior of Senior High School Students. *Quest Journals: Journal of Research in Business and Management*, 11(10).
- Cakici, A. C., & Tekeli, S. (2022). The mediating effect of consumers' price level perception and emotions towards supermarkets. *European Journal of Management and Business Economics*, 31(1), 57–76. <https://doi.org/10.1108/EJMBE-12-2020-0344>
- Cardoso, A., Gabriel, M., Figueiredo, J., Oliveira, I., Rêgo, R., Silva, R., Oliveira, M., & Meirinhos, G. (2022). Trust and Loyalty in Building the Brand Relationship with the Customer: Empirical Analysis in a Retail Chain in Northern Brazil. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 109. <https://doi.org/10.3390/joitmc8030109>
- Carfora, V., & Catellani, P. (2023). Psychosocial drivers influencing local food purchasing: beyond availability, the importance of trust in farmers. *Frontiers in Nutrition*, 10. <https://doi.org/10.3389/fnut.2023.1204732>

- Chaffey, D., & Chadwick, F. (2022). *Digital Marketing* (8th ed.). Pearson Education Ltd.
- Chattamvelli, R., & Shanmugam, R. (2023). *Descriptive Statistics for Scientists and Engineers*. Springer Nature Switzerland. <https://doi.org/10.1007/978-3-031-32330-0>
- Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T., & Delias, P. (2022). Factors affecting repurchase intentions in retail shopping: An empirical study. *Heliyon*, 8(9), e10619. <https://doi.org/10.1016/j.heliyon.2022.e10619>
- Chen, F., Lu, A., Wu, H., & Li, M. (2022). Compensation and pricing strategies in cloud service SLAs: Considering participants' risk attitudes and consumer quality perception. *Electronic Commerce Research and Applications*, 56, 101215. <https://doi.org/10.1016/J.ELERAP.2022.101215>
- Chen, H., Chan-Olmsted, S., Kim, J., & Mayor Sanabria, I. (2022). Consumers' perception on artificial intelligence applications in marketing communication. *Qualitative Market Research*, 25(1). <https://doi.org/10.1108/QMR-03-2021-0040>
- Chen, P.-C. (2024). How do physical and social servicescapes shape the effects of positive affective displays on customer purchase outcomes? *Journal of Services*

Marketing, 38(5), 601–618. <https://doi.org/10.1108/JSM-07-2023-0253>

Chen, S., & Dai, L. (2022). Analysis on the Factors Affecting Online Entrepreneurial Willingness Among College Students Based on TPB Model. *Scientific and Social Research*, 4(8). <https://doi.org/10.26689/ssr.v4i8.4256>

(Daisy) Lyu, J., Krasnikolakis, I., & Vrontis, D. (2022). A systematic literature review of store atmosphere in alternative retail commerce channels. *Journal of Business Research*, 153. <https://doi.org/10.1016/j.jbusres.2022.08.050>

Delshad, M. H., Hidarnia, A., & Pourhaji, F. (2024). *A Theory of Reasoned Action-Based Study Predicting Factors of Chronic back pain sufferers' Physical Activity Behavior to Exercise*. <https://doi.org/10.20944/preprints201908.0269.v3>

Desveaud, K., Mandler, T., & Eisend, M. (2024). A meta-model of customer brand loyalty and its antecedents. *Journal of Business Research*, 176, 114589. <https://doi.org/10.1016/J.JBUSRES.2024.114589>

Dinanti, W. D., & Bharata, W. (2023). Exploration of Consumer Buying Interests at Tiktok Stores Live Streaming Based on the Stimulus Organism Response (SOR) Framework.

- Jurnal Sisfokom (Sistem Informasi Dan Komputer)*, 12(2), 254–264. <https://doi.org/10.32736/sisfokom.v12i2.1658>
- Dogra, N., Adil, M., Sadiq, M., Dash, G., & Paul, J. (2023). Unraveling customer repurchase intention in OFDL context: An investigation using a hybrid technique of SEM and fsQCA. *Journal of Retailing and Consumer Services*, 72, 103281. <https://doi.org/10.1016/j.jretconser.2023.103281>
- Dwivedi, Y. K., Ismagilova, E., Sarker, P., Jeyaraj, A., Jadil, Y., & Hughes, L. (2023). A Meta-Analytic Structural Equation Model for Understanding Social Commerce Adoption. *Information Systems Frontiers*, 25(4), 1421–1437. <https://doi.org/10.1007/s10796-021-10172-2>
- Ediwar, G. R., Verinita, V., & Besra, E. (2023). The Mediating Role of Brand Trust in Influencing the Relationship Between Perceived Price and Celebrity Endorsement on Purchase Intention for Tridaya Tour and Travel Umrah Packages. *JOURNAL OF ECONOMICS, FINANCE AND MANAGEMENT STUDIES*, 06(09). <https://doi.org/10.47191/jefms/v6-i9-42>

Ekawati, N. W., Giantari, I. G. A. K., Wandhini, N. M. S., Manganti, S., Sujana, N. M. M. A. D., & Ekazandra, P. L. (2024). Peran Kepercayaan dan Kepuasan Pengguna sebagai Pemediasi Pengalaman Belanja Online terhadap Niat Beli Ulang (Studi pada Pengguna Aplikasi TikTok Shop). *Prosiding Seminar Nasional Forum Manajemen Indonesia* - e-ISSN 3026-4499, 2, 507–519. <https://doi.org/10.47747/snfmi.v2i1.2333>

Elizabeth, E., Sulistyو Budi Utomo, Ngurah Pandji Mertha Agung Durya, I Wayan Gede Antok Setiawan Jodi, & Dedik Wiryawan. (2023). Analysis Of The Influence Of Price Perception, Value Perception And Quality Perception On Intention To Repurchase Samsung Electronic Products. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9(6). <https://doi.org/10.35870/jemsi.v9i6.1810>

ElSayad, G., & Md Saad, N. H. (2024). Unmasking the power of social media marketing activities in cultivating customer equity, loyalty, and repurchase intention. *Journal of Marketing Communications*, 1–21. <https://doi.org/10.1080/13527266.2024.2432029>

