

The Influence of Store Atmosphere, Product Diversity, Electronic Word of Mouth, and Brand Image on Customer Satisfaction at Gamedia in Rita SuperMall Purwokerto

Fajar Hafidz Alfarizky¹, Totok Haryanto^{2*}, Hengky Widhiandono³, Arini Hidayah⁴

Faculty of Economics and Business, Universitas Muhammadiyah Purwokerto

Corresponding Author: Totok Haryanto, feb.ump.th@gmail.com

ARTICLE INFO

Keywords: Customer satisfaction, Store Atmosphere, Product Diversity, Electronic Word of Mouth, Brand Image

Received : 28, November

Revised : 30, December

Accepted: 26, January

©2026 Alfarizky, Haryanto, Widhiandono, Hidayah: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The purpose of this study was to determine the effect of store atmosphere, product diversity, electronic word of mouth and brand image on customer satisfaction at Gamedia Rita SuperMall Purwokerto. This type of research uses quantitative research and questionnaires as tools to collect research data. The population in this study were customers of Gamedia Rita SuperMall Purwokerto with a sample size of 117 people. The data analysis technique used was multiple linear regression analysis with the help of SPSS version 25. The results showed that 1) Store atmosphere did not affect customer satisfaction at Gamedia Rita SuperMall Purwokerto, 2) Product diversity had a positive effect on customer satisfaction at Gamedia Rita SuperMall Purwokerto, 3) Electronic word of mouth had a positive effect on customer satisfaction at Gamedia Rita SuperMall Purwokerto, and 4) Brand image had a positive effect on customer satisfaction at Gamedia Rita SuperMall Purwokerto.

INTRODUCTION

Bookstores are a means of distributing knowledge that plays an important role in supporting the improvement of literacy and the quality of public education (Sarpan et al., 2023). The existence of bookstores functions as a place that provides various reading resources, including educational books, academic references, and self-development reading materials (Basirang & Aprianti, 2021). By providing a diverse range of books, bookstores help people gain access to the information and knowledge needed to support learning and intellectual development. The role of bookstores is closely related to the function of books as the primary medium for conveying knowledge (Wahyono, 2022).

Books are educational tools and informational resources that play a strategic role in the development of human civilization. Their role is particularly significant in driving progress in the education sector, as they enable the systematic and sustainable transfer of knowledge, cultural values, and intellectual skills (Adzkar et al., 2024). Books are also an important medium for developing critical thinking and broadening the horizons of students at various levels of education. As the quality of education in Indonesia improves, marked by the growth in education participation rates and increased public literacy, the demand for books is showing a positive growth trend (Rahmayanti et al., 2024). According to Ekawati & Sha (2019) In order to win in the business world, it is necessary to implement the right strategy to increase competitive advantage over competitors. In Indonesia, there are many bookstores that can be found, such as Gramedia, Periplus, and Togamas, which are the largest bookstores that are quite well-known among the Indonesian public (Rayyan & Paryanti, 2021).

Gramedia is the largest bookstore in Indonesia with 113 branches spread throughout Indonesia, not only escaped from competition between bookstore others that be in each and every cities in Indonesia (Rayyan & Paryanti, 2021). Based on data from the Top Brand Award (www.topbrand-award.com), Gramedia bookstore is listed as the top brand in the bookstore category in Indonesia for five consecutive years, namely from 2019 to 2023. However, the Gramedia brand index has shown a decline in the last three years.

Gramedia holds the top position in the Indonesian bookstore industry, reflecting its brand strength and broad market reach. However, as competition in the book retail industry grows, Gramedia's sales have declined year after year. This indicates a shift in customer preferences, with consumers increasingly considering alternative brands to meet their book needs. The increasing number of competitors, both through physical bookstores and digital sales platforms, provides consumers with more choices. This situation has implications for increased competition and the potential for customer loss.

The decline in sales indicates that there is increasingly strong competitive pressure, so that Gramedia's position as market leader faces challenges in maintaining it. Based on this phenomenon, Gramedia was chosen as the research object because it represents a book retail company with a high level of competition and significant changes in consumer behavior. Furthermore, Gramedia's position as a market leader makes this company relevant for study

to understand the factors influencing purchasing decisions and customer loyalty amidst the increasing intensity of competition in the bookstore industry.

Customer satisfaction is a measure of the extent to which where are the customers feel satisfied towards a company or organization's products, services, or experiences (Putri et al., 2024). According to Fatihudin & Firmansyah (2019) Customer satisfaction is an indicator used to measure the extent to which where are the customers feel satisfied or happy about product or services that they accept from a Company. In line with the opinion Gunawan & Watulandi (2024) Customer satisfaction is the level of satisfaction felt by consumers after interacting with or using a product or service provided by a company. Customer satisfaction is an important factor in building and maintaining long-term relationships between a company and its customers (Chandra, 2024). Level satisfaction that not high only increase sales levels, but also has the potential to generate positive recommendations that can strengthen brand image and attract new customers (Rahayu, 2024).

Wrong one factor which can increase customer satisfaction namely store atmosphere (Rahmi et al., 2024). According to Ilham et al., (2024) Store atmosphere is a combination of various physical elements found within a store, such as architectural design, room layout, signage and product displays, use of color, lighting, room temperature, sound, and aroma. Meanwhile, according to Kurniawan & Suhermin (2024) Store atmosphere is the result of a combination of various physical characteristics of the store, such as architectural design, room layout, lighting, product visual display, color selection, room temperature, background music, and aroma. Research conducted by Rahakbauw & Nugraha (2024), Fauzi & Amri (2024), Rahmi et al., (2024) And Indahsari & Bangun (2024) stated that store atmosphere has a positive effect on customer satisfaction. However, research conducted by Princess & Pratiwi (2024) And Harahap et al., (2024) stated that store atmosphere does not affect customer satisfaction.

The second factor that can influence customer satisfaction is product diversity.(Pramesti et al., 2021). According to Sholichah & Mardikaningsih (2024) Product diversity includes the various variations offered by a product, which include differences in type, design, color, and certain features, which aim to meet various consumer preferences and needs. Meanwhile, according to Kotler & Keller (2021) Product diversity refers to the entire collection of products and goods available for sale by a particular seller. Research conducted by Sari et al., (2024), Sholichah & Mardikaningsih (2024), Sinaga et al., (2024) And Indriani et al., (2024) stated that product diversity has a positive effect on customer satisfaction. However, research conducted by Naura & Tjahjaningsih (2024) And Pandango et al., (2024) stated that product diversity does not affect customer satisfaction.

The third factor that can influence customer satisfaction is electronic word of mouth (Ulhaq et al., 2024). According to Handoko & Melinda (2021) Electronic Word of Mouth (EWOM) is a statement, whether positive or negative, that is perceived by consumers, either previous or current, regarding a product, company, or service that is available to the public via the internet. Peresearch conducted by Tantriana & Widiartanto (2019), Itasari et al., (2020), Pasaribu &

Yuliawati (2019) and Azhar et al., (2021) stated that Electronic Word of Mouth has a positive effect on customer satisfaction. However, research conducted by Lay & Marvianta, (2023) and Mufashih et al., (2022) stated that Electronic Word of Mouth has no effect on customer satisfaction.

