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## The Influence of Store Atmosphere and Sales Promotion on Impulse Buying at Lima Rasa Café During the Covid-19 Pandemic

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### ABSTRACT

This study aims to test and analyze the effect of store atmosphere and sales promotions on the impulse buying of five flavors café during the Covid-19 pandemic. Data collection in this study used a survey method with an air questionnaire built using a Likert scale. The sample of this research was 300 respondents who were selected using purposive sampling with the criteria of respondents being consumers of Café Lima Rasa in Bandung City. The research model was built and analyzed using the Structural Equation Modeling (SEM) analysis method. The research data were analyzed using Smart PLS software. Based on the hypothesis testing, it was found that store atmosphere and sales promotion did not have a positive effect on impulse buying, and sales promotion had a positive effect on impulse buying. For this reason, the researcher suggests that Cafe Lima Rasa's management increase sales promotions to increase impulse buying, especially using social media, considering that based on the results of descriptive statistics, Café Lima Rasa's consumers are mostly young people. The management of Café Lima Rasa should also design a better store atmosphere so that the cafe's appearance becomes more Instagram-able and can support sales promotions.

## **INTRODUCTION**

Based on data from the Bandung Central Bureau of Statistics (BPS), there was an increase in the number of restaurants in 2012-2020, from 625 in 2012 to 1,041 restaurants in 2020. In 2020 there was an increase in the number of restaurants by 142 compared to 2019. However, the Covid-19 pandemic since March 2020 has harmed the restaurant business in Bandung (Ashilah, 2021).

One of the efforts made by the government and business people to increase tourists to the city of Bandung is by providing comfort and safety to consumers. This was a significant challenge during the Covid-19 pandemic. Tourists feel their safety and comfort have been disturbed due to the transmission of the Covid-19 virus, so they have to follow health protocols. Business actors aim to increase consumers' comfort and safety by obtaining a CHSE certificate (Cleanliness, Health, Safety, Environment Sustainability) directly from the Ministry of Tourism and Creative Economy (CNN Indonesia, 2020). CHSE Certification Program (Cleanliness, Health, Safety &

Every company tries to create a safe and comfortable atmosphere during the Covid-19 pandemic because this is one way to build a good Store Atmosphere. Many business actors are willing to pay more to create an attractive cafe atmosphere so that visitors feel comfortable and are interested in making purchases. Store atmosphere can also be a differentiating factor between one cafe and another. Store atmosphere can significantly affect the experience consumers get when visiting a cafe.

Store Atmosphere is not the only factor that makes visitors interested; the existence of sales promotions also adds value to the café. So business people must design the right marketing mix. Sales promotion is a way for business people to influence visitors to make purchases. Consumer impulse purchases are more easily encouraged by sales promotions (Fadilata & Astuti, 2022). Impulse buying is a shopping behavior that consumers do not plan. When buying a particular product or brand, consumers do not think long and tend to make purchases immediately because of interest in the brand or product when they see the product. (Rahmana & Kurniawan, 2021).

During the pandemic, cafe and restaurant turnover dropped significantly. As a result of the decrease in turnover, some cafes have terminated their employment (PHK) to survive. This was stated by the Cafe and Restaurant Association (AKAR) and the Indonesian Hotel and Restaurant Association (PHRI) in Bandung, West Java (CNN Indonesia, 2021).

Café Lima Rasa is one of the cafes operating during the Covid-19 pandemic in Bandung. Despite feeling a negative impact during the Covid-19 pandemic, Café Lima Rasa also stated that there was a positive impact, namely Cafe Lima Rasa being able to improve itself by renovating the place by adding new spots. With this renovation, the infrastructure of the Lima Rasa café is getting better; the new spot design can maintain sales turnover during the Covid-19 pandemic. Café Lima Rasa also carries out special sales promotions through social media to attract consumers' attention to visit during the Covid-19 pandemic.

In this study, researchers wanted to test and analyze whether improving the store atmosphere and sales promotion could increase impulse buying from consumers at Café Lima Rasa. Based on the literature review, the store atmosphere, promotion, and impulse buying can be described as follows.

### **Store Atmosphere (store atmosphere)**

Berman et al. (2018) stated that the Store Atmosphere is an atmosphere that contains the physical characteristics of a store that can create the image of a store in order to make customers feel attracted (Pratini, Maharani, & Harahap, 2022).