- Errajaa, K., Hombourger-Barès, S., & Audrain-Pontevia, A.-F. (2022). Effects of the in-store crowd and employee perceptions on intentions to revisit and word-of-mouth via transactional satisfaction: A SOR approach. *Journal of Retailing and Consumer Services*, 68, 103087. <https://doi.org/10.1016/j.jretconser.2022.103087>
- Faria, S., Carvalho, J. M. S., & Vale, V. T. (2022). Service quality and store design in retail competitiveness. *International Journal of Retail & Distribution Management*, 50(13), 184–199. <https://doi.org/10.1108/IJRDM-01-2022-0005>
- Foster, J., & McLelland, M. A. (2015). Retail atmospherics: The impact of a brand dictated theme. *Journal of Retailing and Consumer Services*, 22, 195–205. <https://doi.org/10.1016/j.jretconser.2014.07.002>
- Ghafar, Z. N. (2023). Evaluation Research: A Comparative Analysis of Qualitative and Quantitative Research Methods. *Middle East Research Journal of Linguistics and Literature*, 3(02). <https://doi.org/10.36348/merjll.2023.v03i02.003>
- Gunawan Aji, Natalia Casha, Siti Fatimah, & Allisa Qotrunnada Munawaroh. (2023). Pengaruh Budaya Terhadap Penerapan Strategi Pemasaran Internasional.

Jurnal Ekonomi, Manajemen Pariwisata Dan Perhotelan, 2(2).

<https://doi.org/10.55606/jempper.v2i2.1427>

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017).

A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2nd ed.). SAGE.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N.

P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer

International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>

Halim, F., Zukhruf Kurniullah, A., Butarbutar Efendi, M.,

Sударso, A., Purba, B., Lie, D., Hengki Mangiring

Parulian Simarmata, S., Adi Permadi, L., & Novela, V.

(2021). Manajemen Pemasaran Jasa. In *Manajemen Pemasaran Jasa*.

Hamid, R. S., Ukkas, I., Goso, G., Abror, A., Anwar, S. M., &

Munir, A. R. (2024). The role of social media in building

trust, self-perceived creativity and satisfaction for

millennial entrepreneurs. *Journal of Small Business and*

Enterprise Development, 31(2), 377–394.

<https://doi.org/10.1108/JSBED-11-2022-048>

- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102. <https://doi.org/10.1016/j.jjime.2022.100102>
- Hansen, J. M., Saridakis, G., & Benson, V. (2018). Risk, trust, and the interaction of perceived ease of use and behavioral control in predicting consumers' use of social media for transactions. *Computers in Human Behavior*, 80, 197–206. <https://doi.org/10.1016/j.chb.2017.11.010>
- Haryanto, E. (2022). Analisis Persepsi Konsumen terhadap Minat Beli Online. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 6(1). <https://doi.org/10.24912/jmbk.v6i1.16342>
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. *European Journal of Marketing*, 37(11/12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- Hermansyah, Y. (2024). Marketing Communication Strategy in the Retail Sector: Examining Repurchase Intention. *Emerging Science Journal*, 8(1), 110–124. <https://doi.org/10.28991/ESJ-2024-08-01-08>

- Hossan, D., Dato' Mansor, Z., & Jaharuddin, N. S. (2023). Research Population and Sampling in Quantitative Study. *International Journal of Business and Technopreneurship (IJBT)*, 13(3). <https://doi.org/10.58915/ijbt.v13i3.263>
- Hoyer, W. D., Dyer, W. W., MacInnis, D. J., Pieters, R., Chan, E., & Northey, G. (2021). *Consumer Behaviour* (2nd ed.). Cengage Learning.
- Hui, G., Al Mamun, A., Reza, M. N. H., & Hussain, W. M. H. W. (2025). An empirical study on logistic service quality, customer satisfaction, and cross-border repurchase intention. *Heliyon*, 11(1), e41156. <https://doi.org/10.1016/J.HELİYON.2024.E41156>
- Hussain, R., & Ali, M. (2015). Effect of Store Atmosphere on Consumer Purchase Intention. *International Journal of Marketing Studies*, 7(2). <https://doi.org/10.5539/ijms.v7n2p35>
- Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). Linking Social Media Marketing Activities to Revisit Intention through Brand Trust and Brand Loyalty on the Coffee Shop Facebook Pages: Exploring Sequential Mediation Mechanism. *Sustainability*, 13(4), 2277. <https://doi.org/10.3390/su13042277>

- Ilagan, S. M. C., Ong, A. K. S., German, J. D., Gumasing, Ma. J. J., & Pabalan, K. M. P. (2024). Holistic Antecedent Analysis of Behavioral Intention among Green Consumers in the Philippines: A Sustainability Theory of the Planned Behavior Approach. *Sustainability*, 16(10), 3894. <https://doi.org/10.3390/su16103894>
- Indayani, L., Hariasih, M., & Sumartik. (2022). *Buku Ajar Manajemen Ritel*. UMSIDA PRESS.
- Irshad, M., Ahmad, M. S., & Malik, O. F. (2020). Understanding consumers' trust in social media marketing environment. *International Journal of Retail & Distribution Management*, 48(11), 1195–1212. <https://doi.org/10.1108/IJRDM-07-2019-0225>
- Istanbulluoglu, D., & Sakman, E. (2022). Successful complaint handling on social media predicts increased repurchase intention: The roles of trust in company and propensity to trust. *European Management Journal*. <https://doi.org/10.1016/j.emj.2022.06.004>
- Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2022). Role of Social Media Marketing Activities in Influencing Customer Intentions: A