The fourth factor that can influence customer satisfaction is Brand Image (Fiquhta et al., 2019) *Store Atmosphere* Which good, can attract consumers to want to use the product in determining customer satisfaction. According to Kotler et al., (2018) Brand image is an impression that exists in the minds of consumers regarding a brand that is formed by messages and consumer experiences regarding the brand, thus creating an image that exists in the minds of consumers. According to Huda (2020) A product's brand image is one of the things consumers pay attention to and consider when deciding to purchase a company's product. Research conducted by Santana & Keni (2020), Juan & Indrawati (2023), Oktavia & Hasanah (2022) and Qomariah & Wibowo (2019) stated that brand image has a positive effect on customer satisfaction. Meanwhile, research conducted by Junior et al., (2019) and Hidayani & Arief (2023) stated that brand image is not have an impact on customer satisfaction.

Study This is a development of research from research conducted by Wardhani & Dwijayanti (2021) with the variables of store atmosphere and product diversity on customer satisfaction. Researchers added the electronic word of mouth variable to the research. Itasari et al., (2020) and brand image variables from the research Juan & Indrawati (2023) because these two studies state that *electronic word of mouth* and *Store Atmosphere* positive influence and significant towards satisfaction customer.

LITERATURE REVIEW

Consumer Behavior Theory (CBT)

Kotler (2016) explain the path *consumer behavior theory* Consumer behavior in making purchases and evaluating satisfaction is influenced by marketing stimuli and environmental stimuli which are then processed through the consumer's psychological characteristics before producing a response in the form of a decision and level of satisfaction. Kotler (2016) states that consumers will form perceptions, attitudes and evaluations based on experiences and information received from the marketing environment..

In this study *store atmosphere* plays a role as a physical stimulus that influences customer comfort and perception while in the store, product diversity is related to the store's ability to meet customer needs and preferences, electronic word of mouth is a source of external information that shapes customer expectations and assessments, while brand image represents the image and brand associations embedded in the minds of customers. These four variables function as stimuli that influence consumer psychological processes and are reflected in the level of customer satisfaction at Gramedia Rita SuperMall.

Customer Satisfaction

Customer satisfaction is a measure of the extent to which customers are satisfied with a company or organization's products, services, or

experiences.(Putri et al., 2024). According to Fatihudin & Firmansyah (2019) Customer satisfaction is an indicator used to measure the extent to which customers feel satisfied or happy with the products or services they receive from a company. In line with the opinionGunawan & Watulandi (2024)which states that customer satisfaction is the level of satisfaction felt by consumers after interacting with or using products or services provided by a company. The indicators used to measure customer satisfaction according toIndrasari (2019)namely, 1) Conformity to expectations, 2) Willingness to recommend to others, and 3) Interest in returning.

Store Atmosphere

According to Ilham et al., (2024) Store atmosphere is a combination of various physical elements found within a store, such as architectural design, room layout, signage and product displays, use of color, lighting, room temperature, sound, and aroma. Meanwhile, according to Kurniawan & Suhermin (2024) Store atmosphere is the result of a combination of various physical characteristics of the store, such as architectural design, room layout, lighting, product visual display, color selection, room temperature, background music, and aroma. Indicators used to measure store atmosphere according to...Berman et al., (2018) namely, 1) Exterior, 2) General interior, 3) Store layout, and 4) Interior display.

H1: *Store atmosphere* has a positive and significant effect on customer satisfaction

Product Diversity

According to Sholichah & Mardikaningsih (2024) Product diversity includes the various variations offered by a product, which include differences in type, design, color, and certain features, which aim to meet various consumer preferences and needs. Meanwhile, according to Kotler & Keller (2021) diversity product refers to on the whole collection products and goods that provided for sold by a seller certain. Indicators used to measure product diversity according to Meithiana (2019) namely, 1) Various product sizes, 2) Various product types, 3) Various product materials, 4) Various product designs, and 5) Various electronic word of mouth.

H2: Product diversity has a positive and significant effect on customer satisfaction.

Electronic Word of Mouth

According to Handoko & Melinda (2021) *Electronic Word of Mouth* (EWOM) is statements, both positive and negative both positive and negative, perceived by consumers, both previous and currently, related to products, companies, or services that are publicly available via the internet. In line with the opinion Oktaviani et al., (2022) states that Electronic Word of Mouth (EWOM) is a dynamic and continuous process of exchanging information between potential consumers regarding the product, services, brands, or company which can accessed by many people and institutions through internet. Indicators used to measure electronic word of mouth according to Purbasari &

Respati (2024)namely, 1) Intensity, 2) Valence of opinion, and 3) Characteristics of the message.

H3: *Electronic word of mouth* has a positive and significant effect on customer satisfaction

Brand Image

Brand image good, can attract consumers to want to use the product in determining customer satisfaction. According to Kotler et al., (2018) Brand image is an impression that exists in the minds of consumers regarding a brand that is formed by messages and consumer experiences regarding the brand, thus creating an image that exists in the minds of consumers. According to Huda (2020) Product brand image is one of the things consumers pay attention to and consider when deciding to buy. product Company. Indicators used to measure brand image according to Laili & Canggih (2021) namely, 1) Company Image, 2) User Image, and 3) Product Image.

H4: *Brand image* has a positive and significant effect on customer satisfaction.

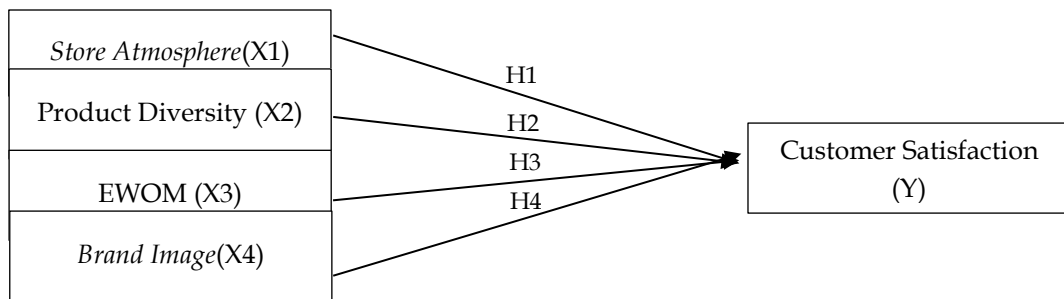


Figure 1. Theoretical Framework

METHODOLOGY

This study uses a quantitative approach with a questionnaire as the main instrument for data collection. The population in this study were Gramedia customers at Rita Supermall Purwokerto. The determination of the sample size used Roscoe's theory because the population size was unknown. This theory states that the number of sample members should be at least 10 times the number of variables. However, in this study, the sample used was 117 respondents to obtain more valid data. The sampling method used was purposive sampling with the criteria of having purchased books at Gramedia twice. Data analysis used SPSS Version 25 software..

