



**THE INFLUENCE OF COFFEE SHOP ATMOSPHERE ON STUDENT
DECISION-MAKING IN CHOOSING A PLACE TO STUDY AT
TANAMA COFFEE SHOP UMKM IN PEKANBARU CITY
(CASE STUDY OF STUDENTS OF RIAU ISLAMIC UNIVERSITY)**

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Abstract

The purpose of this study was to analyze and determine the significant influence of coffee shop atmosphere on students' decision-making in choosing a learning place at the Tanama Coffee Shop SME in Pekanbaru City. This study was conducted on students at the Islamic University of Riau. The sample size consisted of 100 active and registered students at the Islamic University of Riau. This sample was obtained through purposive sampling and statistical calculations using the Lemeshow formula. The data analysis method used in this study was quantitative statistical analysis with a simple linear regression model. Based on the results of the research data analysis, it can be concluded that the coffee shop atmosphere has a positive (+) and significant influence on the decision of students at the Islamic University of Riau regarding the restoration of the learning space at Tanama Coffee & Space in Pekanbaru City.

Keywords: Cafe Atmosphere, Student Decisions Study, Coffee Shop



INTRODUCTION

The current era has revealed that the coffee shop business is no longer unfamiliar to the general public. Therefore, the market segmentation of this business encompasses almost all social groups, from children to adults. While the general public might initially think that the term "coffee shop" means that this business will only provide and offer a menu that revolves around coffee, this is not the case. However, this is not the case because the many menu options presented and accessible to all individual consumers. Therefore, this business continues to cultivate coffee, the main product sold in coffee shops, with variations of various other beverages and food products.

The development of coffee shops in Pekanbaru City, Riau, is marked by the increasing number of coffee shops and the coffee drinking culture. Coffee shops have become popular places among young people to interact, discuss, and complete assignments. Coffee shops have become centers of social activity, encompassing various segments of society. Coffee shops have become comfortable places to gather and chat. This is largely driven by growing public demand, changing lifestyles, and the growing cultural habit of caffeinated beverages (coffee). Coffee shops can be suitable venues for business and community meetings.

Every coffee shop owner strives to create a comfortable and welcoming environment for visitors. They typically design their shops as attractively as possible to foster a distinctive coffee shop atmosphere (the coffee ambiance). This atmosphere can be created through various elements, such as the exterior and interior design, music, displays, and service. Coffee shop atmosphere is a physical characteristic that creates a comfortable atmosphere within a coffee shop. Coffee shop atmosphere can influence consumer purchasing decisions and is also a key factor in determining their choice of location.

Reviewing the actual conditions and circumstances of coffee shop atmospheres can influence student consumers' decisions in choosing a comfortable and quiet place to study in Pekanbaru. This approach, through examining various perspectives, can help students achieve a comfortable and focused learning environment. Therefore, consumer decisions are the process of choosing goods or services to be purchased to meet their needs or desires. This decision is the final result of integrating knowledge to evaluate various alternatives that have been seen from the perspective of consumer assessment, especially on the comfort of the place and a quiet environment to minimize the disruption of their activities while studying and interacting while discussing in a café atmosphere (coffee shop atmosphere). Based on the researcher's observations related to the information on the Tanama Coffee & Space business in Pekanbaru City, as follows.

**Figure 1.****Environment Tanama Coffeshop At Pekanbaru**

Source: Tanama Coffeshop Pekanbaru City (2025)