- Perspective of a New Emerging Era. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.808525>
- Jeaheng, Y., Al-Ansi, A., & Han, H. (2020). Impacts of Halal-friendly services, facilities, and food and Beverages on Muslim travelers' perceptions of service quality attributes, perceived price, satisfaction, trust, and loyalty. *Journal of Hospitality Marketing & Management*, 29(7), 787–811. <https://doi.org/10.1080/19368623.2020.1715317>
- Jones, G. R., & George, J. M. (2022). *Contemporary Management*. McGraw Hill.
- Joshi, A., Pani, A., Sahu, P. K., Majumdar, B. B., & Tavasszy, L. (2024). Gender and generational differences in omnichannel shopping travel decisions: What drives consumer choices to pick up in-store or ship direct? *Research in Transportation Economics*, 103, 101403. <https://doi.org/10.1016/J.RETREC.2023.101403>
- Joshi, Y., Lim, W. M., Jagani, K., & Kumar, S. (2023). Social media influencer marketing: foundations, trends, and ways forward. *Electronic Commerce Research*. <https://doi.org/10.1007/s10660-023-09719-z>

- Joy, A., Wang, J. J., Orazi, D. C., Yoon, S., LaTour, K., & Peña, C. (2023). Co-creating affective atmospheres in retail experience. *Journal of Retailing*, 99(2), 297–317. <https://doi.org/10.1016/j.jretai.2023.05.002>
- Junaedi, I. W. R., Pribadi, F. S., Latif, A. S., Juliawati, P., Sumartana, I. M., Nurdiana, Abdurohim, Andriani, A. D., Sukmawati, H., Maharani, E., Fiyul, A. Y., Ariyanto, A., Trinanda, O., & Santoso, R. (2022). Manajemen Pemasaran Implementasi Strategi Pemasaran di Era Society 5.0. In CV. *Eurieka Media Aksara*.
- Kalyanaram, G., & Winer, R. S. (2022). Behavioral response to price: Data-based insights and future research for retailing. *Journal of Retailing*, 98(1), 46–70. <https://doi.org/10.1016/j.jretai.2022.02.009>
- Kalyva, Z. C., Kosma, I. S., & Skalkos, D. (2024). Young Consumers' Price Perceptions in Purchasing Foods: Evidence from Greece. *Sustainability*, 16(13), 5752. <https://doi.org/10.3390/su16135752>
- Karhapää, S.-J., Savolainen, T., & Malkamäki, K. (2022). Trust and performance: a contextual study of management change in private and public organisation. *Baltic Journal of*

Management, 17(6), 35–51. <https://doi.org/10.1108/BJM-06-2022-0212>

Khafidin. (2020). Konsep perilaku konsumen beserta implikasinya terhadap keputusan pembelian. *Repository Universitas Muhammadiyah Sidoarjo*.

Khan, M. A., Vivek, Minhaj, S. M., Saifi, M. A., Alam, S., & Hasan, A. (2022). 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>

Kim, K., Ryoo, Y., Zdravkovic, S., & Yoon, S. (2024). Price transparency in international retailing on digital platforms. *International Marketing Review*, 41(5), 1133–1160. <https://doi.org/10.1108/IMR-12-2023-0352>

Koay, K. Y., & Cheah, C. W. (2023). Understanding consumers' intention to revisit bubble tea stores: an application of the theory of planned behaviour. *British Food Journal*, 125(3), 994–1007. <https://doi.org/10.1108/BFJ-01-2022-0025>

Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2020). *Principles of Marketing: Vol. European Edition* (8th ed.). Pearson.

- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education.
- Kristina, T., & Sugiarto, C. (2020). The role of trust mediates in the influence of social media marketing and Electronic Word-of-Mouth on purchase intention. *Management and Entrepreneurship: Trends of Development*, 4(14), 102–113. <https://doi.org/10.26661/2522-1566/2020-4/14-08>
- Kumar, A., & Pandey, M. (2023). Social Media and Impact of Altruistic Motivation, Egoistic Motivation, Subjective Norms, and EWOM toward Green Consumption Behavior: An Empirical Investigation. *Sustainability*, 15(5), 4222. <https://doi.org/10.3390/su15054222>
- Le, D., Pratt, M., Wang, Y., Scott, N., & Lohmann, G. (2020). How to win the consumer's heart? Exploring appraisal determinants of consumer pre-consumption emotions. *International Journal of Hospitality Management*, 88, 102542. <https://doi.org/10.1016/j.ijhm.2020.102542>
- Lee, J., & Kim, S. (2022). Social media advertising: The role of personal and societal norms in page like ads on Facebook. *Journal of Marketing Communications*, 28(3), 329–342. <https://doi.org/10.1080/13527266.2019.1658466>

- Lee, J., Lee, J.-N., & Tan, B. C. Y. (2015). Antecedents of cognitive trust and affective distrust and their mediating roles in building customer loyalty. *Information Systems Frontiers*, 17(1), 159–175. <https://doi.org/10.1007/s10796-012-9392-7>
- Leung, D., & Seah, C. (2022). The impact of crisis-induced changes in refund policy on consumers' brand trust and repurchase intention. *International Journal of Hospitality Management*, 105, 103272. <https://doi.org/10.1016/J.IJHM.2022.103272>
- Levy, M., & Weitz, B. A. (2012). *Retailing Management* (8th ed.). McGraw-Hill/Irwin.
- Lidiawati, & Muhammad Mufti Imam Suyanto. (2020). ANALISIS DAMPAK USAHA RITEL MODERN TERHADAP RITELTRADISIONAL. *Jurnal Ekonomi Dan Bisnis Indonesia*, 5(2). <https://doi.org/10.37673/jebi.v5i02.848>
- Lim, W. M., Kumar, S., Pandey, N., Verma, D., & Kumar, D. (2023). Evolution and trends in consumer behaviour: Insights from Journal of Consumer Behaviour. In *Journal of Consumer Behaviour* (Vol. 22, Issue 1). <https://doi.org/10.1002/cb.2118>