RESEARCH RESULTS

Respondent Characteristics

Respondent characteristics in this study included gender, age, domicile, occupation, and income. The characteristics of respondents in this study were:

Table 1. Respondent Characteristics

| Characteristics | Frequency | Percentage |
|-----------------|------------|------------|
| Gender | | |
| Man | 39 | 33.3 |
| Woman | 78 | 66.7 |
| Total | 117 | 100 |

| Age | | |
|-------------------------|------------|------------|
| 17-20 years | 30 | 25.6 |
| 21-25 years old | 55 | 47.0 |
| 26-30 years old | 20 | 17.1 |
| > 30 years | 12 | 10.3 |
| Total | 117 | 100 |
| Domicile | | |
| Banyumas | 70 | 59.8 |
| Purbalingga | 15 | 12.8 |
| Cilacap | 12 | 10.3 |
| Banjarnegara | 12 | 10.3 |
| Others | 8 | 6.8 |
| Total | 117 | 100 |
| Work | | |
| Private sector employee | 30 | 25.6 |
| Businessman | 12 | 10.3 |
| Not Working/Student | 40 | 34.2 |
| Other | 35 | 29.9 |
| Total | 117 | 100 |
| Income | | |
| < 1 million | 25 | 21.4 |
| 1-3 million | 60 | 51.3 |
| > 3 million | 32 | 27.4 |
| Total | 117 | 100 |

Based on gender characteristics, the majority of respondents were female, namely 78 people (66.7%). This is likely due to the tendency of women to be more active in reading activities, purchasing books, and fulfilling academic and self-development needs, resulting in a relatively higher frequency of visits to bookstores. Based on age characteristics, the majority of respondents were in the 21–25 year age range, namely 55 people (47.0%). This is likely due to this age group being in the productive phase, especially students and early working years, who have a high need for reference books, supporting study reading, and other educational products.

Based on domicile characteristics, the majority of respondents live in Banyumas, namely 70 people (59.8%). This is likely due to the location of Gramedia Rita SuperMall Purwokerto which is in the Banyumas area, making it more easily accessible to the local community compared to surrounding areas. Based on occupational characteristics, the majority of respondents are unemployed or students, namely 40 people (34.2%). This is likely due to the high need for academic books, stationery, and equipment to support learning activities. Based on income characteristics, the majority of respondents have an income in the range of 1–3 million rupiah per month, namely 60 people (51.3%). This is likely due to the middle-income group having purchasing power in accordance with the prices of products offered by Gramedia, especially for books and educational equipment.

Data analysis**1. Validity Test**

Validity testing is the process of assessing how well a questionnaire or measurement instrument is able to accurately measure the variables that the researcher wants to study (Sugiyono, 2016). The method used in this test is the Pearson product-moment correlation, with a degree of freedom (df) of 117 and a significance level of $\alpha = 0.05$, resulting in an r table value of 0.1816. The results of the validity test for each variable in this study are listed in the following table:

Table 2. Validity Test

| Item | rhitung | rtable | Information |
|------|---------|--------|-------------|
| Y.1 | 0.785 | 0.1816 | Valid |
| Y.2 | 0.804 | 0.1816 | Valid |
| Y.3 | 0.803 | 0.1816 | Valid |
| Y.4 | 0.879 | 0.1816 | Valid |
| Y.5 | 0.792 | 0.1816 | Valid |
| X1.1 | 0.223 | 0.1816 | Valid |
| X1.2 | 0.752 | 0.1816 | Valid |
| X1.3 | 0.770 | 0.1816 | Valid |
| X1.4 | 0.719 | 0.1816 | Valid |
| X1.5 | 0.681 | 0.1816 | Valid |
| X1.6 | 0.400 | 0.1816 | Valid |
| X1.7 | 0.452 | 0.1816 | Valid |
| X1.8 | 0.302 | 0.1816 | Valid |
| X2.1 | 0.667 | 0.1816 | Valid |
| X2.2 | 0.648 | 0.1816 | Valid |
| X2.3 | 0.752 | 0.1816 | Valid |
| X2.4 | 0.729 | 0.1816 | Valid |
| X2.5 | 0.718 | 0.1816 | Valid |
| X2.6 | 0.680 | 0.1816 | Valid |
| X2.7 | 0.599 | 0.1816 | Valid |
| X2.8 | 0.281 | 0.1816 | Valid |
| X3.1 | 0.727 | 0.1816 | Valid |
| X3.2 | 0.799 | 0.1816 | Valid |
| X3.3 | 0.813 | 0.1816 | Valid |
| X3.4 | 0.782 | 0.1816 | Valid |
| X3.5 | 0.758 | 0.1816 | Valid |
| X3.6 | 0.443 | 0.1816 | Valid |
| X4.1 | 0.262 | 0.1816 | Valid |
| X4.2 | 0.552 | 0.1816 | Valid |
| X4.3 | 0.636 | 0.1816 | Valid |
| X4.4 | 0.497 | 0.1816 | Valid |
| X4.5 | 0.615 | 0.1816 | Valid |
| X4.6 | 0.679 | 0.1816 | Valid |

From the table above, it can be seen that each statement in this research questionnaire obtained a calculated r value greater than the table r value, namely 0.1816. This result can be interpreted as all items statement that used for measuring variables in research this is considered valid.

2. Test Reliability

Test reliability used to assess consistency questionnaire as an indicator of the variables being investigated (Sugiyono, 2016) A questionnaire is considered reliable if the Cronbach's alpha value is greater than 0.70. Conversely, if the Cronbach's alpha value is less than 0.60, the questionnaire is considered unreliable.(Azwar, 2012). The following are the results of the reliability table using the Cronbach alpha formula:

Table 3. Reliability Test

| Variables | Cronbach Alpha | Criteria | Information |
|---------------------------|----------------|----------|-------------|
| Customer Satisfaction (Y) | 0.809 | 0.70 | Reliable |
| Store Atmosphere(X1) | 0.724 | 0.70 | Reliable |
| Product Diversity (X2) | 0.752 | 0.70 | Reliable |
| EWOM(x3) | 0.771 | 0.70 | Reliable |
| Brand Image(X4) | 0.711 | 0.70 | Reliable |

The table above shows that all variables in this study are considered reliable because the Cronbach alpha coefficient value is greater than 0.70, namely Customer Satisfaction (0.809), Store Atmosphere (0.724), Product Diversity (0.752), Electronic Word of Mouth (0.771), and Brand Image (0.711). The results of this calculation conclude that all statements in the questionnaire are reliable as valid instruments for this study.

