BULLETIN OF ENGINEERING SCIENCE, TECHNOLOGY AND INDUSTRY
(BESTI Journal) | ISSN(e): 3025-5821
Website: https://bestijournal.org/index.php/go/index | Volume 5 No. 1 (2027)

THE INFLUENCE OF STORE ATMOSPHERE AND CASHIER SERVICE SPEED ON CUSTOMER SATISFACTION AT ALFAMIDI MANGAAN

Indah Lestari [1]*, Yahya Tanjung [2]
[1,2] Faculty of Economic and Business, Management Study Program / Universitas Potensi Utama, Medan, Indonesia
E-mail: Lestariiindah317@gmail.com[1]* , yahyasbn25@gmail.com[2]

Received: 11/08/2026 | **Revised:** 23/08/2026 | **Accepted:** 19/09/2026 | **Published:** 20/11/2026

Abstract

This study aims to analyze the influence of store atmosphere and cashier service speed on customer satisfaction at Alfamidi Mangaan. Customer satisfaction is a crucial factor in determining customer loyalty and repeat purchase behavior. In this context store atmosphere focuses on the physical conditions and ambiance within the store, and cashier service speed refers to the time taken by the cashier to serve the customer. This research uses a quantitative method with a survey approach to collect data through questionnaires distributed to customers shopping at Alfamidi Mangaan. The research instrument was tested for validity and reliability, and the regression model met the classical assumption tests (normality, multicollinearity, and heteroscedasticity). The results show that store atmosphere has a positive and significant effect on customer satisfaction (β = 0.600; t = 8.930; Sig. = 0.000), and cashier service speed has a positive and significant effect on customer satisfaction (β = 0.403; t = 5.999; Sig. = 0.000). Simultaneously, the two variables significantly affect customer satisfaction (F = 63.026; Sig. = 0.000), with an Adjusted R Square of 0.556, indicating the two variables explain 55.6% of the variation in customer satisfaction. These findings are expected to provide practical recommendations for Alfamidi's management to improve service quality and create a more satisfying shopping experience for customers.

Keywords: Store atmosphere, cashier service speed, customer satisfaction

INTRODUCTION

The modern retail industry today faces increasingly intense competition, whether in terms of pricing, product quality, or the services provided. To survive and thrive, a retail store must be able to create a shopping experience that not only meets but exceeds customer expectations. At Alfamidi Mangaan—part of the retail chain operated by PT Midi Utama Indonesia, Tbk—the shopping experience offered to customers serves as a key factor in determining their level of satisfaction. This customer satisfaction is not solely linked to the products sold, but also to the overall experience during their time in the store, which encompasses two essential elements: the store atmosphere and the speed of service at the checkout. Store atmosphere is another factor that significantly influences customer comfort.

It encompasses all aspects that customers perceive while inside the store, such as interior design, lighting, cleanliness, and product layout. Store atmosphere has a substantial impact on shopper behavior; a comfortable environment increases both the "dwell time" (the duration of a customer's stay) and the purchase volume of retail customers (Ali et al., 2021). The speed of checkout service is a crucial element in determining customer satisfaction levels. While many factors can influence customer satisfaction, the speed of service at the checkout is often one of the most memorable aspects. The efficiency of the transaction process at the checkout impacts the overall shopping experience. Neneng & Zega (2024) found that the speed of checkout service in convenience stores influences customer satisfaction, particularly when customers feel that their time is being valued.

The results of the customer satisfaction pre-survey allow for an analysis of customer perceptions regarding product availability, the shopping experience—in comparison to other stores—and the cleanliness and comfort of the store environment. This data provides an initial overview of customer satisfaction levels concerning the services and facilities offered by Alfamidi Mangaan. Regarding product availability, 65 respondents (44.8%) agreed that Alfamidi Mangaan consistently provides products relevant to their needs, ranging from fresh produce to other essential staples, while 49 respondents (33.8%) disagreed. These findings indicate that the majority of customers believe the store effectively supplies products that meet their daily requirements. Comprehensive and relevant product availability is a key factor in shaping customer satisfaction, as shoppers tend to favor stores that can

consistently fulfill their needs. Nevertheless, a portion of the customer base feels that product availability is not yet optimal; therefore, management could evaluate stock levels and product variety to better align with customer preferences.