- Lindawaty, L., & Syawaluddin, S. (2022). PENGARUH KEPERCAYAAN MEREK DAN KEPUASAN KONSUMEN TERHADAP LOYALITAS MEREK PT ALFA SCORP II MARELAN MEDAN. *JURNAL BISNIS KOLEGA*, 8(1). <https://doi.org/10.57249/jbk.v8i1.77>
- Lintang Rachmadana, S., Mufida, N., Rusdy, H., Agung, A., & Masiku, G. (2024). Fundamental and Applied Management Journal Theory of Reasoned Action as a Framework for Analyzing Investment Knowledge in Generation Z. *Fundamental and Applied Management Journal*, 2(1).
- Little, T. D., Stickley, Z. L., Rioux, C., & Wu, W. (2024). Quantitative research methods. *Encyclopedia of Adolescence*, 403–417. <https://doi.org/10.1016/B978-0-323-96023-6.00095-6>
- Liu, Q., & Wang, X. (2023). The impact of brand trust on consumers' behavior toward agricultural products' regional public brand. *PLOS ONE*, 18(11), e0295133. <https://doi.org/10.1371/journal.pone.0295133>
- Liu, Y., Zhao, Z., Wang, J., & Qiu, Z. (2024). Consumer engagement on social media: an analysis of brand post characteristic combinations. *Journal of Marketing*

Management, 40(9–10), 704–742.

<https://doi.org/10.1080/0267257X.2024.2336949>

Lombart, C., & Louis, D. (2014). A study of the impact of Corporate Social Responsibility and price image on retailer personality and consumers' reactions (satisfaction, trust and loyalty to the retailer). *Journal of Retailing and Consumer Services*, 21(4), 630–642.

<https://doi.org/10.1016/j.jretconser.2013.11.009>

Lu, B., & Yi, X. (2023). Institutional trust and repurchase intention in the sharing economy: The moderating roles of information privacy concerns and security concerns. *Journal of Retailing and Consumer Services*, 73, 103327.

<https://doi.org/10.1016/J.JRETCONSER.2023.103327>

Lyu, J., Krasnikolakis, I., & Vrontis, D. (2022). A systematic literature review of store atmosphere in alternative retail commerce channels. *Journal of Business Research*, 153, 412–427. <https://doi.org/10.1016/j.jbusres.2022.08.050>

Mahmud, Suhita Whini Setyahuni, Mochammad Eric S.W, & Galuh Tri Pratiwi. (2023). PENINGKATAN MINAT BELI ULANG MELALUI KEPERCAYAAN, PROMOSI, E-SERVICE QUALITY, SERTA KEMUDAHAN DI TOKOPEDIA DENGAN KEPUASAN KONSUMEN

- SEBAGAI VARIABEL INTERVENING. *Jurnal Ilmu Manajemen (JIMMU)*, 8(2), 186–206.
<https://doi.org/10.33474/jimmu.v8i2.20193>
- Malc, D., Mumel, D., & Pisnik, A. (2016). Exploring price fairness perceptions and their influence on consumer behavior. *Journal of Business Research*, 69(9), 3693–3697.
<https://doi.org/10.1016/j.jbusres.2016.03.031>
- Mamonto, Tumbuan, & Rogi. (2021). Analisis Faktor-Faktor Bauran Pemasaran (4P) Terhadap Keputusan Pembelian Pada Rumah Makan Podomoro Poigar Di Era Normal Baru. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(2).
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N.-A., & Javed, M. K. (2022). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184–2206.
<https://doi.org/10.1108/APJML-03-2021-0221>
- Misra, A., Dinh, T. D., & Ewe, S. Y. (2024). The more followers the better? The impact of food influencers on consumer behaviour in the social media context. *British Food Journal*,

126(12), 4018–4035. <https://doi.org/10.1108/BFJ-01-2024-0096>

Morren, M., & Grinstein, A. (2021). The cross-cultural challenges of integrating personal norms into the Theory of Planned Behavior: A meta-analytic structural equation modeling (MASEM) approach. *Journal of Environmental Psychology*, 75, 101593. <https://doi.org/10.1016/j.jenvp.2021.101593>

Muhammad, S. S., Dey, B. L., Kamal, M. M., & Syed Alwi, S. F. (2021). Consumer engagement with social media platforms: A study of the influence of attitudinal components on cutting edge technology adaptation behaviour. *Computers in Human Behavior*, 121, 106802. <https://doi.org/10.1016/j.chb.2021.106802>

Munnukka, J. (2008). Customers' purchase intentions as a reflection of price perception. *Journal of Product & Brand Management*, 17(3), 188–196. <https://doi.org/10.1108/10610420810875106>

Musnaini, Suyoto, Y. T., Handayani, W., & Jihadi, M. (2021). *Manajemen Pemasaran*. Insan Cendekia Mandiri.

- Muzakki, I., & Sari, D. K. (2023). Impact of Store Atmosphere and Brand Loyalty on Repurchase Intentions: A Quantitative Study. *Indonesian Journal of Innovation Studies*, 25. <https://doi.org/10.21070/ijins.v25i.968>
- Natarajan, M., & Periaiya, S. (2024). Revealing consumer review attitude through online review and website cues. *Journal of Consumer Marketing*, 41(3), 261–280. <https://doi.org/10.1108/JCM-07-2020-3938>
- Ndengane, R. M., Mason, R. B., & Mutize, M. (2021). The influence of store atmospherics on customers' satisfaction at selected South African retail outlets. *Innovative Marketing*, 17(1), 26–39. [https://doi.org/10.21511/im.17\(1\).2021.03](https://doi.org/10.21511/im.17(1).2021.03)
- Ningrum, D. A., Rizan, M., & Rivai P, A. K. (2021). The Effect of Service Quality and Brand Image on Repurchase Intention With Brand Trust as Mediating Variable By The Generation Z of E-Wallet Consumers in Jakarta. *Journal Research of Social Science, Economics, and Management*, 1(4). <https://doi.org/10.36418/jrssem.v1i4.29>
- Ningsih, E. R. (2021). *Perilaku Konsumen: Pengembangan Konsep dan Praktek dalam Pemasaran*. Idea Press.