3. Test Assumptions Classic

Test classical assumptions has a function in ensuring that analysis results Regression is not affected by deviations that could affect the stability of the results. In this study, classical assumption testing includes examining data normality, multicollinearity, and heteroscedasticity.

a. Test Normality

Test normality used to evaluate what is distribution from residual standardized in study this complies with the distribution normal or No(Ghozali, 2018). Normality testing using the test *Kolmogorov-Smirnov*. Data considered to be distributed normal if significance value The p-value at the 0.05 level indicates results that meet the assumption of a normal distribution. The following table outputs the normality test results:

Table 4. Normality Test

| Variables | Asymp Sig | Information |
|---------------------------|-----------|----------------------|
| Customer Satisfaction (Y) | | |
| Store Atmosphere(X1) | | |
| Product Diversity (X2) | 0.200 | Normally Distributed |
| EWOM(x3) | | |
| Brand Image(X4) | | |

From the table it can be seen that the value *Asymp.Sig* (2-tailed) of test *Kolmogorov-Smirnov* which is 0.200, exceeding the α value (0.05). Thus, the data used in this study is normally distributed, fulfilling the requirements to continue multiple linear regression analysis.

b. Multicollinearity Test

The multicollinearity test is used to assess is there any relationship significant between independent variables on regression model(Ghozali, 2018). Mark (VIF) and value *tolerance* used to determine the presence of multicollinearity symptoms in each independent variable. There is no multicollinearity if the VIF value is ≤ 10 and the tolerance value is > 0.10 . Conversely, if the VIF value is > 10 and the tolerance value is < 0.10 , this indicates the presence of multicollinearity. Results multicollinearity test displayed in table following:

Table 5. Multicollinearity Test

| Variables | Tolerance | VIF | Information |
|------------------------------|------------------|------------|-----------------------------|
| <i>Store Atmosphere</i> (X1) | 0.929 | 1,077 | No Multicollinearity Occurs |
| Product Diversity (X2) | 0.280 | 3,576 | No Multicollinearity Occurs |
| EWOM(x3) | 0.274 | 3,655 | No Multicollinearity Occurs |
| <i>Brand Image</i> (X4) | 0.982 | 1,018 | No Multicollinearity Occurs |

The table above shows no signs of multicollinearity among the independent variables used in this study. Based on the results of the multicollinearity test, the tolerance value for each variable is above 0.10, while the VIF value for each variable is located in under 10. With thus, it can it is concluded that there is no indication multicollinearity between independent variable used in This study. These variables can be considered valid as independent variables in regression analysis.

c. Heteroscedasticity Test

The heteroscedasticity test is used to evaluate the unevenness of variance in model regression. The regression model is considered good if there is no heteroscedasticity(Ghozali, 2018). Symptoms of heteroscedasticity can be detected using the Glejser test. The test results conclude that there is no heteroscedasticity problem if the independent variable has a significant value. >0.05 . The following table shows the output results of the heteroscedasticity test:

Table 6. Heteroscedasticity Test

| Variables | Sig | Information |
|------------------------------|------------|------------------------------|
| <i>Store Atmosphere</i> (X1) | 0.396 | No Heteroscedasticity Occurs |
| Product Diversity (X2) | 0.429 | No Heteroscedasticity Occurs |
| EWOM(x3) | 0.702 | No Heteroscedasticity Occurs |
| <i>Brand Image</i> (X4) | 0.221 | No Heteroscedasticity Occurs |

Mark significance for each variables on study this is more big from 0.05. Results heteroscedasticity test show value significance for variables *Store Atmosphere*(0.396), diversity variables product (0.429), electronic word of mouth variable (0.702) and brand image (0.221) which shows that there is no heteroscedasticity in this regression model.

4. Analysis Linear Regression Multiple

Following analysis calculation table linear regression multiple use program SPSS:

Table 7. Multiple Linear Regression Analysis

| Variables | Regression Coefficient | T Statistics | Sig |
|-------------------------------|------------------------|---------------|--------------|
| <i>Constant</i> | 0.145 | | |
| <i>Store Atmosphere(X1)</i> | -0.043 | -0.507 | 0.613 |
| <i>Product Diversity (X2)</i> | 0.391 | 2,758 | 0.007 |
| <i>EWOM(x3)</i> | 0.509 | 4,062 | 0,000 |
| <i>Brand Image(X4)</i> | 0.147 | 2,370 | 0.019 |
| <i>RSquare</i> | 0.586 | | |

Based on multiple linear regression analysis, it can be explained that customer satisfaction is influenced by the variables of store atmosphere, product diversity, electronic word of mouth, and brand image. A constant value of 0.145 indicates that if store atmosphere, product diversity, electronic word of mouth, and brand image are in a constant condition, then the level of customer satisfaction is at a value of 0.145 units. The regression coefficient of store atmosphere is negative at -0.043. This result shows that every one unit increase in store atmosphere tends to be followed by a decrease in customer satisfaction by 0.043 units assuming other variables are in constant conditions. This finding indicates that the store atmosphere perceived by customers has not made a positive contribution to customer satisfaction.

The regression coefficient for product diversity is positive at 0.391. This value indicates that a one-unit increase in product diversity will be followed by a 0.391-unit increase in customer satisfaction, assuming other variables remain constant. This indicates that the availability of diverse product choices is related to increased customer satisfaction. The regression coefficient for electronic word of mouth has a positive value of 0.509. This finding indicates that a one-unit increase in electronic word of mouth will increase customer satisfaction by 0.509 units, assuming other variables remain constant. These results confirm that information and reviews obtained through digital media have a strong role in shaping customer satisfaction. Meanwhile, the brand image regression coefficient of 0.147 indicates that a one-unit increase in brand image will increase customer satisfaction by 0.147 units, assuming other variables remain constant. This indicates that a positive brand image contributes to customer satisfaction, although its effect is smaller than that of product diversity and electronic word of mouth.

5. Model Fit Test

In this study, the model fit test consists of two tests, namely the coefficient of determination test and the F test. second result test those are, as following:

a. Test Coefficient of Determination

The results of the coefficient of determination test in this study are as follows:

Table 8. Coefficient of Determination Test

| <i>Model</i> | <i>RSquare</i> | <i>Adjust RSquare</i> | <i>Std Error</i> |
|--------------|----------------|-----------------------|------------------|
| 0.765 | 0.586 | 0.571 | 0.38650 |

The table displays the calculation results (R²) with an Adj RSquare value of 0.571, which can be interpreted as 57.1%. This means that the variable customer satisfaction influenced by 70% by variables *Store Atmosphere*, product diversity, electronics *word of mouth* and brand *image*. The rest, 42.9% is the contribution of other variables that are not investigated in research this, like Quality Service and Trust.

b. F test

The results of the f-test as a model fit in this study are as follows:

Table 9. F Test as Model Fit

| <i>Model</i> | <i>F Statistics</i> | <i>Sig</i> |
|-------------------|---------------------|------------|
| <i>Regression</i> | 39,603 | 0,000 |

From the table above, the value of $df = df = (k-1), (nk)$ can be taken, namely $(4-1), (117-4) = (3), (113) = 2.69$. Based on the table above, it is known that the F value calculated with the regression model is 39.603, so the calculated F is $(39.603 > 2.69)$ with a significance of $0.000 < 0.05$. So it can be concluded that the regression equation model developed meets the specified requirements.