The pre-survey results regarding store atmosphere reveal customer perceptions concerning lighting, noise levels, and product arrangement within the store. The data shows significant variation in these assessments, offering insight into the customer's shopping experience. A quiet store atmosphere plays a crucial role in fostering comfort and allowing customers to focus while selecting products. Conversely, a noisy environment tends to be disruptive and can diminish customer satisfaction. In this regard, the relatively low noise level at the Alfamidi Mangaan outlet serves as a positive aspect of the customer experience; however, ongoing monitoring remains necessary to ensure that noise levels stay controlled—particularly during peak hours or when the store is crowded.

The pre-survey results regarding checkout service speed provide insights into customer perceptions concerning the time spent during payment, the flow of the queue, and overall satisfaction with the cashier service. This data offers an initial overview of the customer experience at the checkout—a key touchpoint in the interaction between customers and the store. The management of Alfamidi Mangaan can use these findings as a basis for evaluating checkout procedures, the number of available registers, and the payment systems in place, with the goal of making service faster and more efficient—particularly during peak hours or on weekends. These results also highlight that the customer experience at the checkout is not determined solely by transaction time, but rather by the entire queuing process and the interaction with the cashier. A positive checkout experience can enhance overall customer satisfaction and strengthen their loyalty toward Alfamidi Mangaan.

In recent years, Alfamidi Mangaan has become a go-to choice for many customers to fulfill their daily needs. However, while many customers are satisfied with the products offered, there are still several issues regarding their shopping experience that warrant attention. A primary challenge for Alfamidi Mangaan lies in creating a shopping experience that goes beyond merely providing products—one that ensures maximum customer satisfaction. To achieve this, specific problems must be identified and addressed so that the store can remain competitive in an increasingly crowded market.

1. An uncomfortable store atmosphere.
   The store’s atmosphere is a crucial factor in creating an enjoyable shopping experience. Although the store features a simple interior design, many customers feel that the environment does not sufficiently support their comfort while shopping. Issues such as inadequate lighting, insufficient air conditioning, or a lack of cleanliness in certain areas are frequently encountered. These factors can negatively affect a customer's mood, which in turn may lower their overall level of satisfaction.
2. Slow checkout service.
   Beyond the in-store shopping experience, fast and efficient checkout service is a vital element in maintaining customer satisfaction. While the staff at Alfamidi Mangaan are friendly, the speed of service is often a concern, particularly during peak hours. Customers forced to endure long waits to pay for their items may become frustrated and might even consider not returning to the store. Inadequate checkout speed can result in a poor overall experience, even if other aspects of the store are otherwise satisfactory.
3. The interplay between these factors.
   More importantly, there is an interplay between these two elements—the store atmosphere and the speed of checkout service. It is not uncommon for a deficiency in one area (such as an uncomfortable store atmosphere) to leave customers feeling dissatisfied, even when other aspects of the store are performing well. Conversely, if either of these two factors is not optimal, the overall customer experience will be affected. This indicates that to enhance customer satisfaction, both factors must function effectively and support one another.
4. Increasingly intense competition.
   In this digital era, customers have a wide range of choices, both in terms of products and where they shop. Other retail stores are also competing to provide a superior shopping experience. If Alfamidi Mangaan fails to address the aforementioned issues, customers may well switch to competitors that offer a more satisfying shopping experience. Therefore, it is crucial for Alfamidi Mangaan to improve all aspects related to the customer shopping experience in order to remain competitive.

OPEN ACCESS

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is a psychological state that arises when a customer compares their pre-purchase expectations with the actual performance experienced after receiving a product or service (Kotler & Keller, 2022; Prabowo et al., 2025). When the perceived performance aligns with expectations, the customer feels satisfied. When performance exceeds expectations, the customer tends to feel highly satisfied (Damanik & Ramadhani, 2024).