The atmosphere in the atmosphere of the Tanama coffee shop which includes the entire design and elements of the coffee environment that form the perception and feeling of comfort in customers, consisting of interior design, lighting, color, music, fragrances, furniture layout, to decoration. Where the type of consumer at the Tanama coffee shop almost has the same market segmentation, has several payment methods by not serving payments via debit and transfer, the form of service of this Tanama coffee shop does not implement self-service services carried out by the consumers themselves, the flow of coffee shop service activities follows the form of customer service carried out by employees, learning facilities in the form of wifi and unlimited power outlets, has a private study room for learning which is also provided by the Tanama coffee shop both smoking and non-smoking, other facilities at the coffee shop have the exact same similarities with having the latest facilities, the availability of events held, and the layout design has advantages and characteristics of this Tanama coffee shop that distinguishes it from coffee in general such as private rooms and rooftops. In addition, it also has a fundamental similarity to every other coffee shop by providing consumer tables in the indoor and outdoor areas, so the atmosphere of this cafe will be able to influence their decision to visit, socialize, or study at the cafe so that the choice of consumer decisions depends on the student's sense of comfort in choosing a place to study. The coffee shop's plant environment is the main attraction that has made students want to study at the cafe so it is natural that this cafe is always busy and filled with visits from student consumers to discuss, study or relax.

Based on the existing background, the main problems identified in Tanama Coffeshop include, among others: (1) The existence of a lure of attraction and attention of consumers of Islamic University of Riau students to



come and study at Tanama Coffeeshop every day which is reviewed from every corner of the environment, exterior, interior, and display of the coffeeshop building in Pekanbaru city, (2) This coffeeshop is able to create a positive and attractive atmosphere that can make customers feel satisfied, want to come back again, and even influence their decision to buy the products offered, (3) There are considerations and alternative choices for students in choosing a reference cafe for studying, by considering first certain criteria such as a calming cafe atmosphere which is used as an important guideline for students in choosing a coffeeshop environment that can support their learning activities according to their needs.

With the phenomenon related to problems in the planned and consistent coffee shop atmosphere that can help shape the image and identity of the cafe in the eyes of consumers, in accordance with the desired target market, researchers are interested in conducting and continuing in-depth research to determine consumer interest in choosing a place to study with the title "The Influence of Coffee Shop Atmosphere on Student Decision Making in Choosing a Place to Study at the Tanama Coffee Shop UMKM in Pekanbaru City (Case Study of Students at the Islamic University of Riau)".

Kutipan dalam teks menggunakan Reference Manager (Mendeley), dengan format APA 7th style (Lampiran 4). Contoh referensi dari artikel (ilmiah/populer): Dantzer (2003), Pinquart and Shen (2011) untuk awal paragraf. Atau untuk akhir paragraf (Dantzer, 2003; Pinquart & Shen, 2011).

REVIEW OF LITERATURE

Consumer Decisions

According to Philip Kotler in (Wulandari & Mulyanto, n.d.), consumer purchasing decisions are the process of recognizing and evaluating information obtained by consumers to select, purchase, and use products or services that can satisfy their needs or desires. Meanwhile, (Wardhana, 2024) argues that purchasing decisions involve a series of choices made by consumers before making a purchase. (Indra et al., n.d.) stated that the purchasing decision process begins when consumers recognize a problem or need for a desired product. On the other hand, (Los, n.d.) explains that purchasing decisions are individual activities directly involved in making decisions to purchase products offered by sellers. And the opinion of (Firmansyah, 2018) explains that consumer decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate action in purchasing by first going through the stages of the decision-making process.



Kotler and Armstrong (Los, n.d.) state that there are four types of consumer buying behavior: (1) complex buying behavior, (2) dissonance-reducing buying behavior, (3) habitual buying behavior, and (4) habitual buying behavior. Wardhana (2024:280-283) explains that factors influencing consumer purchasing decisions include cultural, social, personal, and psychological factors.

(Wulandari & Mulyanto, n.d.) explain that consumer decisions can be divided into five stages: (a) Problem Recognition, (b) Information Search, (c) Evaluation of Alternatives, (d) Purchase Decision, and (e) Post-Purchase Behavior.

According to Dharma et al. In (Koto & Adriana, 2023), customer purchasing decisions consist of several dimensions, as follows: (1) Product choice, (2) Brand choice, (3) Distributor choice, (4) Purchase time, (5) Purchase amount, and (6) Payment method.