## Promotion

According to Tjiptono (2018: 229), Promotions are various stimuli that have been arranged to be able to increase purchases of products purchased in the form of direct persuasion (Pratini, Maharani, & Harahap, 2022).

## Impulse Buying

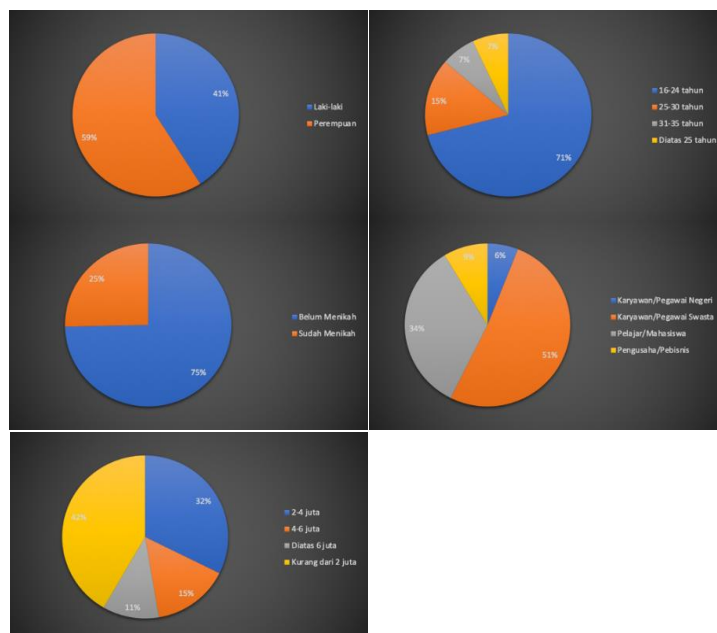
According to Kartika (2020), Learning behavior that is carried out suddenly without prior planning because it is influenced by the conditions and circumstances of the environment is referred to as impulse buying (Herlina & Widyaningrum, 2022)

This study aimed to examine and analyze the effect of Store Atmosphere and Sales Promotion on Impulse Buying at Café Lima Rasa in Bandung. Furthermore, based on the theoretical and empirical reviews that have been previously studied, the research hypothesis can be built that there is a positive influence of Store Atmosphere and Sales Promotion on Impulse Buying at Café Lima Rasa in the city of Bandung.

## RESEARCH METHODS

This type of research is a quantitative research using survey methods. This research questionnaire was prepared using a Likert Scale. Respondents of this research are consumers of Café Lima Rasa in Bandung City. The number of respondents used in this study was 300 respondents. Then the data processing results will be carried out using SEM analysis with processing using SmartPLS. Ghazali and Latan (2017) state that the purpose of PLS-SEM is to develop a theory or build a theory (predictive orientation) (Indirasari & Mardiana, 2022). The test equipment used is a Measurement Test or Outer Model, Structural Model Test or Inner Model, and Hypothesis Test.

Based on the results of data processing, the results obtained related to the characteristics of the respondents are as follows.



**Figure 1. Characteristics of Respondents**

Source: Data processed (2022)

Based on Figure 1, it can be seen that the respondents in this study were dominated by female respondents with a percentage of 59%, while 41% were male. The age range of respondents is

mostly between 16-24 years, namely 71%; respondents who are not married are 75%, and 25% are married; 51% are professional respondents, namely employees or private employees, with a percentage of respondents' income ranging from less than 2 million with a percentage of 42 %. This shows that most respondents are female, aged between 16-24 years, single, work as private employees, and earn less than 2 million monthly.

### **Descriptive Analysis Results**

Based on the results of data processing that has been done, the results of the descriptive analysis in this study can be seen in the table below.