Store Atmosphere

In more recent research, store atmosphere is understood as the design of a retail environment—shaped through sensory and spatial elements—intended to create a specific shopping experience for consumers (Rayburn et al., 2022; Siahaan, 2025). The concept of store atmosphere has since broadened; it is no longer limited to the physical appearance of a store but also encompasses non-physical elements that can be managed by store operators. Lazaris et al. (2022) explain that store atmosphere consists of all the physical and non-physical elements of a store that can be controlled to either encourage or constrain the behavior of those present, including both customers and employees.

Cashier Service Speed

Pramudika et al. (2024) assert that the service provided by frontline employees has a positive impact on the customer experience within the retail industry, while Fay and Kozehgaran (2025) explain that a customer's assessment of a service encounter typically emerges immediately following the service interaction. Based on these perspectives, the service provided by a cashier can be understood as a service interaction at the point of payment that directly shapes a customer's impression of the store's service quality. Octavia and Halim (2025) indicate that, in practice, good cashier service is characterized by honesty, friendliness, accuracy in calculations, patience, and polite speech.

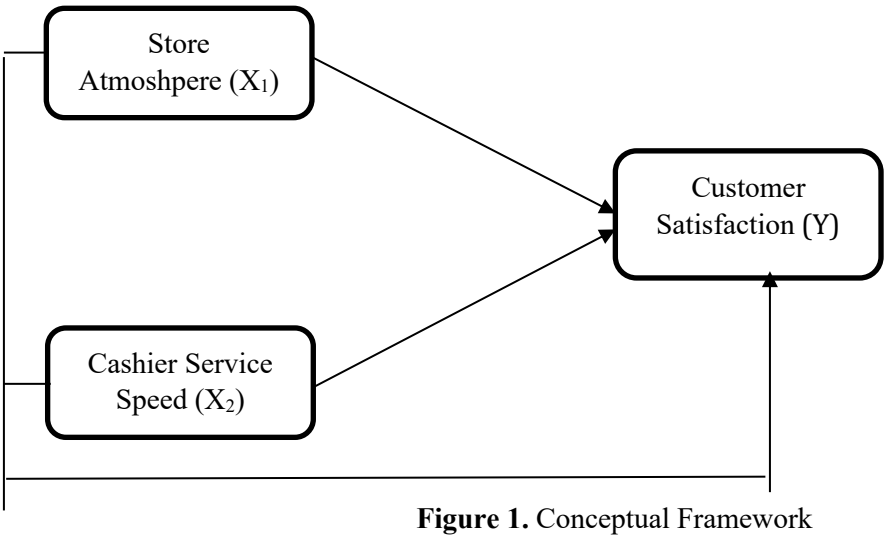


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Store atmosphere has a significant effect on customer satisfaction at Alfamidi Mangaan.
2. H2: The speed of cashier service has a significant effect on customer satisfaction at Alfamidi Mangaan.
3. H3: Store atmosphere and the speed of cashier service, taken together, have a significant effect on customer satisfaction at Alfamidi Mangaan.

METHOD

The research approach used an associative approach, with a quantitative method. This research was conducted at Alfamidi Mangaan. This location was selected because it aligns with the research focus: examining the customer shopping experience, the store atmosphere, and the speed of cashier service in relation to customer satisfaction. The study was carried out from February 2026 to July 2026. The population for this research consists of all customers who shop at Alfamidi Mangaan. Since the number of customers visiting Alfamidi Mangaan

fluctuates daily and no precise data on the total customer population is available for the study period, the population is considered to be of an unknown size. Using an accidental sampling technique and the Lemeshow formula, a sample of 100 respondents was obtained. The analysis tool used is SPSS version 25.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Store Atmosphere, Cashier Service Speed, Customer Satisfaction