Store Atmosphere

According to Levy and Weitz (Putri et al., 2023), store atmosphere is an environmental design through visual communication, such as lighting, color, music, and aroma to stimulate customers perceptually and emotionally, which then influences their shopping behavior. Meanwhile, Peter and Olson (Riset et al., n.d.) explain that store atmosphere is a vital physical aspect in the retail business because it creates a comfortable environment according to consumer preferences, encourages them to stay longer in the store, and indirectly stimulates purchases. Furthermore, cafe atmosphere is the ambiance provided by a cafe, both through design, layout, space, lighting, and interior within the cafe. Cafe atmosphere is one of the things consumers consider when choosing a place to relax. A comfortable atmosphere, different from other cafes, and a homey feel are considerations for consumers to visit cafes. (Suharto & Suryoko in (Johanes et al., 2024).

According to Mowen & Minor (Yang et al., 2021), store atmosphere consists of several elements, including layout, music, aroma, texture, and building design. According to Lamb et al. (Produk et al., 2024), some of the objectives of store atmosphere for consumers include: (1) Store appearance helps determine the store's image and positions the store in the minds of consumers. (2) An effective store layout not only ensures comfort and convenience for consumers but also influences consumer traffic patterns and shopping behavior.

Meanwhile, factors that influence the creation of a store atmosphere that attracts customer attention and interest, as noted by Lamb et al. (Produk et al., 2024), include: (a) The type of employees, for example, friendly, well-groomed, knowledgeable, or service-oriented. (b) The type of merchandise sold on display determines the atmosphere the business owner wants to

create. (c) The type of fixtures, whether elegant or consistent with the store's atmosphere. (d) Sound, as a sound that can be pleasant or annoying to a consumer. (e) Aroma: Smell can stimulate or disrupt sales, prompting businesses to use fragrances as an extension of their marketing strategy. (f) The visual factor of color can create a mood or focus consumers' attention. Lighting can also have a significant influence on a store's atmosphere.

According to Berman and Evans (Iqbal, 2023), store atmosphere is divided into four indicators: (1) Exterior, (2) General Interior, (3) Store Layout, and (4) Interior Display.

Research Framework

The research framework aims to describe a conceptual picture of the correlation relationship between the Influence of the Coffee Shop Atmosphere on the decision-making of Riau Islamic University Students in choosing a Place to study at the Tanama Coffee Shop UMKM in Pekanbaru City, as seen schematically as in the image below:

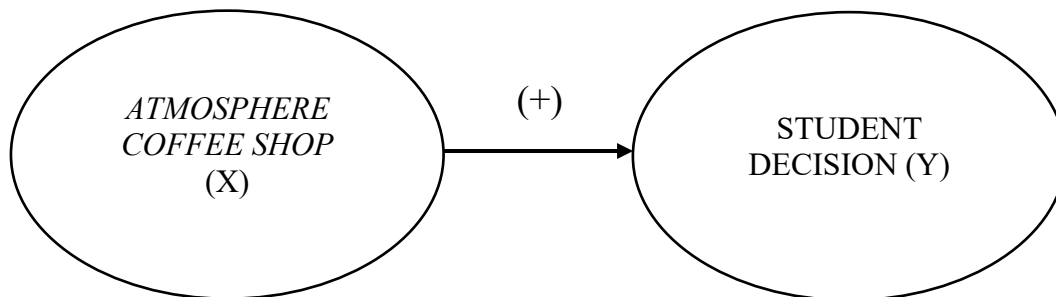


Figure 2.
Research Framework

Source: Research References (2024)

Research Hypothesis

A hypothesis is a temporary statement in the form of an assumption about what we are observing in an attempt to understand it. A hypothesis is a temporary truth that must be tested. Therefore, a hypothesis serves as a way to verify truth (Research, n.d.). Therefore, the following hypotheses are proposed:

- Ho: It is assumed that the coffee shop atmosphere has no positive or insignificant effect on UIR students' decision-making in choosing a place to study at the Tanama Coffee Shop MSME in Pekanbaru City.
- Ha: It is assumed that the coffee shop atmosphere has a positive and significant effect on UIR students' decision-making in choosing a place to study at the Tanama Coffee Shop MSME in Pekanbaru City.