**Table 1 Descriptive Analysis Results**

<b>Variable</b>	<b>Total Score</b>	<b>Ideal Score</b>	<b>Percentage</b>	<b>Category</b>
X1 (Store Atmosphere)	6606	7200	91.75%	Very good
X2 (Promotion)	11209	12000	93.41%	Very good
Y (Impulse Buying)	5607	6000	93.45%	Very good

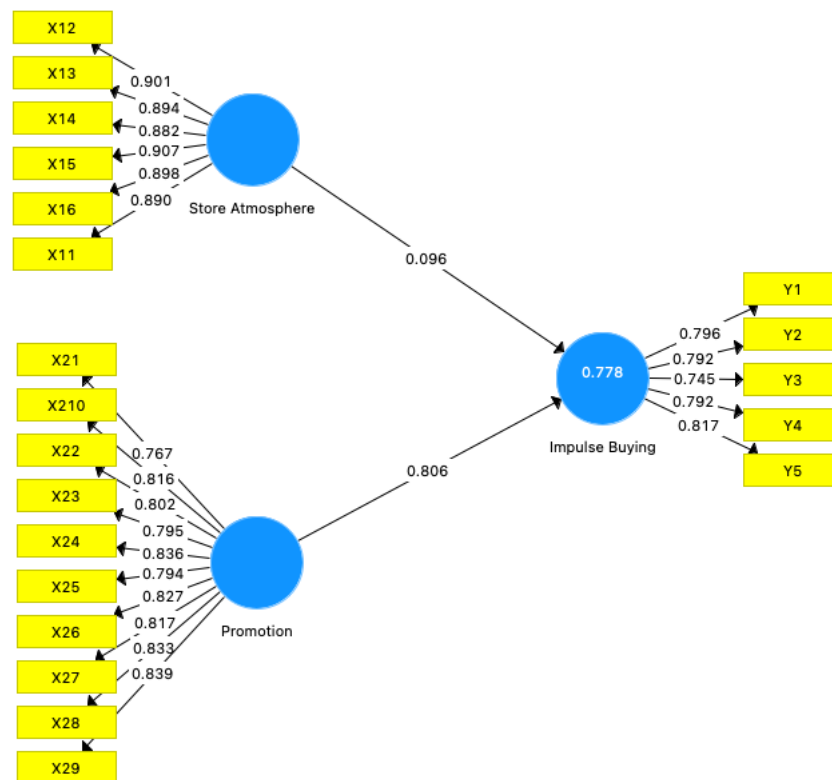
*Source:* Data processed (2022)

Based on the results shown in Table 1 above, each variable in this study has a value that is in the outstanding category. Among them, variable X1, or store atmosphere, has a percentage of 91.75%, followed by variable X2, or promotion which has a percentage of 93.41%. Finally, variable Y, impulsive buying, has a percentage value of 93.45%. This indicates that the store atmosphere, promotions, and impulsive buying at Café Lima Rasa in the city of Bandung are in excellent condition. However, they must be maintained and improved because the value of each of these variables has not yet reached the maximum number on the continuum line, namely 100%.

### **Measurement Model Testing (Outer Model)**

Indrawati (2017) states that the initial stage of data analysis from PLS is to use a measurement model test or outer model; measurement model testing is done by testing the validity and reliability of each indicator in the study. According to Indrawati (2017), indicators on latent variables are tested to measure the extent to which these indicators can explain the latent variables (Yusuf & Indrawati, 2019).

Measurements in the evaluation of reflective indicator measurement models use convergent validity, discriminant validity, and reliability (Cicing, 2022). The outer model in this study is shown in Figure 2.



**Figure 2. Outer Model**  
 Source: Data Processed (2022)

### Convergent Validity

According to Ghozali & Latan (2015), the convergent validity of the measurement model with reflexive indicators can be seen from the correlation between the item score/indicator and the construct score. If it correlates more than 0.70 with the construct you want to measure, then the individual reflective measure is said to be high. However, in the research at the development stage, the scale is still acceptable if the loading is 0.50 to 0.60 (Mussalman & Madiawati, 2022). The following is the Outer Loading value of each item in the assessment.