Statement Items	r-count	r-table	Description
SA1	0,811	0,361	Valid
SA2	0,817	0,361	Valid
SA3	0,737	0,361	Valid
SA4	0,809	0,361	Valid
SA5	0,810	0,361	Valid
SA6	0,837	0,361	Valid
SA7	0,697	0,361	Valid
SA8	0,784	0,361	Valid
SA9	0,802	0,361	Valid
SA10	0,742	0,361	Valid
CSS1	0,798	0,361	Valid
CSS2	0,726	0,361	Valid
CSS3	0,829	0,361	Valid
CSS4	0,874	0,361	Valid
CSS5	0,638	0,361	Valid
CSS6	0,764	0,361	Valid
CSS7	0,594	0,361	Valid
CSS8	0,813	0,361	Valid
CSS9	0,687	0,361	Valid
CSS10	0,880	0,361	Valid
CS1	0,874	0,361	Valid
CS2	0,790	0,361	Valid
CS3	0,824	0,361	Valid
CS4	0,872	0,361	Valid
CS5	0,908	0,361	Valid
CS6	0,769	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Social Media Promotion, Product Variety, Location, Customer Satisfaction

Variabel	Cronbach Alpha	Provision	Description
Store Atmosphere	0,929	0,60	Reliable
Cashier Service Speed	0,919	0,60	Reliable
Customer Satisfaction	0,914	0,60	Reliable

Sources: SPSS versi 25 (2026)

OPEN ACCESS

It is known that the cronbach's alpha value for all research variables of store atmosphere, cashier service speed and customer satisfaction is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	100
Mean	0.0000000
Std. Deviation	1.92924466
Absolute	0.086
Positive	0.052
Negative	-0.086
Test Statistic	0.086
Asymp. Sig. (2-tailed)	0.200

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.200 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Gletsjer Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	2,051	1,234		1,662	0,100
Store Atmosphere	0,004	0,025	0,014	0,142	0,888
Cashier Service Speed	-0,018	0,023	-0,080	-0,783	0,436

Sources: SPSS versi 25 (2026)

Based on the table above, it can be concluded that all independent variables in this study have significance values greater than 0.05; therefore, the regression model does not exhibit heteroskedasticity.

Table 5. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	**Tolerance**	**VIF**
(Constant)	2,936	1,891		1,553			
Store Atmosphere	0,347	0,039	0,630	8,930	0,000	0,992	1,008
Cashier Service Speed	0,216	0,036	0,403	5,999	0,000	0,992	1,008

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the of store atmosphere, cashier service speed variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems.

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	2,936	1,891		1,553	0,124		
Store Atmosphere	0,347	0,039	0,630	8,930	0,000	0,992	1,008
Cashier Service Speed	0,216	0,036	0,403	5,999	0,000	0,992	1,008

Sources: SPSS versi 25 (2026)

Y = 2,936 + 0,347 X1 + 0,216 X2 + ε

Based on this equation, the following explanations can be provided:

1. The constant value of 2.936 indicates that if the variables Store Atmosphere (X1) and Cashier Service Speed (X2) are equal to zero or remain unchanged, the value of Customer Satisfaction (Y) will be 2.936.

OPEN ACCESS

2. The regression coefficient for X1 is 0.347 and is positive, which means that every one-unit increase in Store Atmosphere will lead to a 0.347-unit increase in Customer Satisfaction, assuming other variables remain constant (ceteris paribus).
3. The regression coefficient for X2 is 0.216 and is positive, which means that every one-unit increase in Cashier Service Speed will lead to a 0.216-unit increase in Customer Satisfaction, assuming other variables remain constant.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	**t**	**Sig.**	Tolerance	VIF
(Constant)	2,936	1,891		1,553	0,124		
Store Atmosphere	0,347	0,039	0,630	8,930	0,000	0,992	1,008
Cashier Service Speed	0,216	0,036	0,403	5,999	0,000	0,992	1,008

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The Store Atmosphere variable (X1) has a regression coefficient (B) of 0.347, which is positive, with a calculated t-value of 8.930 and a significance value of 0.000. Since the regression coefficient is positive and the significance value is < 0.05, H1 is accepted, meaning that Store Atmosphere has a positive and significant effect on Customer Satisfaction.
2. The Cashier Service Speed variable (X2) has a regression coefficient (B) of 0.216, which is positive, with a calculated t-value of 5.999 and a significance value of 0.000. Since the regression coefficient is positive and the significance value is < 0.05, H2 is accepted, meaning that Cashier Service Speed has a positive and significant effect on Customer Satisfaction.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	478,833	2	239,417	63,026	0,000
Residual	368,477	97	3,799		
Total	847,310	99			

