

The Influence of Service Quality, Store Atmosphere, and Application of Health Protocols on Repurchase Intention

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Abstract

This study aims to determine how much the quality of service, store atmosphere, and application of health protocols influence repurchase intentions at bookstore Gramedia Surabaya Tunjungan Plaza, either partially or simultaneously. The research uses a quantitative research approach and the data are collected by using questionnaire that involved 100 respondents who had done in-store shopping transactions (transactions directly at the store) at bookstore Gramedia Surabaya Tunjungan Plaza in 2022, with a minimum age of 17 years. The sampling technique used is non-probability sampling (purposive sampling). Data analysis using multiple linear regression analysis and hypothesis testing using IBM SPSS 25 Research Results: 1) Service quality shows a significant effect, at least partially, on the variable of repurchase intention. Supported by the t-test results which shows the value of Sig. of $0.004 < 0.05$.; 2) Store atmosphere shows a partially significant effect on the variable of repurchasing intention. This can be proven through the results of the t-test which shows the value of Sig. $0.007 < 0.05$.; 3) The application of health protocols shows a partially significant effect on the variable of repurchase intention. This can be proven through the results of the t-test which shows the value of Sig. $0.014 < 0.05$.; and 4) Service quality, store atmosphere, application of health protocols have a significant effect simultaneously on repurchase intention.

Keywords

Service quality, store atmosphere, application of health protocols, repurchase intention, bookstore.

Introduction

Based on the research results of the YouGov team (Reza Pahlevi 2021) stated that with a score of 27.4% points Gramedia managed to rank 3rd and became the only retail brand engaged in bookstore networks on brand index statistics based on consumer values. This research assessment was taken based on an assessment of service quality, customer impressions, value, customer satisfaction and brand recommendations. This research was conducted on Indonesian consumers aged over 18 years with a research period of approximately 12 months.

Through the results of this research, it can be concluded that Gramedia dominates the bookstore network with good service quality, impression, value, and customer satisfaction so that customers feel that their expectations are being met and in the end customers provide recommendations to their closest colleague regarding previous shopping experiences, as well as information that can be obtained about the company bookstore. Similar to the results of previous studies according to (Soebandhi et al. 2020) in his research entitled "Service Quality and Store Atmosphere on Customer Satisfaction and Repurchase Intention" shows that cafe atmosphere and service quality have a significant effect on customer satisfaction in cafes and intend to return to cafes. Customer satisfaction also shows a significant effect on customer intention to make repeat purchases. This proves that the better the atmosphere of the cafe and the quality of service created, the higher the chances of customers coming back to visit. If understood from a broad perspective, service quality is defined as a privileges of every company. So service quality is relatively special compared to customer expectations (Utami 2012).

According to (Tjiptono, 2018), service quality is a tool to achieve customer satisfaction. Service quality begins with customer needs and ends with service delivery. When customers getting service, they will compare all their experiences based on their expectations and ideal perceptions of the service. In general, the higher the quality of service they received, the more customer will be satisfied and happier (Huang et al. 2019). Therefore the company cannot stop only at the point of customer satisfaction, but the company must seek ways to leading customers to

have an interest for making repeat purchases or suggesting their products to other potential customers. Another indicator to support repurchase interest is the store atmosphere. This is supported by (Berman & Evans 2007) that the key to the success of a retail company is a company that can consistently maintain its image among other competitors. Because the atmosphere / atmosphere in the scope of the store can affect the feelings and psychological visitors. It means creating a positive store atmosphere is would be beneficially to business which is increasing the intensity of customer visits.

However, due to the PPKM (Enforcement of Community Activity Restrictions) activities recommended by the government to reduce the spread and transmission of the COVID-19 virus, it has a very large impact on the level of visits and company profits. Especially in shopping centers such as malls which experienced a drastic decrease in visitors, as much as 50% (Selvi, 2020). This can be proven through the data on reports the number of visitors and transactions at bookstore Gramedia Surabaya Tunjungan Plaza which experienced a very sharp decline. in April 2020 the number of visitors fell drastically to 5,745 people with 3,525 transactions. March 2020 was the month with the fewest reports of visits and transactions in 2020 due to the impact of the pandemic.

For the second year after the spread of the COVID-19 virus outbreak, the decline in the number of transactions and visitors continued to occur due to the Java-Bali Emergency PPKM set by the government in July-August 2021, so shops were forced to close and there was no buying and selling activity during the Emergency PPKM. This makes the retail sector again compete tightly in getting return visits from consumers in the post-pandemic era, one of which is by improving service quality and creating a comfortable and safe shopping environment and atmosphere with procedures for implementing health protocols that have been recommended by the government. Likewise according to (Fernanda Fernandhytia et al. 2022) in her research entitled "Effect of Crisis Management and Implementation of Health Protocols During the Covid-19 Pandemic On Repurchase Intention With Consumer Safety As Mediation" shows that crisis management and health protocols show a significant influence on consumer safety. Then the health protocol variable partially has a significant effect on repurchase intention. Through previous research, it can be concluded that the application of good health protocols can affect consumers' repurchase interest.