6. Partial Hypothesis Test

The t-test is applied to examine the partial effect of each independent variable on the dependent variable (Ghozali, 2018). In this study, a significance level of $\alpha = 0.05$ and a confidence level of 95% were used. With degrees of freedom (df) of 114 (117 minus the number of independent variables), the t-table value obtained was 1.98118.

a. First Hypothesis

Based on the results presented in Table 7, the *Store Atmosphere* variable shows a t-value of -0.507 with a significance value of 0.613. Since the calculated t-value is smaller than the t-table value ($|-0.507| < 1.98118$) and the significance value exceeds 0.05, the null hypothesis (H₀) is accepted while the alternative hypothesis (H_a) is rejected. This indicates that *Store Atmosphere* does not have a significant effect on customer satisfaction. Therefore, the first hypothesis stating that *Store Atmosphere* has a positive and significant influence on customer satisfaction at Gramedia Rita Super Mall Purwokerto is rejected.

b. Second Hypothesis

The t-test result for *Product Diversity* shows a calculated t-value of 2.758 with a significance level of 0.007. Because the t-value is greater than the t-table value ($2.758 > 1.98118$) and the significance value is below 0.05, H₀ is rejected and H_a is accepted. This finding indicates that *Product Diversity* has a positive and significant effect on customer satisfaction. Thus, the second hypothesis is accepted.

c. Third Hypothesis

The *Electronic Word of Mouth* variable has a calculated t-value of 4.062 and a significance value of 0.000. Since the t-value exceeds the t-table value ($4.062 > 1.98118$) and the significance value is less than 0.05, H₀ is rejected and H_a is accepted. This result demonstrates that *Electronic Word of Mouth* has a positive

and significant impact on customer satisfaction at Gramedia Rita Super Mall Purwokerto. Accordingly, the third hypothesis is accepted.

d. Fourth Hypothesis

Based on Table 7, the *Brand Image* variable yields a t-value of 2.379 with a significance level of 0.019. As the calculated t-value is higher than the t-table value ($2.379 > 1.98118$) and the significance level is below 0.05, H_0 is rejected and H_a is accepted. This indicates that *Brand Image* positively and significantly affects customer satisfaction. Therefore, the fourth hypothesis is accepted.

DISCUSSION

The Influence of Store Atmosphere on Customer Satisfaction

Based on the results of this study, it is known that store atmosphere does not affect customer satisfaction at Gramedia Rita SuperMall Purwokerto. It's possible that in this study, elements typically considered important in creating a shopping experience, such as lighting, cleanliness, layout, aroma, color, or decor, were not the primary determinants of customer satisfaction. Customers can still be satisfied even if the store's atmosphere isn't particularly striking or doesn't create a strong impression (Putri et al., 2014). Customer satisfaction depends more on other factors considered more important. Customers likely prioritize a comprehensive product selection, easy access to the items they need, friendly and prompt staff service, reasonable prices, and a convenient transaction process (Angliawati & Mutaqin, 2023).

Store atmosphere While these factors remain part of the shopping experience, they are not yet strong enough to directly influence customer satisfaction levels. Customer satisfaction is more determined by the functional experience and service experienced during interactions with the store. This is in line with the results of research conducted Princess & Pratiwi (2024) And Harahap et al., (2024) stated that store atmosphere does not affect customer satisfaction.

The Influence of Product Diversity on Customer Satisfaction

The results of this study indicate that product diversity has a positive and significant impact on customer satisfaction at Gramedia Rita SuperMall Purwokerto. This means that the more comprehensive and varied the product selection, the greater the likelihood of customers being satisfied with their shopping experience. Product diversity creates conditions that enable each visitor to find items that suit their needs and personal preferences.(Pramesti et al., 2021). Product diversity provides a sense of ease and convenience. Customers can explore various product categories without having to move to another store, saving time and effort. This situation fosters positive reviews of the store because their needs can be met in a single visit (Mutaqin et al., 2024).

According to Fauzia & Nurtjahjani (2024) The more choices available, the greater the likelihood that customers will find a product that truly matches their purchase objectives. Furthermore, a wide variety of products can enhance the shopping experience. When a wide variety of choices is available, customers feel more flexible in choosing the most suitable item in terms of quality, function, and price. This creates a more personalized experience, as each individual has the

opportunity to evaluate various alternatives before making a final decision (Saputra et al., 2024). A wide selection also increases trust in the store as a complete provider of needs.

The relationship between the research results and consumer behavior theory is that customer satisfaction is formed through the consumer's evaluation process of marketing stimuli received during the purchasing process. (Kotler, 2016) Product diversity is seen as a stimulus that provides ease of choice and the ability to fulfill needs, so the more diverse the products available, the more likely consumers are to evaluate the shopping experience positively. The match between needs, preferences, and product availability encourages the formation of favorable assessments, which are then reflected in the level of customer satisfaction. In line with the results of research conducted by Sari et al., (2024), Sholichah & Mardikaningsih (2024), Sinaga et al., (2024) And Indriani et al., (2024) stated that product diversity positive influence and significant towards satisfaction customer.

The Influence of Electronic Word of Mouth on Customer Satisfaction

The results of this study indicate that electronic word of mouth has a positive and significant effect on customer satisfaction at Gramedia Rita SuperMall Purwokerto. Information, reviews, and experiences shared through digital media play a significant role in shaping customer assessments of the quality of services and products offered. When positive reviews circulate on digital platforms, trust and confidence in the store increase, thus boosting customer satisfaction (Itasari et al., 2020). Electronic word of mouth makes it easy for customers to gain insight into their shopping experience. Information shared online helps customers understand what to expect before visiting. This process creates a feeling of preparedness and confidence in purchasing the product being offered. This confidence leads to a more positive shopping experience and leads to higher levels of satisfaction (Law et al., 2024).

Additionally, electronic word of mouth provides a source of information that is perceived as more honest and truthful. The views and experiences shared by other users are important considerations in the pre-purchase evaluation process and can foster positive perceptions among customers (Khofifah & Munawaroh, 2023). This positive perception forms a crucial foundation for building customer satisfaction after a first-hand shopping experience. Information shared through digital media strengthens trust, forms positive expectations, and provides a clearer picture of the store they're considering visiting (Ulhaq et al., 2024).

Electronic word of mouth has an important role in influencing the customer's thought process. According to Yudawisastra et al., (2024) Cognitive theory emphasizes that customer psychological responses are influenced by knowledge, culture, and beliefs formed through the information received. According to Ashari & Firmansyah (2021) Digital reviews serve as a source of information that enriches customer knowledge before making a purchase, thus increasing their perception of the service.

The results relate to consumer behavior theory, namely, that external information consumers receive before and after a purchase plays a significant role in shaping perceptions and expectations. Information, reviews, and experiences shared through digital media serve as a reference for consumers in evaluating the quality of products and services (Kotler, 2016). When the information received is positive and consistent with actual experiences, consumers tend to form favorable judgments, thereby increasing customer satisfaction levels. This is in line with research conducted Tantriana & Widiartanto (2019), Itasari et al., (2020), Pasaribu & Yuliawati (2019) And Azhar et al., (2021) which states that Electronic *Word of Mouth* positive influence and significant to customer satisfaction.