RESEARCH METHOD

The research is field research (field survey) and uses descriptive and quantitative data analysis methods. This method is used to measure the



statistical data analysis approach in order to explain the relationship between the influence of the independent variable: coffee shop atmosphere (X) on the dependent variable: consumer decisions (Y). The population in this study is all parties and visitors or consumers who make purchases and visit to learn at the Tanama Coffee Shop MSME in Pekanbaru City through purposive sampling techniques, and the lemeshow formula obtained 96 student respondents divided into 9 undergraduate faculties at the Islamic University of Riau. The data collection technique for this study was carried out through interviews, observations, questionnaires or questionnaires via Google Forms with a Likert/ordinal scale of 1-5, and documentation. In obtaining accurate data and data retention, data analysis tools are needed to select research data, namely validity tests, reliability tests, classical assumption tests, regression equation model tests, hypothesis tests, and correlation-determination coefficient tests.

RESULTS AND DISCUSSION

Validity Test

Table 1.
Validity Test of Cafe Atmosphere Variables & Student Decisions

Variable	Item	R-Calculated	R-table	Sig Value	Sig	Description
Cafe Atmosphere (X)	X.1	0,741	0,195	0.000	0.05	Valid
	X.2	0,810	0,195	0.000	0.05	Valid
	X.3	0,783	0,195	0.000	0.05	Valid
	X.4	0,756	0,195	0.000	0.05	Valid
	X.5	0,695	0,195	0.000	0.05	Valid
	X.6	0,755	0,195	0.000	0.05	Valid
	X.7	0,789	0,195	0.000	0.05	Valid
	X.8	0,807	0,195	0.000	0.05	Valid
Student Decision (Y)	Y.1	0,700	0,195	0.000	0.05	Valid
	Y.2	0,729	0,195	0.000	0.05	Valid
	Y.3	0,803	0,195	0.000	0.05	Valid
	Y.4	0,768	0,195	0.000	0.05	Valid
	Y.5	0,783	0,195	0.000	0.05	Valid
	Y.6	0,808	0,195	0.000	0.05	Valid
	Y.7	0,667	0,195	0.000	0.05	Valid
	Y.8	0,824	0,195	0.000	0.05	Valid
	Y.9	0,731	0,195	0.000	0.05	Valid



	Y.10	0,738	0,195	0.000	0.05	Valid
	Y.11	0,696	0,195	0.000	0.05	Valid
	Y.12	0,659	0,195	0.000	0.05	Valid
	Y.13	0,687	0,195	0.000	0.05	Valid

Source: Data Processed (2026)

It can be seen that the table above shows the quality of the item data from all the research questionnaire questions, which is above the provisions or sig. value < (smaller) than the sig. alpha value of 5% (0.05), so the statement has been declared valid.

Reliability Test

Table 2.

Reliability Test of Café Atmosphere and Student Decisions

Variable	Cronbach's Alpha	Number Of Item	Alpha Determination	Description
Cafe Atmosphere (X)	0.900	8	0,60	Reliabel
Student Decision (Y)	0.931	13	0,60	Reliabel

Source: Data Processed (2026)

The results of the reliability test can be seen in the output reliability results in the Cronbach alpha (α) value compared to the alpha provision value (0.60) < the Cronbach alpha item value in the café atmosphere and student decision variables of 0.900 and 0.931, so that the analysis results were found to show that the values were reliable (consistent).

Normality Test

Table 3.

Data Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.10572284
Most Extreme Differences	Absolute	.126
	Positive	.116
	Negative	-.126
Test Statistic		.126
Asymp. Sig. (2-tailed)		.201 ^c

Source: SPSS 24 Output Statistics (2026)

Based on the table above, the decision data is normally distributed with a Kolmogorov-Smirnov significance value greater (>) than the alpha (α)



significance value.