**Table 2 Convergent Validity Results**

Latent Variable	Indicator	Outer Loading	Information
<i>Store Atmosphere</i>	X11	0.890	Valid
	X12	0.901	Valid
	X13	0.894	Valid
	X14	0.882	Valid
	X15	0.907	Valid
	X16	0.898	Valid
<i>Promotions</i>	X21	0.767	Valid
	X22	0.802	Valid
	X23	0.795	Valid
	X24	0.836	Valid

Latent Variable	Indicator	Outer Loading	Information
	X25	0.794	Valid
	X26	0.827	Valid
	X27	0.817	Valid
	X28	0.833	Valid
	X29	0.839	Valid
	X210	0.816	Valid
<i>Impulse Buying</i>	Y1	0.796	Valid
	Y2	0.792	Valid
	Y3	0.745	Valid
	Y4	0.792	Valid
	Y5	0.817	Valid

Source: Data Processed (2022)

Based on the data shown in Table 2., it can be seen that all indicators in the study are valid. In addition to the Outer Loading value, the Average Variance Extracted (AVE) value can be used in convergent validity (Santosa, 2018). The next check of convergent validity is by looking at the AVE output. The construct has good convergent validity if the AVE value exceeds 0.50 (Riansyah & Andayani, 2022). In this study, the AVE (Average Variance Extracted) value for each variable is in Table 3

**Table 3 Average Variance Extracted(AVE)**

Latent Variable	AVE value
X1 (Store Atmosphere)	0.802
X2 (Promotion)	0.661
Y (Impulse Buying)	0.622

Source: Data Processed (2022)

Based on the Average Variance Extracted (AVE) value, it is stated that each variable's average Variance Extracted (AVE) value is more significant than 0.5. Thus, this study has met sufficient Convergent Validity criteria.

### Discriminant Validity

To ensure that each concept of each latent variable is different from other latent variables, discriminant validity can be used (Fanulene & Soediantono, 2022). According to Purwanto (2019), a model has good discriminant validity if the AVE squared value of each exogenous construct (values on the diagonal) exceeds the correlation between the construct and other constructs (values under the diagonal) (Fanulene & Soediantono, 2022). Ghazali (2018: 25) states that discriminant validity testing can be done by comparing the cross-loading values. A correlation can be said to meet convergent validity if it has a cross-loading value of <0.7. The output shows that cross-loading gives a value above the recommended value of 0.7. So the indicators used in this study have met convergent validity (Dewi, Michel, & Puspitarini, 2022). In this study, the Cross Loading value is shown in Table 4. Discriminant Validity.

**Table 4 Cross Loading Value**

Latent Variable	Store Atmosphere	Promotion	Impulse Buying
X11	0.890	0.663	0.655
X12	0.901	0.649	0.616

<b>Latent Variable</b>	<b>Store Atmosphere</b>	<b>Promotion</b>	<b>Impulse Buying</b>
X13	0.894	0.669	0.640
X14	0.882	0.708	0.612
X15	0.907	0.706	0.628
X16	0.898	0.703	0.667
X21	0.630	0.767	0.673
X22	0.521	0.816	0.687
X23	0.698	0.802	0.636
X24	0.735	0.795	0.663
X25	0.778	0.836	0.604
X26	0.714	0.794	0.607
X27	0.705	0.827	0.639
X28	0.702	0.817	0.653
X29	0.738	0.833	0.582
X210	0.713	0.839	0.670
Y1	0.472	0.668	0.796
Y2	0.548	0.679	0.792
Y3	0.463	0.641	0.745
Y4	0.582	0.734	0.792
Y5	0.717	0.740	0.817

Source: Data Processed (2022)

Based on the Cross Loading value, it can be concluded that the indicators in a construct in this study have met the discriminant validity criteria because it has a Cross Loading value more significant than the Cross Loading value of the indicator to another construct.

In addition, in testing discriminant validity by looking at the cross-loading value used to review adequate constructs by comparing the square root of the Average Variance Extracted (AVE)(Sisvanka & Aziz, 2022). In this study's roots of the AVE values are shown in Table 5.

**Table 5 AVE Root Value**

<b>Latent Variable</b>	<b>Store Atmosphere</b>	<b>Promotion</b>	<b>Impulse Buying</b>
<b>Store Atmosphere</b>	0.895		
<b>Promotion</b>	0.763	0.880	
<b>Impulse Buying</b>	0.711	0.789	0.813

Source: Data Processed (2022)

Based on the AVE root value, it is stated that the AVE root value in a construct is more significant in value than the correlation of the construct with other constructs. Thus, this study met sufficient discriminant validity criteria.