The Influence of Brand Image on Customer Satisfaction

The results of this study indicate that brand image has a positive and significant effect on customer satisfaction at Gramedia Rita SuperMall Purwokerto. A brand's image can shape customers' assessments of service quality, trust, and comfort during shopping. When a store has a good reputation, customers tend to feel confident that the products and services provided will meet their needs (Santana & Keni, 2020). A strong brand image creates the impression that the store is professional, trustworthy, and consistent in providing quality service. This positive image fosters confidence that the shopping experience will be satisfying. The trust generated by the brand image makes customers feel more secure and confident in the purchasing process (Juan & Indrawati, 2023).

The results relate to consumer behavior theory, namely, that perceptions and associations formed in consumers' minds influence attitudes and post-purchase evaluation processes. A positive brand image forms certain expectations regarding product and service quality (Kotler, 2016). When a shopping experience aligns with a pre-existing image, consumers tend to evaluate it positively, increasing customer satisfaction. Furthermore, a strong brand image strengthens confidence in the store's credibility and quality. From a cognitive theory perspective, this confidence results from a mental evaluation process that is continually updated through the information customers receive. The more consistently positive the perceived image, the stronger the trust in the store (Ayu et al., 2023). In line with the research results Santana & Keni (2020), Juan & Indrawati (2023), Oktavia & Hasanah (2022) And Qomariah & Wibowo (2019) which states that brand image has a positive and significant influence on customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussion above, the following conclusions and suggestions can be drawn from this research:

1. *Store atmosphere* does not affect customer satisfaction at Gramedia Rita SuperMall Purwokerto. Gramedia Rita SuperMall Purwokerto is advised to maintain a consistent store atmosphere to support basic shopping comfort.

2. Product diversity has a positive and significant impact on customer satisfaction at Gamedia Rita SuperMall Purwokerto. Gamedia Rita SuperMall Purwokerto is advised to expand and update product variety regularly, adapting to trends and customer needs.
3. *Electronic word of mouth* has a positive and significant effect on customer satisfaction at Gamedia Rita SuperMall Purwokerto. Gamedia Rita SuperMall Purwokerto is advised to optimize electronic word of mouth by encouraging satisfied customers to provide positive reviews on social media, online shopping platforms, and review sites.
4. *Brand image* has a positive and significant effect on customer satisfaction at Gamedia Rita SuperMall Purwokerto. Gamedia Rita SuperMall Purwokerto is advised to maintain consistent service to maintain a strong and trusted brand image.

ADVANCED RESEARCH

Based on the findings of this study, future advanced research is recommended to develop a more comprehensive model by incorporating additional variables such as service quality, pricing, and digital shopping experience to better explain customer satisfaction, as well as expanding the research scope and locations to enhance the generalizability of the results in the context of modern retail consumer behavior.

REFERENCES

- Adzkar, M. R. T., Prayoga, R., Maulana, R., Wibisono, M. B., & Rahayu, T. (2024). Sistem Informasi Manajemen Persediaan Barang Pada Toko Buku (Studi Kasus Pada Toko Buku). *Jurnal Sistem Informasi Dan Aplikasi (Jsia)*, 2(2), 1–8.
- Angliawati, R. Y., & Mutaqin, M. F. I. (2023). Implikasi Store Atmosphere Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Di Slomo Cofee Bandung. *Jurnal Sains Manajemen*, 5(1), 52–65.
- Ashari, I., & Firmansyah, M. A. (2021). Storytelling Dan Electronic Word Of Mouth Dalam Mempengaruhi Kepuasan Konsumen (Studi Pada Sego Njamoer Di Surabaya). *Improvement: Jurnal Manajemen Dan Bisnis*, 1(1), 33–38.
- Ayu, R. S., Survival, S., & Budiantono, B. (2023). Pengaruh Brand Experience Dan Brand Image Terhadap Kepuasan Pelanggan Yang Dimoderasi Kualitas Pelayanan (Studi Pada Pelanggan Cv. Indo Rsvp Group Di Kota Malang). *Jurnal Economina*, 2(4), 919–933.
- Azhar, M., Sutiono, H. T., & Wisnalmawati, W. (2021). The Effect Of Digital Marketing And Electronic Word Of Mouth On Purchase Decisions And Customer Satisfaction. *Seminar Nasional Informatika (Semnasif)*, 1(1), 289–305.
- Basirang, S., & Aprianti, D. I. (2021). Analisis Persepsi Konsumen Terhadap Kepuasan Dalam Menciptakan Loyalitas Konsumen Pada Toko Buku Gamedia Bigmall Samarinda. *Jurnal Obor Oikonomia Borneo*, 3(1), 12–26.
- Chandra, J. (2024). Analisis Pengaruh Digital Marketing, Komunikasi Pemasaran Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pengguna Iphone. *Jurnal Emt Kita*, 8(3), 1174–1181.

- Ekawati, S., & Sha, T. L. (2019). Implementasi Strategi Manajemen Ritel Dalam Meningkatkan Keunggulan Bersaing. *Jurnal Bakti Masyarakat Indonesia*, 2(1), 48-57.
- Fatihudin, D., & Firmansyah, M. A. (2019). *Pemasaran Jasa: Strategi, Mengukur Kepuasan, Dan Loyalitas Pelanggan*. Penerbit Deepublish.
- Fauzi, M., & Amri, A. (2024). Pengaruh Store Atmosphere Dan Sosial Media Marketing Terhadap Kepuasan Pelanggan Pada Cafe D'japos Di Pasangkayu. *Jurnal Rumpun Manajemen Dan Ekonomi*, 1(2), 306-319.
- Fauzia, A., & Nurtjahjani, F. (2024). Pengaruh Digital Marketing Dan Keragaman Produk Terhadap Keputusan Pembelian Di Umkm Ayam Tepi Sawah Kraksaan Kab. Probolinggo. *Jurnal Aplikasi Bisnis*, 10(1), 142-149.
- Febriani, E., Rahmizal, M., & Aswan, K. (2022). Pengaruh Brand Image Dan Brand Trust Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. *Ranah Research: Journal Of Multidisciplinary Research And Development*, 4(4), 333-343.
- Fiqihtha, E., Kuraesin, E., & Muniroh, L. (2019). Pengaruh Kualitas Pelayanan Dan Brand Image Terhadap Kepuasan Pelanggan. *Manager: Jurnal Ilmu Manajemen*, 2(2), 39-55.
- Gunawan, W. H., & Watulandi, M. (2024). Pengaruh Harga, Promosi Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Pelanggan Ojek Online Gojek (Survey Pada Pelanggan Ojek Online Gojek Di Kota Cirebon). *Indonesian Journal Of Strategic Management*, 7(1), 37-52. <https://Journal.Uniku.Ac.Id/Index.Php/Ijism>
- Handoko, N. T., & Melinda, T. (2021). Effect Of Electronic Word Of Mouth On Purchase Intention Through Brand Image As Media In Tokopedia. *International Journal Of Economics, Business And Accounting Research (Ijebar)*, 5(4).
- Harahap, S. T. M., Edyansyah, T., & Ikramuddin, I. I. (2024). Pengaruh Store Atmosphere, Location Dan Service Quality Terhadap Kepuasan Pelanggan Di Griya Kupa Kota Lhokseumawe. *Jurnal Visioner & Strategis*, 13(2), 131-138.
- Hidayani, N., & Arief, M. (2023). Pengaruh Kualitas Produk, Brand Image, Dan Harga Terhadap Kepuasan Konsumen Pada Bittersweet By Najla. *Jurnal Industri Kreatif Dan Kewirausahaan*, 6(1), 60-74.
- Huda, N. (2020). Pengaruh Brand Image Terhadap Keputusan Pembelian Motor Scuter Matic Yamaha Di Makassar. *Jurnal Asy-Syarikah: Jurnal Lembaga Keuangan, Ekonomi Dan Bisnis Islam*, 2(1), 37-43.
- Ilham, S., Silaningsih, E., Kartini, T., & Gemina, D. (2024). Peningkatan Kepuasan Pelanggan Melalui Strategi Store Atmosphere. *Jurnal Manajemen Terapan Dan Keuangan*, 13(01), 186-200. <https://doi.org/10.22437/jmk.V13i01.28305>
- Indahsari, D. N., & Bangun, M. F. A. (2024). Pengaruh Store Atmosphere Terhadap Kepuasan Konsumen Cafe Bajawa Flores Ntt Di Kota Bekasi. *Jurnal Kajian Ilmiah*, 24(2), 197-206.
- Indriani, S. A., Hamdun, E. K., & Syahputra, H. (2024). Pengaruh Keragaman Produk, Harga Dan Lokasi Terhadap Kepuasan Konsumen Melalui Keputusan Pembelian Sebagai Variabel Intervening Pada Toko Baru Senang. *Jurnal Mahasiswa Entrepreneurship (Jme)*, 3(8), 1526-1540.