Multicollinearity Test

Table 4.
Data Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Cafe Atmosphere	1.000	1.000

Source: SPSS 24 Output Statistics (2026)

Based on the statistics table above, it is indicated that there are no symptoms of multicollinearity (VIF value < 10 and Tolerance value > 0.10), which is clearly proven by the VIF value = 1,000 < 10 & TOL value = 1,000 > 0.10, so the comparison of assumptions shows that there are no symptoms of multicollinearity.

Autocorrelation Test

Table 5.
Data Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of Estimate	Durbin-Watson
1	.824 ^a	.679	.675	4.127	2.309

Source: SPSS 24 Output Statistics (2026)

Finding that there is no correlation between the errors of the interfering variables or that it is not proven through a comparison of the Durbin-Watson value with the provisions of the table that the D-W value of 2.309 is in the upper position between the range of values (dL-dU) and between the values (4-dU/4-dL) then from this analysis it can be stated that the decision cannot be concluded (doubtful).

Heteroscedasticity Test

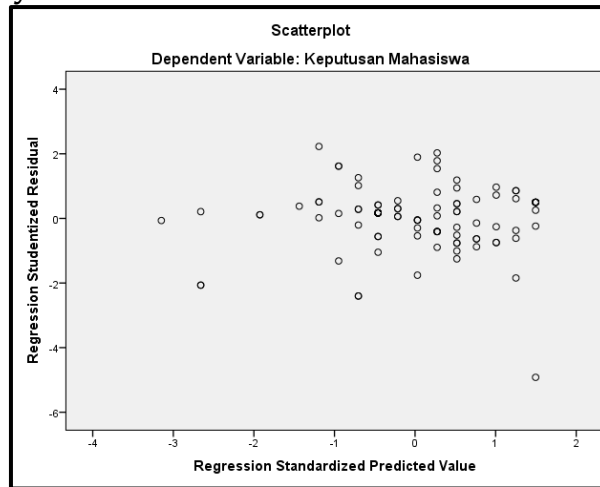


Figure 3.

Heteroscedasticity Test Of Data

Source : SPSS 24 Output Statistics (2026)

Scatterplot heteroscedasticity statistics with the discovery of data distribution (points) that are spread out without forming a close pattern, so that the data does not have symptoms of heteroscedasticity.

Simple Linear Regression Equation

To facilitate reading and interpretation of the results of linear regression analysis, an equation is used. This equation, or model, contains constants and regression coefficients obtained from previously processed data. The simple linear regression equation that has been formulated is then processed using SPSS to obtain the following final equation:

Table 6.

Simple Linear Regression Modeling

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.618	3.460		1.335	.185
	Cafe Atmosphere	0.594	.101	.824	14.388	.000

Source : SPSS 24 Output Statistics (2026)

Based on the table, the simple linear regression equation in this study is:

$$Y = 4.618 + 0.594X + e$$

1. The simple linear regression equation above is known to have a constant value of 4.618. The constant value indicates that if the value of the café atmosphere variable (atmosphere) / X is assumed to be constant



- (fixed/unchanging), then student decisions will increase by 4.618.
- The café atmosphere coefficient is 0.594. When the owner or management changes the appearance of the coffee shop building, both exterior and interior, to better understand the environmental needs and nuances required by student consumers for learning by one unit, the decision of students at the Islamic University of Riau tends to increase by 0.594 / 59.4%.

Proof of Research Hypothesis (t)

Table 7.
Results of Partial Hypothesis (t) Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.618	3.460		1.335	.185
	Cafe Atmosphere	0.594	.101	.824	14.388	.000

Source: SPSS 24 Output Statistics (2026)

The partial t-hypothesis statistic found a positive (+) coefficient for the cafe atmosphere variable, indicating that every time the owner and manager improve the building or the cafe's atmosphere, designed to better understand students' needs for study spaces and supporting facilities, this relationship tends to further improve student decision-making.