### **Reliability Test**

Abdillah (2018) stated that the reliability of measurement shows the consistency and stability of an instrument that measures a variable. According to Hair et al. (2008), reliability is measured using Cronbach's Alpha (CA), and Composite Reliability (CR) values with the benchmark CA and CR values must be greater than 0.7. However, a value of 0.6 is still acceptable in exploratory studies (Abdillah, 2018 ).In this study, CA and CR values are shown in Table 4.6.

**Table 6 Reliability Test Results**

Latent Variable	Cronbach Alpha(CA)	Composite Reliability (CR)
Store Atmosphere	0.950	0.960
Promotion	0.943	0.951
Impulse Buying	0.848	0.892

Source: Data Processed (2022)

Based on the Cronbach's Alpha (CA) and Composite Reliability (CR) values, it is stated that the Cronbach's Alpha and Composite Reliability values for each variable are more significant than 0.7. Thus, this study met the reliability criteria.

### Structural Model Testing

Structural models in PLS are evaluated using the R2 dependent construct, path coefficient values, or T-values for each path to test the significance between constructs in the structural model. The path coefficient or inner model value indicates the significance level in hypothesis testing. Hair et al. (2008) state that the path coefficient or inner model indicated by the t-value must be above 1.96 for the two-sided hypothesis. (Abdullah, 2018). The structural model test on

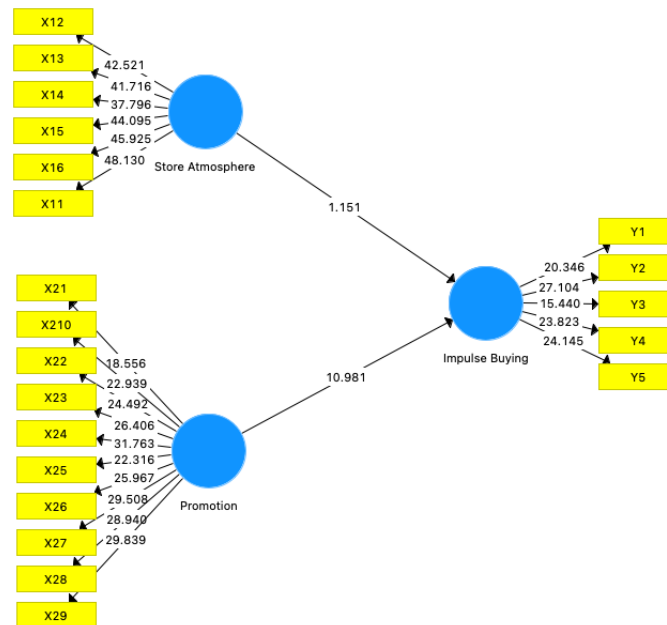


Figure 3. Inner Model

Source: Data Processed (2022)

PLS will show the hypothesis test results with the parameters being analyzed as the T-value and the Origin Sample value (Standardized Beta). (Abdullah, 2018). In this study, the inner model is shown in Figure 3.

The results of testing the structural model consisting of Standardized Beta values and T-Value values in this study are shown in Table 7.

Table 7 t-values results

Path	T-Values	Beta Standardized	P-Values
Store Atmosphere > Impulse Buying	1.151	0.096	0.250
Promotion > Impulse Buying	10,981	0.806	0.000

Source: Data Processed (2022)

Based on the results of the path coefficient in Table 7. it can be seen that the relationship between variables has a value with a T-Value  $\leq 1.95$  and a T-Value  $\geq 1.95$ . In addition, it can be seen that there is a P-value  $\leq 0.05$  and a P-value  $\geq 0.05$ . If a T-value result gets a value  $\leq 1.95$ , then it can be said that no relationship occurs between these variables. If the P-value is  $\geq 0.05$ , it can be said that the relationship between these variables is not significant.

### The coefficient of determination

The efficiency of determination is used to measure the accuracy of the regression line made from the results of the estimation of a group of observed data (Wati & Primyastanto, 2018). The greater the R square value, the more precise the regression line is formed; conversely, the smaller the value, the more imprecise the regression line represents the observed data. The coefficient of determination is zero to one ( $0 < R < 1$ ). The smaller the value, the closer to 0, which means that the ability of the independent variable is minimal. Based on the results of data analysis, the results of the coefficient of determination are obtained as follows.