- Nosi, C., Pucci, T., Melanthiou, Y., & Zanni, L. (2022). The influence of online and offline brand trust on consumer buying intention. *EuroMed Journal of Business*, 17(4). <https://doi.org/10.1108/EMJB-01-2021-0002>
- Noviani, R., Anugrah, F., Manangka, T. I., & Yuniarty. (2022). The Role of Social Media Marketing and Product Characteristics on Increasing Consumer Satisfaction and Korean Skincare Products Repurchase Intention in Indonesia. *2022 7th International Conference on Business and Industrial Research (ICBIR)*, 210–215. <https://doi.org/10.1109/ICBIR54589.2022.9786467>
- Nurhadi, M., Suryani, T., & Fauzi, A. A. (2024). Cultivating domestic brand love through social media marketing activities: Insights from young consumers in an emerging market. *Asia Pacific Management Review*, 100349. <https://doi.org/10.1016/j.APMRV.2024.100349>
- Paintsil, A., & Kim, H.-S. (2022). Sharing personal experiences and online consumer engagement: A case study of Glossier. *Journal of Global Fashion Marketing*, 13(1), 1–15. <https://doi.org/10.1080/20932685.2021.1947150>

- Pakpahan, A. K., & Prameswari, A. K. (2022). Antecedent Repurchase Intention Pada Produk Kosmetik Halal. *Jurnal Pemasaran Kompetitif*, 6(1).
<https://doi.org/10.32493/jpkpk.v6i1.23381>
- Park, Y. S., Konge, L., & Artino, A. R. (2020). The Positivism Paradigm of Research. *Academic Medicine*, 95(5), 690–694.
<https://doi.org/10.1097/ACM.0000000000003093>
- Phan Tan, L. (2023). Customer participation, positive electronic word-of-mouth intention and repurchase intention: The mediation effect of online brand community trust. *Journal of Marketing Communications*, 1–18.
<https://doi.org/10.1080/13527266.2023.2177709>
- Prasetio, B., Supardi, E., & Mulyadi, H. (2024). Consumer Behavior in Practice: Strategic Insights for the Modern Marketer, by Eugene Y. Chan, Switzerland, Palgrave Macmillan, 2024, 272 pp., \$78.34 (Paperback), ISBN 9783031509490. *Journal of Behavioral and Experimental Economics*, 112, 102278.
<https://doi.org/10.1016/J.SOCEC.2024.102278>
- Primananda, P. G. B. N., Yasa, N. N. K., Sukaatmadja, I. P. G., & Setiawan, P. Y. (2022). Trust as a mediating effect of social media marketing, experience, destination image on

revisit intention in the COVID-19 era. *International Journal of Data and Network Science*, 6(2), 517–526.
<https://doi.org/10.5267/j.ijdns.2021.12.002>

Pristanti, H., Wulansari, K., Kalangit, D. O. C., Andansari, D., & Amimah, T. K. (2022). *The Effect of Brand Trust and Price Perception on Customer Satisfaction on Gold Savings Products at PT Pegadaian (Persero) Balikpapan*.
<https://doi.org/10.2991/assehr.k.220301.126>

Puspita, E. C., Farida, N., & Pradhanawati, A. (2023). Pengaruh Relationship Marketing, dan Store Atmosphere terhadap Repurchase melalui Trust (Studi pada Konsumen Matahari Departemen Store di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 12(1), 294–302.

Rahadi, D. R. (2023). Pengantar Partial Least Squares Structural Equation Model (PLS-SEM) 2023. CV. Lentera Ilmu Madani, Juli.

Rai, A. (2022). Role of Perceived Customer Service, Quality, and Price Fairness on Attitude Formation: An Empirical Evidence from Nepal's Online Business Context. *Journal of Management*, 5(1), 01–10.
<https://doi.org/10.3126/jom.v5i1.47734>

- Raniya, R. F., Lubis, P. H., & Kesuma, T. M. (2023). THE INFLUENCE OF SOCIAL MEDIA MARKETING AND STORE ATMOSPHERE ON PURCHASE DECISION MEDIATED BY CONSUMER TRUST IN MILLENNIAL COFFEE SHOPS IN BANDA ACEH. *International Journal of Business Management and Economic Review*, 06(01), 144–155. <https://doi.org/10.35409/IJBMER.2023.3466>
- Reis, M., Pfister, R., & Schwarz, K. A. (2023). The value of control. *Journal of Behavioral Decision Making*, 36(4). <https://doi.org/10.1002/bdm.2325>
- Rizki, T. M., J Ma'ruf, J., & Utami, S. (2022). THE EFFECT OF BRAND IMAGE, PRICE, AND VALUE ON REPURCHASE INTENTION WITH TRUST AS A MEDIATION ON VIRTUAL HOTEL OPERATOR CUSTOMERS IN BANDA ACEH CITY. *International Journal of Business Management and Economic Review*, 05(02), 15–29. <https://doi.org/10.35409/IJBMER.2022.3366>
- Robbins, S. P., & Coulter, M. (2021). *Management* (15th ed.). Pearson Education Limited.
- Rousseau, D. M., Sitkin, S. B., Burt, R. S., & Camerer, C. (1998). Not So Different After All: A Cross-Discipline View Of

Trust. *Academy of Management Review*, 23(3), 393–404.

<https://doi.org/10.5465/amr.1998.926617>

Roy, S. K., Singh, G., Sadeque, S., & Gruner, R. L. (2024).

Customer experience quality with social robots: Does trust matter? *Technological Forecasting and Social Change*, 198, 123032.

<https://doi.org/10.1016/j.TECHFORE.2023.123032>

Rukmana, V. H., & Abrian, Y. (2023). Pengaruh Social Media Marketing terhadap Brand Trust Hotel Pangeran City Padang. *ARZUSIN*, 3(4), 391–404.