Sources: SPSS versi 25 (2026)

Based on the above, the calculated F-value is 63.026, with a significance level of 0.000. Meanwhile, the F-table value at a 5% significance level, with df1 = 2 and df2 = 97, is 3.090. Consequently, since the calculated F-value (63.026) is greater than the F-table value (3.090) and the significance level (0.000) is less than 0.05, the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. Based on these results, it can be concluded that Store Atmosphere and Cashier Service Speed, when considered together (simultaneously), have a significant effect on Customer Satisfaction at Alfamidi Mangaan; therefore, H3 is accepted.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	0,752	0,565	0,556	1,94903

Sources: SPSS versi 25 (2026)

Based on the results of the coefficient of determination test shown in Table 9, The Adjusted R-squared value of 0.556 indicates that Store Atmosphere and Cashier Service Speed, taken together, account for 55.6% of the variation in Customer Satisfaction, while the remaining 44.4% is explained by other variables not examined in this study.

Discussion

The Influence Store Atmosphere on Customer Satisfaction

The first hypothesis (H1) was tested to determine whether "Store Atmosphere" has a partial effect on "Customer Satisfaction." The decision-making criterion is as follows: if the calculated t-value is greater than the t-table value and the significance level is less than 0.05, then the null hypothesis (H0) is rejected and the alternative

OPEN ACCESS

hypothesis (Ha) is accepted—indicating that the independent variable has a significant effect on the dependent variable. Based on the data analysis, the calculated t-value for the "Store Atmosphere" variable is 8.930, with a significance level of 0.000. The t-table value for degrees of freedom (df) = n - k - 1 = 100 - 2 - 1 = 97, at a 5% two-tailed significance level, is 1.985. Consequently, the calculated t-value (8.930) is substantially higher than the t-table value (1.985), and the significance level (0.000) is well below 0.05. As both criteria for the test are convincingly met, H0 is rejected and H1 is accepted. This means that "Store Atmosphere" is statistically proven to have a positive and significant effect on "Customer Satisfaction" at Alfamidi Mangaan. These results are consistent with the findings of Thesalonika Nainggolan and Yahya Tanjung, as well as Tresna Pradana Santana and Sri Astuti, which indicate that store atmosphere positively influences customer satisfaction within the modern retail context. Furthermore, these findings align with research by Chatterjee and Bryla (2023) and Szocs, Kim, Lim, Mera, and Biswas (2023), which emphasize that sensory elements and store atmosphere play a crucial role in shaping the customer experience and satisfaction within the retail sector.

The Influence Cashier Service Speed on Customer Satisfaction

The second hypothesis (H2) was tested to determine whether the speed of cashier service has a partial effect on customer satisfaction, using the same decision-making criteria applied to the first hypothesis test. Data analysis results show a calculated t-value of 5.999 for the "speed of cashier service" variable, with a significance level of 0.000. Given a t-table value of 1.985 (df = 97, 5% significance level, two-tailed), the calculated t-value (5.999) is greater than the t-table value (1.985), and the significance level (0.000) is less than 0.05. Consequently, the null hypothesis (H0) is rejected and the second hypothesis (H2) is accepted, indicating that the speed of cashier service has a statistically significant positive effect on customer satisfaction. These findings align with research by Vinish Pallikkara, Prakash Pinto, and Hawaldar (2024) regarding waiting situations in retail, as well as the work of Christian D. Schultz and Fabian Paetz (2025), who emphasize the importance of speed and ease in the checkout process for customer evaluation. The consistency of these results across various retail contexts strengthens the empirical evidence that the speed of cashier service generally has a positive impact on customer satisfaction within the modern retail sector.