The statistical analysis of the partial t-hypothesis (t) findings revealed a calculated t-value of 14.388 for the cafe atmosphere, with a sig. 0.000. To validate the hypothesis and determine the outcome, a comparison of the parameters was conducted using a statistical comparison test: the calculated t-value > t-table value (14.388 > 1.661) and the sig. < alpha α (5% or 0.05) = (0.000 < 0.05). The results indicate that the cafe atmosphere variable has a positive and significant influence on the decision of students at the Islamic University of Riau in choosing a place to study and discuss at Tanama Coffeeshop. The achievement of this student decision depends on the availability of space provided by cafe management for learning activities, including the provision of certain spaces conducive to learning and adequate supporting facilities.

Hypothesis: It is suspected that the Coffee Shop Atmosphere has a positive and significant influence on UIR Students' Decision-Making in choosing a study location at the Tanama Coffee Shop MSME in Pekanbaru City. Therefore, Ha is accepted and Ho is rejected (Hypothesis Unidirectional).



Correlation Statistics Relationship

Table 8.
Correlation Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824 ^a	.679	.675	4.127

Source: SPSS 24 Output Statistics (2026)

From the table above, we can find an R-square value of 0.679, meaning that the relationship between the cafe atmosphere variable and the consumer decisions of students at Tanama Coffee Shop is in the strong category, at the interval range of 0.60 – 0.79 (strong).

Table 9.
Proportion of Variation R-Square Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824 ^a	.679	.675	4.127

Source: SPSS 24 Output Statistics (2026)

From the table above, it can be seen that the adjusted R Square value of 0.675 shows that a percentage of 0.675 or 67.5% can be interpreted by the cafe atmosphere in the relationship between variables and students' decisions to study at the Tanama coffee shop, and the remaining percentage of 32.5% is explained by other variables.

The Influence of Cafe Atmosphere on Student Decisions

After distributing a questionnaire directly using Google Forms to student respondents who were consumers who chose Tanama Coffee & Space as their study destination, the researchers analyzed the data from the respondents' answers and performed data processing using SPSS 24. The following discussion can be drawn from the following:

The hypothesis proposed by the researcher is "Is there a significant influence of coffee shop atmosphere on UIR students' decision-making in choosing Tanama Coffee & Space as their study destination?" or a comparison of the hypotheses (Ho and Ha).

Based on the results of the research analysis, the calculated t-value is greater than the t-table value, and the sig value is less than the alpha (α) value, with a positive coefficient (+/increasing). This means that the partial analysis revealed a significant and positive relationship between the research variables, indicating that coffee shop atmosphere has a significant and positive influence on students' decisions in choosing Tanama Coffee & Space as their study destination. Based on these results, the hypothesis chosen in the findings of



this study states that H_a is accepted and H_o is rejected (the results of the study are unidirectional). This means that the correlation relationship is in line, if there is an increase in the cafe atmosphere (environmental atmosphere) then there will tend to be an increase in students' decisions in choosing a suitable place for their learning activities, and vice versa.

These findings explain that the atmosphere of the coffee shop plays a very significant role in attracting the attention and interest of students in choosing a study place that suits their needs, because the first thing that will be assessed from a student's perspective is seeing the situation and condition of the environment around the coffee shop building. Based on the current needs of students to find decisions in choosing a study place, cafe owners or business managers are required to have sensitivity and also a willingness to provide support for the space needed by students as much as possible, as has been done by the owner of the Tanama Coffee & Space cafe, providing certain areas that are different from other cafes, such as a special room for studying.

CONCLUSION

From the analysis discussed previously, the following conclusions can be drawn:

- a. Coffee shop atmosphere has a positive (+) and significant influence on UIR students' decisions to study at Tanama Coffee & Space Pekanbaru.
- b. The correlation between the influence of Tanama cafe atmosphere on students' decisions at the Islamic University of Riau is strong (closely related), as evidenced by the correlation value.
- c. Coffee shop atmosphere plays a crucial role in business because it significantly influences student satisfaction, purchasing decisions, and customer loyalty. Creating a comfortable environment for studying can provide a positive experience that encourages students to return and recommend the place, making it a key determinant of the cafe's business. This business strategy will attract students' attention and interest, making it the right choice for studying.

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