- Itasari, A. A., Hastuti, N. H., & Supriyadi, A. (2020). Pengaruh Word Of Mouth, Electronic Word Of Mouth Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan. *Ettisal: Journal Of Communication*, 5(2), 260–271.
- Juan, E., & Indrawati, L. (2023). Pengaruh Kepercayaan, Persepsi Kemudahan Penggunaan, Dan Brand Image Terhadap Kepuasan Konsumen Melakukan Pembayaran Menggunakan Qris. *Konsumen & Konsumsi: Jurnal Manajemen*, 2(1).
- Junior, O. M. S., Areros, W. A., & Pio, R. J. (2019). Pengaruh Brand Image Dan Persepsi Harga Terhadap Kualitas Pelayanan Dan Kepuasan Pelanggan (Studi Pada Pelanggan Datsun Nissan Martadinata). *Jurnal Administrasi Bisnis (Jab)*, 8(2), 1–9.
- Khofifah, F. N., & Munawaroh, S. (2023). Pengaruh Electronic Word Of Mouth Terhadap Kepuasan Konsumen Produk Kosmetik Pada Kalangan Mahasiswa Stkip Pgrj Jombang. *Margin Eco*, 7(1), 1–8.
- Kotler, P., & Keller, K. L. (2021). *Manajemen Pemasaran Edisi 13 Jilid 2*.
- Kurniawan, M. F. D., & Suhermin, S. (2024). Pengaruh Harga, Kualitas Produk, Promosi, Dan Store Atmosphere Terhadap Keputusan Pembelian. *Jurnal Ilmu Dan Riset Manajemen (Jirm)*, 13(2).
- Laili, R. R., & Canggih, C. (2021). Pengaruh Kualitas Produk, Citra Merek, Dan Label Halal Terhadap Kepuasan Konsumen Produk Body Lotion Citra (Studi Kasus Mahasiswa Surabaya). *Jurnal Ekonomi Syariah Teori Dan Terapan*, 8(6), 743–756.
- Law, S. T. W., Fridayani, J. A., & Maridjo, H. (2024). Kepuasan Konsumen Sebagai Mediasi Pengaruh Electronic Word Of Mouth, Kualitas Layanan, Kualitas Produk, Dan Store Atmosphere Terhadap Minat Beli Ulang Mie Gacoan Di Yogyakarta. *Jurnal Ekonomi Pendidikan Dan Kewirausahaan*, 12(1), 35–56.
- Lay, A. G. M., & Marvianta, Y. B. A. (2023). Pengaruh Kualitas Layanan, Electronic Word Of Mouth (E-Wom), Dan Citra Merek Terhadap Kepuasan Dan Loyalitas Pada Pelanggan Aplikasi Marketplace. *Jurnal Bangun Manajemen*, 1(2), 88–95.
- Luthfiyatillah, L., Millatina, A. N., Mujahidah, S. H., & Herianingrum, S. (2020). Efektifitas Media Instagram Dan E-Wom (Electronic Word Of Mouth) Terhadap Minat Beli Serta Keputusan Pembelian. *Jurnal Penelitian Ipteks*, 5(1).
- Mufashih, M., Maulana, A., & Shihab, M. S. (2022). Pengaruh Kualitas Produk, Electronic Word Of Mouth Dan Citra Merek Terhadap Repurchase Intention Di Kedai Coffee-To-Go Dengan Kepuasan Konsumen Sebagai Variabel Intervening. *Syntax Literate; Jurnal Ilmiah Indonesia*, 7(10), 17215–17234.
- Mutaqin, A. Z., Ali, H., & Khan, M. A. (2024). Pengaruh Keberagaman Produk, Lokasi, Dan Keputusan Pembelian Terhadap Kepuasan Pelanggan (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan (Jimt)*., 6(2).
- Naura, S. S., & Tjahjaningsih, E. (2024). Pengaruh Keragaman Produk, Brand Ambassador, Persepsi Harga Terhadap Kepuasan Dan Dampaknya Niat Beli Ulang (Studi Pada Pembelian Produk 3second Di Semarang). *Jesya (Jurnal Ekonomi Dan Ekonomi Syariah)*, 7(2), 1436–1444.