The Influence Store Atmosphere and Cashier Service Speed on Customer Satisfaction

The testing of the third hypothesis (H3) via the F-test yielded an F-statistic of 63.026, with a significance value of 0.000. The F-table value—determined with degrees of freedom df1 = k = 2 and df2 = n - k - 1 = 97 at a 5% significance level—is 3.090. Consequently, the F-statistic (63.026) is substantially higher than the F-table value (3.090), and the significance value (0.000) is well below 0.05. Thus, the null hypothesis (H0) is rejected and H3 is accepted, indicating that Store Atmosphere and Cashier Service Speed, when considered together (simultaneously), have a significant influence on Customer Satisfaction at Alfamidi Mangaan. The coefficient of determination analysis shows an Adjusted R-square value of 0.556, confirming that the developed regression model is robust and stable in explaining the variance in Customer Satisfaction. These findings regarding the simultaneous influence imply that efforts to enhance Customer Satisfaction at Alfamidi Mangaan cannot focus on a single aspect in isolation; rather, they must be addressed in an integrated manner across both areas. It is recommended that management develop service improvement initiatives—encompassing better staff-customer interactions, effective management of store crowding, and the maintenance of high-quality cashier service—to ensure that Customer Satisfaction at Alfamidi Mangaan continues to improve sustainably.

CONCLUSION

The conclusions of this study are as follows:

1. Store atmosphere has a significant effect on customer satisfaction at Alfamidi Mangaan.
2. Cashier service speed has a significant effect on customer satisfaction at Alfamidi Mangaan.
3. Store atmosphere and cashier service speed, taken together, have a significant effect on customer satisfaction at Alfamidi Mangaan.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. In the Regarding the "Store Atmosphere" aspect, management is advised to prioritize customer service training for all store staff—focusing on friendliness, attentiveness, and the ability to provide information—given that the "Staff Interaction" indicator received a significantly lower rating (an average of 2.73) compared to other "Store Atmosphere" indicators (which averaged above 3.80). Management should also evaluate operating hours or increase staffing levels during peak periods, as the item concerning store

OPEN ACCESS

crowding also received a low rating (an average of 2.72); this would help mitigate the perception of overcrowding among customers.

2. Regarding the "Checkout Speed" aspect, management is advised to maintain the high level of friendliness and empathy currently demonstrated by cashiers—a key strength (averaging 4.04)—while simultaneously making minor improvements to the accuracy of change-giving and transaction receipts, as the "Transaction Accuracy" indicator received the lowest rating (an average of 3.88) among the indicators in this category. Such improvements can be achieved through additional training for cashiers and periodic checks of the transaction system.
3. Management is advised to extend the service practices already successfully implemented by the cashier staff (specifically friendliness and empathy) to all other store employees, given the notable gap between the ratings for cashiers (an average of 3.95) and the ratings for general staff interactions (an average of 2.73).
4. Furthermore, management is advised to conduct periodic customer satisfaction evaluations—for instance, through brief surveys or suggestion boxes—to monitor how customer perceptions of the store atmosphere and checkout service evolve over time. This will ensure that improvement efforts remain continuous and responsive to customer needs.

REFERENCES

Agustina, A., & Tanjung, Y. (2026). THE EFFECT OF SOCIAL MEDIA PROMOTION, PRODUCT VARIETY AND LOCATION ON CONSUMER SATISFACTION WITH BOLU MENARA IN MEDAN MARELAN. *Bulletin of Engineering Science, Technology and Industry, 4(2), 2597-2607.*

Alexander, B., & Varley, R. (2025). Retail futures: Customer experience, phygital retailing, and the Experiential Retail Territories perspective. Journal of Retailing and Consumer Services, 82, 104108.

Alexander, B., Blazquez, M., Chrimes, C., & Boardman, R. (2025). The role of immersive spaces on the customer experience: An exploration of fashion metaverses. Psychology & Marketing, 42(2), 539–553.

Alim, T., Zufriah, D., & Fathoni, M. I. (2025). Pengaruh kepuasan pelanggan dan kualitas layanan terhadap loyalitas pelanggan pada e-commerce Shopee. Jurnal Bisnis, Manajemen, Dan Akuntansi, 12(1), 66–74.

Balo, B. K., Jaakkola, E., Aleem, M., & Sandberg, B. (2025). The emergence and influence of the customer experience in the context of sustainable consumption. AMS Review, 15(3), 539–563.

Berman, B., Evans, J. R., & Chatterjee, P. (2018). Retail management–A strategic approach. 13th eds. Pearson.