<https://doi.org/10.58578/arzusin.v3i4.1202>

Safeer, A. A. (2024). Harnessing the power of brand social media marketing on consumer online impulse buying intentions: a stimulus-organism-response framework. *Journal of Product & Brand Management*, 33(5), 533–544. <https://doi.org/10.1108/JPBM-07-2023-4619>

Salhab, H. A., Al-Amarneh, A., Aljabaly, S. M., Zoubi, M. M. Al, & Othman, M. D. (2023). The impact of social media marketing on purchase intention: The mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2), 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>

- Salmiah, S., Sahir, S. H., & Fahlevi, M. (2024). The effect of social media and electronic word of mouth on trust and loyalty: Evidence from generation Z in coffee industry. *International Journal of Data and Network Science*, 8(1), 641–654. <https://doi.org/10.5267/j.ijdns.2023.8.021>
- Santos, S., & Gonçalves, H. M. (2021). The consumer decision journey: A literature review of the foundational models and theories and a future perspective. *Technological Forecasting and Social Change*, 173. <https://doi.org/10.1016/j.techfore.2021.121117>
- Saodin. (2021). Pengaruh Sales Promotion Dan Store Atmosphere Terhadap Impulse Buying. *Jurnal Ilmu Komunikasi*, 1(2).
- Sartika Dani. (2020). Melihat Attitude and Behavior Manusia Lewat Analisis Teori Planned Behavioral. *Journal of Islamic Guidance and Counseling*, 4(UIN Sulthan Thaha Saifuddin Jambi).
- Sastra, Y. (2023, March 24). Musim Semi Ritel Modern Lokal di Kota Padang. *Kompas.Id*.
- Satoto, E. B. (2024). Analysis of Factors Affecting Repurchase Intentions with Purchasing Decisions as Mediating Variables. *Widya Cipta: Jurnal Sekretari Dan Manajemen*,

<https://doi.org/10.31294/widyacipta.v8i1.16917>

Seduram, L., Mamun, A. Al, Salameh, A. A., Perumal, S., & Shaari, H. (2022). Predicting Smartphone Brand Loyalty Using Four-Stage Loyalty Model. *SAGE Open*, 12(2), 215824402210992.

<https://doi.org/10.1177/21582440221099295>

Sembada, A. Y., & Koay, K. Y. (2021). How perceived behavioral control affects trust to purchase in social media stores. *Journal of Business Research*, 130, 574–582. <https://doi.org/10.1016/j.jbusres.2019.09.028>

Septiani, S., Slamet, A. S., & Farhana, F. (2020). THE ROLE OF DINING ATMOSPHERE IN SHAPING CONSUMER TRUST AND LOYALTY TO IMPROVE THE COMPETITIVENESS OF LOCAL COFFEE SHOPS. *JURNAL APLIKASI MANAJEMEN*, 18(3), 437–448. <https://doi.org/10.21776/ub.jam.2020.018.03.04>

Setiawan, A., Almas, C., & Indrawan, D. (2021). Why Costumers Have The Intention to Repurchase at Coffee Shops in Bogor? Explaining The Role of Social Media Marketing, Dining Atmosphere, and Relationship

- Marketing. *Jurnal Manajemen Dan Agribisnis*.
<https://doi.org/10.17358/jma.18.3.252>
- Setyaningsih, F. (2021). ANALISIS STRATEGI BAURAN PEMASARAN TERHADAP PENINGKATAN PELANGGAN PADA LEMBAGA RAFI BIMBEL TANGERANG. *JMB : Jurnal Manajemen Dan Bisnis*, 10(1).
<https://doi.org/10.31000/jmb.v10i1.4233>
- Shah, S. M. M., Sohu, J. M., Dakhan, S. A., Ali, R. S., Junejo, I., & Chouhan, I. M. (2021). The Reinvesting Impact of Promotional Activity and Store Atmosphere on Impulse Buying Behavior: The Mediating Role of Payment Facility. *TEM Journal*, 10(1). <https://doi.org/10.18421/TEM101-28>
- Sharma, P., Srivastava, A., Sharma, V., Singh, N., & Nijjer, S. (2024). Understanding consumer repurchase intentions towards luxury retail brands: Evidence from an emerging market. *Journal of Retailing and Consumer Services*, 76, 103570.
<https://doi.org/10.1016/J.JRETCONSER.2023.103570>
- Shin, D.-H. (2013). User experience in social commerce: in friends we trust. *Behaviour & Information Technology*, 32(11), 1191–1192.
<https://doi.org/10.1080/0144929X.2013.782138>

- Shukla, M., Misra, R., & Gupta, R. (2023). Why do consumers engage in a social media brand community: investigating the effect of psychological empowerment on commitment and loyalty. *Journal of Consumer Marketing*, 40(6), 734–747. <https://doi.org/10.1108/JCM-05-2022-5370>
- Shukri, M., Jones, F., & Conner, M. (2022). Theory of planned behaviour, psychological stressors and intention to avoid violating traffic rules: A Multi-Level modelling analysis. *Accident Analysis and Prevention*, 169. <https://doi.org/10.1016/j.aap.2022.106624>
- Shuyi, J., Mamun, A. Al, & Naznen, F. (2024). Social media marketing activities on brand equity and purchase intention among Chinese smartphone consumers during COVID-19. *Journal of Science and Technology Policy Management*, 15(2), 331–352. <https://doi.org/10.1108/JSTPM-02-2022-0038>
- Singh, R. K., Goel, P., Garg, A., & Struweg, I. (2025). Exploring participation intentions in metaverse-based retail stores: Implications for commute reduction. *Journal of Retailing and Consumer Services*, 84, 104177. <https://doi.org/10.1016/J.JRETCONSER.2024.104177>

- Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer Trust, Value, and Loyalty in Relational Exchanges. *Journal of Marketing*, 66(1), 15–37. <https://doi.org/10.1509/jmkg.66.1.15.18449>
- Situmorang, M. A., & Kumar, S. (2022). The Influence of Store Atmosphere and Display Layout on Customer Repurchase Intention in Supermarket (A Survey in Jawa Barat Province, Indonesia) . *The 6th International Conference on Family Business and Entrepreneurship* , 174–181.
- Soebandhi, S., Wahid, A., & Darmawanti, I. (2020). Service quality and store atmosphere on customer satisfaction and repurchase intention. *BISMA (Bisnis Dan Manajemen)*, 13(1), 26–36.
- Sucahoyo, C. P. D., Wijaya, A. J., & Widjaja, D. C. (2022). PENGARUH STORE ATMOSPHERE TERHADAP EMOSI TAMU DAN MINAT BELI ULANG DI MICHAEL TJ GELATO SURABAYA. *Jurnal Manajemen Perhotelan*, 7(2). <https://doi.org/10.9744/jmp.7.2.55-62>
- Sudarma, A. (2023). Peran Industri Ritel Bagi Pertumbuhan Ekonomi Nasional. *Jurnal Pengabdian Masyarakat*, 1(2).