**Table 8 Determination Coefficient Test Results**

Latent Variable	R-Squared	R Adjusted Squared
<i>Impulse Buying</i>	0.778	0.776

Source: Data Processed (2022)

Based on the table above, the results of the coefficient of determination obtained from the calculation of  $R^2 \times 100\%$ , then the result  $(0.778 \times 100\%) = 77.8\%$ , these results show that 77.8% contributed to the influence of the independent variables (Store Atmosphere and Promotion) on the dependent variable (Impulse Buying). The remaining 22.2% contributes to the influence of variables not examined in this study.

### Hypothesis testing

The following results of hypothesis testing for each hypothesis can be seen in the following table.

**Table 9 Hypothesis Test Results**

Path	T-Values	Beta Standardized	P-Values	Information
<i>Store Atmosphere</i> > Impulse Buying	1.151	0.096	0.250	<b>H1 Rejected</b>
Promotion > Impulse Buying	10,981	0.806	0.000	<b>H2 Accepted</b>

Source: Data Processed (2022)

The following is an explanation for each hypothesis decision based on Table 9. above

1. Hypothesis 1, store atmosphere has a positive effect on impulse buying

Based on the t-value for the effect of store atmosphere on impulse buying = 1.151  $< 1.96$ , H1 is rejected, which means that the store atmosphere variable has no positive effect on the Impulse buying variable. The store atmosphere variable has no positive effect on the impulse buying variable of 0.096.

2. Hypothesis 2, promotions have a positive effect on impulse buying

Based on the t-value for the effect of promotion on impulse buying =  $10.981 > 1.96$ , H2 is accepted, meaning that the promotion variable positively affects the Impulse Buying variable. The Promotion variable positively affects the Impulse Buying variable of 0.806.

Based on the results of the characteristics of the respondents in this study, the average respondent is a consumer at Café Lima Rasa in the city of Bandung, who is female, aged between 16-24 years, single, graduated from high school, profession as a private employee and income of less than 2 million in a month. Likewise, the results of the descriptive analysis illustrate that the store atmosphere, promotions, and impulsive buying at the Lima Rasa Café in the city of Bandung are in excellent condition. However, they still have to be maintained and improved because the value of each of these variables has not yet reached the maximum number on the continuum line, namely 100%.

Based on the results of testing the requirements for SEM analysis using PLS, it was concluded that it met the requirements because the data in this study were valid and reliable. Based on the research results in Table 7, it can be seen that there is a relationship between variables that has a t-value  $\leq 1.95$  and a t-value  $\geq 1.95$ . In addition, it can be seen that there is a p-value  $\leq 0.05$  and a p-value  $\geq 0.05$ . If a t-value result gets a value  $\leq 1.95$ , then it can be said that no relationship occurs between these variables. If the p-value  $\geq 0.05$ , it can be said that the relationship between these variables is not significant. It is known that the results of the coefficient of determination obtained from the calculation of  $R^2 \times 100\%$ , then the result  $(0.778 \times 100\%) = 77.8\%$ , these results show that equal to 77,

The hypothesis test results are based on the t-value for the effect of store atmosphere on impulse buying =  $1.151 < 1.96$ , so H1 is rejected, meaning that the store atmosphere variable has no positive and significant effect on the Impulse buying variable. The store atmosphere variable has no positive effect on the impulse buying variable of 0.096. Based on the t-value for the effect of promotion on impulse buying =  $10.981 > 1.96$ , H2 is accepted, meaning that the promotion variable has a positive effect on the Impulse buying variable. The promotion variable positively affects the impulse buying variable of 0.806. This is consistent with research conducted by Rahmana & Kurniawan (2021), which states that promotion affects shopping emotions, Store atmosphere affects shopping emotions,

## **CONCLUSION**

Based on the test and analysis results, it can be seen that there is no influence between the store atmosphere on impulse buying for consumers of Café Lima Rasa in Bandung City; there is an influence between promotion variables on impulse buying decisions for consumers of Café Lima Rasa in Bandung City. 77.8% contributed to the influence of store atmosphere and promotion on impulse buying, while the remaining 22.2% contributed to the influence of variables not examined in this research model. Thus the management of Café Lima Rasa can focus on designing better promotions to increase impulse buying.

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