Chatrine, N., Wijaya, F., & Kurniawan, S. (2026). Kualitas pelayanan kasir pada koperasi: Keandalan, daya tanggap, dan kepuasan anggota. Jurnal Koperasi Dan UMKM, 8(1), 22–35.

Chatterjee, S., & Bryla, P. (2023). Mapping consumers' semi-conscious decisions with the use of ZMET in a retail market setup. Decision, 50(2), 221–232.

Damanik, M. R., & Ramadhani, S. (2024). Implementasi Kinerja Operasional dan Kepuasan Pelanggan Terhadap Tingkat Penjualan:(Studi Kasus Konter Hp D'One Acc). Jurnal Manajemen Dan Bisnis Ekonomi, 2(4), 357–371.

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.

Errajaa, K., Safraou, I., & Bilgihan, A. (2025). From perception to purchase: Atmospheric effects through immersion and emotional responses in service environments. International Journal of Hospitality Management, 129, 104198.

Fay, S., & Kozehgaran, A. (2025). Learning from service experience ratings: effects on experience quality, credence quality, and customer satisfaction. Journal of Retailing.

Gayatri, W. A., & Tanjung, Y. (2026). THE INFLUENCE OF BRAND IMAGE, PRICE, AND SOCIAL MEDIA MARKETING ON CONSUMER PURCHASING DECISIONS AT PT. HOKKI ROTTI SUKSES ABADI (HOKKI BAKERY). *Bulletin of Engineering Science, Technology and Industry, 4(4), 2521-2532.*

Klaus, P., Kuppelwieser, V. G., & Heinonen, K. (2023). Quantifying the influence of customer experience on consumer share-of-category. Journal of Retailing and Consumer Services, 73, 103375.

Kotler, P., & Keller, K. L. (2020). Marketing Management (15th ed.). Pearson.

Lazaris, C., Vrechopoulos, A., Fraidaki, K., & Doukidis, G. (2022). Effects of increased omnichannel integration on customer satisfaction and loyalty intentions. International Journal of Retail & Distribution Management, 50(6), 736–758.

OPEN ACCESS

Neneng, I. S., & Zega, A. (2024). Analisis kepuasan pelanggan dalam memilih minimarket di Kecamatan Sipora Utara. Jurnal Ilmu Ekonomi Dan Bisnis, 1(1), 1–7.

Octavia, D., & Halim, R. E. (2025). Pengaruh kualitas pelayanan kasir terhadap kepuasan konsumen ritel modern. Jurnal Manajemen Pemasaran, 13(1), 45–58.

Pallikkara, V., Pinto, P., & Hawaldar, I. T. (2024). Waiting for service: A systematic review of the impact of wait time on customer behavior in retail settings. Journal of Retailing and Consumer Services, 76, 103567.

Prabowo, A., & Risal, T. (2023). Peran Enterpreneurial Orientation Dan Social Media Marketing Terhadap Peningkatan Strategi Bersaing (Umkm) Coffe Shop Pada Era Modern Customer Di Kota Medan. *Jurnal Menara Ekonomi: Penelitian dan Kajian Ilmiah Bidang Ekonomi, 9(1).*

Prabowo, A., & Tanjung, S. (2025). Analisis social media marketing dan customer relationship marketing terhadap kepuasan konsumen Sikologi Coffee. *Ecoducation: Jurnal Pendidikan Ekonomi, 7(3), 975-989.*

Prabowo, A., & Tarigan, T. D. (2025). Analisis Servicescape, Social Media Marketing dan Customer Experience Terhadap Minat Berkunjung Kembali Konsumen Fore Coffee Citraland Helvetia Medan. *Jurnal Dunia Pendidikan, 6(3), 996-1010.*

Prabowo, A., Adam, A. A., Subhan, Z. N., Tanjung, Y., Parhusip, A. A., & Deviana, A. Irwansyah. (2025). Sustainable Business Practices in Coffee Shops: The Role of Marketing Innovation, Digital Marketing, and Branding Innovation Through Market Development. *International Journal of Accounting and Economics Studies, 12 (6), 43, 50.*