- Takwim, R. I., Asmala, T., & Johan, A. (2022). Pengaruh kualitas layanan dan store atmosphere terhadap customer loyalty. *Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan*, 4(12).
<https://doi.org/10.32670/fairvalue.v4i12.2093>
- Tan, H. (2022). Quantitative research methods in translation and interpreting studies. *Poznan Studies in Contemporary Linguistics*, 58(1). <https://doi.org/10.1515/psicl-2022-0007>
- Taufik, D., van Haaster-de Winter, M. A., & Reinders, M. J. (2023a). Creating trust and consumer value for true price food products. *Journal of Cleaner Production*, 390, 136145.
<https://doi.org/10.1016/j.jclepro.2023.136145>
- Taufik, D., van Haaster-de Winter, M. A., & Reinders, M. J. (2023b). Creating trust and consumer value for true price food products. *Journal of Cleaner Production*, 390, 136145.
<https://doi.org/10.1016/j.jclepro.2023.136145>
- Teepapal, T. (2024). AI-Driven Personalization: Unraveling Consumer Perceptions in Social Media Engagement. *Computers in Human Behavior*, 108549.
<https://doi.org/10.1016/j.chb.2024.108549>

- Thanki, H., Shah, S., Oza, A., Vizureanu, P., & Burduhos-Nergis, D. D. (2022). Sustainable Consumption: Will They Buy It Again? Factors Influencing the Intention to Repurchase Organic Food Grain. *Foods*, 11(19), 3046. <https://doi.org/10.3390/foods11193046>
- Trivedi, S. K., & Yadav, M. (2020). Repurchase intentions in Y generation: mediation of trust and e-satisfaction. *Marketing Intelligence & Planning*, 38(4), 401–415. <https://doi.org/10.1108/MIP-02-2019-0072>
- Tuliabu, A., Wolok, T., & Kango, U. (2022). Pengaruh Eksistensi Ritel Modern Terhadap Pendapatan Tradisional Di Kecamatan Kota Tengah Kota Gorontalo. *Jurnal Ilmiah Manajemen Dan Bisnis*, 5(1).
- Tuten, T. L. (2024). *Social Media Marketing* (5th ed.). SAGE.
- Vilnai-Yavetz, I., Gilboa, S., & Mitchell, V. (2021). Experiencing atmospherics: The moderating effect of mall experiences on the impact of individual store atmospherics on spending behavior and mall loyalty. *Journal of Retailing and Consumer Services*, 63, 102704. <https://doi.org/10.1016/j.jretconser.2021.102704>

- Wahyuni, R. S. (2024). ANALISIS PENGARUH PERCEIVED PRICE DAN BRAND IMAGE TERHADAP REPURCHASE INTENTION PADA PRODUK AIR MINERAL VIT. *House of Management and Business (HOMBIS) Journal*, 2(2), 87. <https://doi.org/10.26753/hombis.v2i2.1298>
- Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms. *Heliyon*, 9(11). <https://doi.org/10.1016/j.heliyon.2023.e21617>
- Wang, E. S.-T., & Chou, C.-F. (2020). Norms, consumer social responsibility and fair trade product purchase intention. *International Journal of Retail & Distribution Management*, 49(1), 23–39. <https://doi.org/10.1108/IJRDM-09-2019-0305>
- Wang, E. S.-T., Lin, H.-C., & Tsai, M.-C. (2021). Effect of Institutional Trust on Consumers' Health and Safety Perceptions and Repurchase Intention for Traceable Fresh Food. *Foods*, 10(12), 2898. <https://doi.org/10.3390/foods10122898>
- Wang, K., Yu, J., Chen, W., & Chen, J. (2024). Beyond Convenience: Exploring the Hidden Impact of

- Algorithmic Pricing on Consumer Trust and Loyalty in Chinese Online Travel Agencies. *International Journal of Tourism Research*, 26(5). <https://doi.org/10.1002/jtr.2785>
- Wardhana, A. (2022). Teori Perilaku Konsumen; Konsumsi Perilaku konsumen. *Penerbit Media Sains Indonesia*, 1.
- Welsh, D. H. B., Lanchimba, C., & Bausch, M. (2025). Retail franchise ecosystem dynamics: Insights from countries of varied development levels. *Journal of Retailing and Consumer Services*, 82, 104096. <https://doi.org/10.1016/J.JRETCONSER.2024.104096>
- Widodo, T., & Utami, N. K. W. (2021). Repurchase Intentions on Zalora Indonesia: The Role of Trust, E-Commerce, and Product Evaluation. *JURNAL MANAJEMEN BISNIS*, 8(2). <https://doi.org/10.33096/jmb.v8i2.899>
- Widowati, P. A. R., & Ananda, R. D. (2023). *The Influence of Perceptions of Convenience and Service Quality on Trust and Repurchase Interest (A Study on Shopee Users)* (pp. 422–430). https://doi.org/10.1007/978-3-031-36001-5_54
- Wijaya, R. J., Ellitan, L., & Kristanti, M. M. (2023). Pengaruh Experiential Marketing dan Social Media Marketing terhadap Repurchase Intention di Mediasi Brand Trust pada Instagram Samsung Indonesia di Surabaya. *Journal*

of Management and Business Review, 20(3), 431–443.

<https://doi.org/10.34149/jmbr.v20i3.603>

Wu, Y., & Huang, H. (2023). Influence of Perceived Value on Consumers' Continuous Purchase Intention in Live-Streaming E-Commerce—Mediated by Consumer Trust.