- Oktavia, D. D., & Hasanah, U. (2022). Pengaruh Kualitas Pelayanan, Promosi Dan Brand Image Terhadap Kepuasan Konsumen Shopeefood Di Kota Malang. *Jamin: Jurnal Aplikasi Manajemen Dan Inovasi Bisnis*, 5(1), 26–40.
- Oktaviani, A. D., Riyanto, D. W. U., & Fuadiputra, I. R. (2022). The Effect Of Electronic Word Of Mouth, Brand Image, And Brand Trust On Consumer Purchase Decision On Camille Organic Beauty Face Mask. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 2(03), 245–253.
- Pandango, H., Soeliha, S., & Minullah, M. (2024). Pengaruh Keragaman Produk, Kualitas Layanan Dan Harga Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Apotek Angrek Kpri Rsud Situbondo. *Jurnal Mahasiswa Entrepreneurship (Jme)*, 3(5), 983–996.
- Pasaribu, K. V., & Yuliahwati, Y. (2019). Pengaruh Dimensi Electronic Word Of Mouth Terhadap Keputusan Berkunjung Dan Kepuasan Konsumen. *Jmd: Jurnal Riset Manajemen & Bisnis Dewantara*, 2(2), 99–112.
- Philip, K., Armstrong, G., & Opresnik, M. O. (2018). *Principles Of Marketing*. Pearson Education.
- Pramesti, D. Y., Widyastuti, S., & Riskarini, D. (2021). Pengaruh Kualitas Pelayanan, Keragaman Produk, Dan Promosi E-Commerce Terhadap Kepuasan Konsumen Shopee. *Jimp: Jurnal Ilmiah Manajemen Pancasila*, 1(1), 27–39.
- Purbasari, D. M., & Respati, M. R. (2024). Electronic Word Of Mouth Saat Penjualan Live Streaming Shopee Dalam Meningkatkan Impulse Buying. *Jurnal Maneksi*, 13(1), 22–34. <https://doi.org/10.31959/Jm.V13i1.2105>
- Putri, D. W. A., & Pratiwi, A. P. (2024). Pengaruh Harga, Kualitas Pelayanan Dan Store Atmosphere Terhadap Kepuasan Pelanggan. *Jurnal Manajemen Dan Bisnis*, 3(1), 132–144.
- Putri, L. H., Kumadji, S., & Kusumawati, A. (2014). Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Dan Kepuasan Pelanggan (Studi Pada Monopoli Cafe And Resto Soekarno Hatta Malang). *Jurnal Administrasi Bisnis*, 15(2).
- Putri, N. I., Ghafur, A., & Arifin, M. S. (2024). Pengaruh Persepsi Kemudahan Dan Kepercayaan Terhadap Kepuasan Nasabah Dalam Menggunakan Aplikasi Fintech Adiraku Pt. Adira Finance Syariah Satellite Balung. *Jurnal Tabarru' : Islamic Banking And Finance*, 7(1), 91–99.
- Qomariah, N., & Wibowo, Y. G. (2019). Pengaruh Brand Image, Kepercayaan, Dan Nilai Pelanggan Terhadap Kepuasan Pelanggan Herbalife. *Jurnal Manajemen Dan Bisnis Indonesia*, 5(2), 300–312.
- Rahakbauw, O. D., & Nugraha, R. (2024). Analisis Pengaruh Harga (Price), Suasana Toko (Store Atmosphere), Dan Cita Rasa (Taste) Terhadap Kepuasan Pelanggan Toko Kopi Seduh Pesanggrahan Jakarta Selatan. *Management Research And Business Journal*, 1(2), 69–88.
- Rahayu, S. (2024). Strategi Pemasaran Produk Dalam Meningkatkan Kepuasan Pelanggan. *Jurnal Penelitian Dan Pengkajian Ilmiah Sosial Budaya*, 3(1), 109–113.
- Rahmayanti, P. L. D., Yasa, N. N. K., & Tirtayani, I. G. A. (2024). Peran Brand Love Memediasi Pengaruh Brand Satisfaction Terhadap Brand Loyalty

- (Studi Pada Pelanggan Toko Buku Gramedia Di Kota Denpasar). *Warmadewa Management And Business Journal (Wmbj)*, 6(2), 81-99.
- Rahmi, R., Sufitrayati, S., Nelly, N., Zalikha, Z., & Riska, R. (2024). Pengaruh Store Atmosphere, Kualitas Pelayanan Dan Lokasi Terhadap Kepuasan Konsumen Pada Warkop Opik. *Ekoma: Jurnal Ekonomi, Manajemen, Akuntansi*, 3(2), 852-863.
- Rayyan, A., & Paryanti, A. B. (2021). Pengaruh Motivasi Kerja Dan Disiplin Kerja Terhadap Kinerja Karyawan Toko Buku Gramedia Matraman Jakarta. *Jurnal Inovatif Mahasiswa Manajemen*, 2(1), 9-19.
- Santana, A., & Keni, K. (2020). Pengaruh Brand Image Terhadap Kepuasan Dan Loyalitas Pelanggan Pada Pt. Brand X Di Jakarta. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(4), 150.
- Saputra, M. B., Said, M., & Putri, Y. A. (2024). Pengaruh Keragaman Produk Dan Word Of Mouth Terhadap Keputusan Pembelian Di Sahabat Motor Palembang. *Jurnal Bisnis Terapan*, 8(1), 69-81.
- Sari, P. A. P., Wahyuni, I., & Ediyanto, E. (2024). Pengaruh Keragaman Produk, Fasilitas Dan E-Wom Terhadap Kepuasan Konsumen Pada Cafe Fortuna Dengan Keputusan Pembelian Sebagai Variabel Intervening. *Jurnal Mahasiswa Entrepreneurship (Jme)*, 3(6), 1133-1145.
- Sarpan, S., Alam, I. K., & Sari, B. (2023). Pengaruh Citra Toko, Kualitas Layanan, Dan Harga Terhadap Kepuasan Konsumen Toko Buku Gramedia Matraman. *Jurnal Mitra Manajemen*, 14(2), 11-22.
- Sholichah, L. F., & Mardikaningsih, R. (2024). Analisis Pengaruh Promosi Digital, Citra Merek, Dan Keberagaman Produk Terhadap Minat Beli Konsumen Pada Produk Sandal Dan Sepatu Di Kepuh Kiriman Waru. *Investi: Jurnal Investasi Islam*, 5(1), 617-636.
- Sinaga, H. D. E., Lazuardi, D., & Wangsa, F. (2024). Pengaruh Keragaman, Kelengkapan Produk Terhadap Minat Beli Ulang Melalui Kepuasan Pelanggan Sebagai Variabel Intervening. *Journal Of Science And Social Research*, 7(4), 1656-1663.
- Tantriana, D., & Widiartanto, W. (2019). Pengaruh Aksesibilitas, Experiential Marketing Dan Electronic Word Of Mouth (Ewom) Terhadap Keputusan Berkunjung Kembali Melalui Customer Satisfaction Sebagai Variabel Intervening. *Jurnal Ilmu Administrasi Bisnis*, 8(3), 173-183.
- Ulhaq, V. D., Suhardi, D., & Gunawan, W. H. (2024). Pengaruh Digital Marketing, Electronic Word Of Mouth Dan Citra Merek Terhadap Kepuasan Pelanggan Pada Produk Facial Wash Wardah Lightening Di Kabupaten Kuningan. *Indonesian Journal Of Strategic Management*, 7(2), 100-111.
- Wahyono, I. S. (2022). Media Sosial Dan Kualitas Layanan Meningkatkan Kepuasan Pelanggan (Survei Pada Media Sosial Toko Buku Online Redaksi Loveable). *Jurnal Inspirasi Ilmu Manajemen*, 1(1), 30-43.
- Wardhani, F. K., & Dwijayanti, R. (2021). Pengaruh Store Atmosphere Dan Keragaman Produk Terhadap Kepuasan Pelanggan: Studi Pada Pelanggan Coffee Shop Rustic Market Surabaya. *Jurnal Sains Sosio Humaniora*, 5(1), 510-521.