Prabowo, A., Pohan, Y. A., Sari, T. N., & Tarigan, T. D. (2026). A CHANGES IN CONSUMER BEHAVIOR? IDENTIFYING THE ROLE OF DIGITAL MARKETING AND HEDONIC LIFESTYLES IN ONLINE MARKETS. *Acitya: Economics and Business Review, 1(01), 1-19.*

Prabowo, A., Siburian, P., & Bangun, R. (2025). Repurchase intention among millennial coffee shop customers: Exploring key determinants. *International Journal of Accounting and Economics Studies, 12(8), 761-769.*

Prabowo, A., Tanjung, Y., Enzelia, E. L., Bangun, R., Simarmata, H. M. P., & Wahyuni, E. S. (2025). Eksplorasi Promosi Berbasis Social Media Marketing Dan Brand Image: Identifikasi Impulsive Buying Behaviour Melalui Customer Engagement Pada Konsumen Brand Fashion ZARA Di Kota Medan. *Jurnal Dunia Pendidikan, 6(3), 727-747.*

Prabowo, A., Tanjung, Y., Wahyuni, E. S., & Aspan, H. (2025). Transformasi Destinasi Pemasaran: Model Integratif Pengembangan Pariwisata Berkelanjutan di Kawasan Objek Wisata Sidebu-Debu, Kabupaten Karo Sumatera Utara: Marketing Destination Transformation: An Integrative Model of Sustainable Tourism Development in the Sidebu-Debu Tourism Area, Karo Regency, North Sumatra. *Economic and Education Journal (Ecoducation), 7(2), 455-476.*

Prabowo, A., Wahyuni, E. S., Tanjung, Y., Wijaya, M. R., & Adam, A. A. (2025). *Manajemen Pemasaran (Strategi Pemasaran Era Digital: Menguasai Tren dan Teknologi Sebagai Konsep Baru Meningkatkan Penjualan).* Serasi Media Teknologi.

Pramudika, A., Astanti, D., & Purnama, C. (2024). Pengaruh kinerja frontline employees terhadap customer experience pada industri ritel. Jurnal Riset Manajemen Dan Bisnis, 19(2), 112–125.

Rayburn, S. W., Anderson, S., & Sierra, J. J. (2022). Future thinking continuum: Consumer well-being and services. Journal of Services Marketing, 36(4), 431–447.

Schultz, C. D., & Paetz, F. (2025). The impact of checkout convenience on transactional satisfaction in brick-and-mortar retail. Journal of Retailing and Consumer Services, 82, 104120.

Siahaan, R. (2025). Store atmosphere dan pengalaman belanja konsumen pada ritel modern di Indonesia. Jurnal Ekonomi Dan Bisnis, 14(1), 33–47.

Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung: Alfabeta.

Syaqila, D., & Tanjung, Y. (2026). THE INFLUENCE OF FEAR OF MISSING OUT (FOMO), BRAND IMAGE AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR SKINTIFIC PRODUCTS AT PT. RADYSA DHARMA ABADI. *Bulletin of Engineering Science, Technology and Industry, 4(4), 2510-2520.*

Szocs, C., Kim, Y., Lim, M., Mera, C. A., & Biswas, D. (2023). The store of the future: Engaging customers through sensory elements, personalized atmospherics, and interpersonal interaction. Journal of Retailing, 99(4), 605–620.

Umatin, C., Vanessa, C., Sulkha, A., Nurkholifah, N., Pambudi, A., Al Muiz, M. N., & Ridwanulloh, M. U. (2024). Urgensi mutu pelayanan customer service dalam meningkatkan kepuasan dan loyalitas nasabah. WADIAH, 8(2), 324–345.

OPEN ACCESS

Zalianty, A., & Tanjung, Y. (2026). THE INFLUENCE OF LIVE HOST INTERACTION QUALITY, SOCIAL MEDIA PROMOTION AND CONSUMER TRUST ON PURCHASING DECISIONS FOR GIO SAVERINO SHOES ON TIKTOK SHOP. *Bulletin of Engineering Science, Technology and Industry, 4(4), 2499-2509.*

OPEN ACCESS