Sustainability (Switzerland), 15(5).

<https://doi.org/10.3390/su15054432>

Yasri, Y., Susanto, P., Hoque, M. E., & Gusti, M. A. (2020).

Price perception and price appearance on repurchase intention of Gen Y: do brand experience and brand preference mediate? *Heliyon*, 6(11), e05532.

<https://doi.org/10.1016/j.heliyon.2020.e05532>

Yulia, V., & Mulyowahyudi, A. (2023). Effect of Perceived Usefulness, Perceived Ease of Use, and Perceived Price to Repurchase Intention: Mediating Role of Perceived Trust.

International Journal of Innovative Science and Research Technology, 8(1).

Zeqiri, J., Ramadani, V., & Aloulou, W. J. (2023). The effect of perceived convenience and perceived value on intention to repurchase in online shopping: the mediating effect of e-WOM and trust. *Economic Research-Ekonomska*

<https://doi.org/10.1080/1331677X.2022.2153721>

Zhang, H., Zheng, S., & Zhu, P. (2024). Why are Indonesian consumers buying on live streaming platforms? Research on consumer perceived value theory. *Heliyon*, 10(13), e33518. <https://doi.org/10.1016/J.HELİYON.2024.E33518>

Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.720151>

Zhou, R. (2023). Does social media marketing affect online repurchase intention? The mediating role of guanxi. *Social Behavior and Personality: An International Journal*, 51(12), 12826E-12833E. <https://doi.org/10.2224/sbp.12826>

PROFIL PENULIS



Menhard, S.E., M.Pd lahir di Bukittinggi pada tanggal 10 Februari 1965. Perjalanan karir profesi sebagian besar di dunia pendidikan. Di antaranya Direktur AMIK Mahaputra Riau (2002-2009), Direktur AAM Riau (2009-2012), Ketua STIE Mahaputra Riau (2012-2020), dan saat ini menjabat sebagai Wakil Ketua STIE Mahaputra Riau. Juga aktif di berbagai kegiatan keorganisasian, di antaranya sebagai pengurus Aptisi X Riau. Berbagai jabatan manajerial tersebut tentu saja memperkaya wawasan penulis dan mewarnai karya tulis yang tertuang dalam penulisan beberapa buku baik sendiri maupun bersama, seperti: *Baca Tulis Aku Anak Pintar* (2021), *Pembelajaran Berbantuan Komputer: Studi Kualitatif di Akademi Mahaputra* (2021), *Perilaku Organisasi* (2022), *Manajemen Pemasaran* (2023); *Digital Marketing* (2024). *Pengantar Bisnis: Konvensional dan Era Digital* (2024); *Pembelajaran Berbantuan Media Sosial* (2025). *Long life education* terlihat sebagai sesuatu yang sangat bermakna bagi penulis, hal ini dibuktikan, saat ini tengah menjalani program S3 di Universitas Putra Indonesia YPTK Padang. Penulis dapat dihubungi melalui email: menhard1967@gmail.com



Prof. Dr. Ir. Drs. Syafwandi, M.Sc adalah guru besar di kampus Universitas Putra Indonesia Padang. menempuh sarjana di 2 Universitas, yakni Universitas Indonesia dan Universitas Muhammadiyah Jakarta, dengan bidang Ilmu Sastra Dan Teknik Sipil.. S2 di

Institut Teknologi Bandung dengan bidang ilmu Teknik Planologi, dan menyelesaikan S3 di Universitas Satyagama Jakarta dengan bidang Ilmu Manajemen Pemerintahan. penulis saat ini mengampu matakuliah Fleksibilitas Manajemen, Filsafat Ilmu Pengetahuan dan Etika Bisnis.



Dr. Yulasmi, S.E., M.M. Berprofesi sebagai Dosen Universitas Putra Indonesia “YPTK” Padang, sekaligus sebagai Kepala Prodi Doktoral Manajemen Fakultas Ekonomi dan Bisnis UPI “YPTK Padang. Matakuliah yang diampu diantaranya : Manajemen Umum,

Manajemen Pemasaran, Manajemen Strategik. Alumnus Sekolah Tinggi Ilmu Ekonomi YPTK Padang tahun 1998, melanjutkan studi dan lulus S2 pada tahun 2002 pada Universitas Putra Indonesia YPTK Padang, S3 Lulus pada tahun 2018 di Universitas Persada Indonesia YAI Jakarta.



Buku ini mengulas secara mendalam bagaimana kepercayaan konsumen menjadi pondasi utama dalam membangun loyalitas terhadap retail modern. Dalam dunia bisnis yang semakin kompetitif, kepercayaan tidak lagi sekadar hasil dari kualitas produk, tetapi juga dari pengalaman berbelanja yang menyenangkan, transparansi harga, serta komunikasi yang jujur antara merek dan pelanggan. Melalui analisis yang terstruktur, buku ini menjelaskan bagaimana strategi pemasaran media sosial, suasana toko yang nyaman, dan persepsi harga yang adil berperan penting dalam membentuk niat konsumen untuk terus kembali berbelanja.

Lebih dari sekadar teori, buku ini juga menyajikan pendekatan praktis dan inspiratif bagi pelaku bisnis retail untuk membangun hubungan jangka panjang dengan konsumennya. Setiap bab memberikan wawasan tentang bagaimana menciptakan pengalaman pelanggan yang konsisten, membangun reputasi merek yang tepercaya, dan mengubah pembeli sesekali menjadi pelanggan setia. Dengan gaya penulisan yang mudah dipahami dan contoh-contoh nyata dari praktik bisnis modern, buku ini menjadi panduan relevan bagi siapa pun yang ingin memahami rahasia di balik keputusan sederhana namun krusial: mengapa konsumen mau kembali.



SCANME

www.penerbitwidina.com
@penerbitwidina
penerbit.widina
penerbitwidina@gmail.com
widina store
widina bookstore

0815-7000-699

Bisnis & Kewirausahaan

ISBN 978-634-246-511-0



9

786342

465110