1.1.Objectives

There are several objectives to be achieved in this research, namely as follows:

1. Knowing how much influence service quality has on repurchase intention at bookstore Gramedia Surabaya Tunjungan Plaza.
2. Knowing how much influence store atmosphere has on repurchase intention at bookstore Gramedia Surabaya Tunjungan Plaza.
3. Knowing how much influence the application of health protocols has on repurchase intention at bookstore Gramedia Surabaya Tunjungan Plaza.
4. Knowing how big the simultaneous influence of service quality, store atmosphere, health protocols on repurchase intention at bookstore Gramedia Surabaya Tunjungan Plaza.

2.Literature Review

Service Quality

According to (Tjiptono 2018) Service quality is a tool to achieve customer satisfaction. Service quality begins with customer needs and ends with service delivery. So it can be concluded that the quality of service can be assessed when the company successfully meets the needs and expectations of its customers. If the company can go beyond these two things, the company can feel the existence of customer satisfaction and a positive image that can have a long-term effect, as long as the company wants to continue to improve the quality of its services. In his research (Parasuraman et al. 1985) explained that there are five main dimensions (SERVQUAL) of service quality sorted by urgency:

1. Reliability, the company's ability in delivering the promised service promptly, accurately, satisfactorily, and reliably. Reliability can be in the form of timeliness in meeting customer needs accurately without distinguishing service quality based on social status. With reliability, the company can minimize the existing costs appropriately;
2. Responsiveness, is awareness and skills of service providers/employees in assisting customers. This dimension is very important because the response of an employee will create a positive picture of the service response;
3. Assurance, is the ability of service providers/employees to create a sense of trust in customers in addition to guarantees can also be in the form of employee behavior and courtesy;

4. Empathy, is the company's ability to understand customer problems and interests. In this case, empathy can be in the form of how officers respond to complaints and understand what customers need, as well as how officers immediately apologize when there is an inconvenience during service.
5. Tangibles, is includes physical service facilities, equipment, employees, and company communication facilities

Store Atmosphere

According to (Evans 2007) The image of retail companies is in the Store Atmosphere created by the company, because the store atmosphere can stimulate the psychological emotions of customers in shopping, and spend longer time than previously planned. There are also according to (Hussain & Ali 2018) several elements of store atmosphere that affect customer psychology:

Cleanliness

Store cleanliness is important and will always be a concern for consumers when visiting. This element also has the power to create a positive impression that can make them want to spend more time in the

Music

The sound of music or instruments that flow in the store can attract customers and have the power to consciously or unconsciously influence customer purchasing decisions.

Scent is an element that can affect the psychology of customers and a unique aroma will make an impression on the customer's memory after visiting. The combination of music and scent elements can have a good effect on the customer's mood.

Temperature

Setting the air temperature in the store is something that needs to be considered for the convenience of customers. And this element can be adjusted based on the weather around the shop.

Lighting

With the right lighting, it can create a highlighting effect on a product so that it can highlight the product.

Color

Using creative color in logos, displays, and store interior displays can create a good mood. besides colors can describe the company's image.

Display / Layout

Attractive display arrangements can increase customer attention to visit. Display arrangements do not have to be made with a complicated aesthetic but must be beautiful, unique, and simple. Companies must also pay attention to whether customers can easily pick up products on displays that are on display, because often customers don't take and buy products for fear of destroying existing product displays..

Application of Health Protocols

Health protocols are a number of medical procedures and protocols in the community to break the chain of virus transmission (Menteri Kesehatan RI 2020). Based on the decision of the Minister of Health of the Republic of Indonesia (2020) NO HK.01.07/MENKES/382/2020 regarding the application of health protocols for the public in public places and facilities in the context of preventing and controlling Corona Virus Disease (COVID-19), outlets located in shopping centers malls need to anticipate the spread and control of COVID-19 by involving every layer. Starting from the manager, store employees, and visitors. (Kementerian Perdagangan RI, 2020) issued a Circular (SE) No 12 of 2020 regarding regulations for the restoration of trading activities carried out during the COVID-19 pandemic and the new normal:

1. Limiting the number of visitors to 40% of the normal number of visits before the COVID-19 pandemic.
2. Ensure that employees and customers are free from any indications of contracting COVID-19.
3. Checking body temperature with a note that customers or employees whose temperature is 37.3°C are not allowed to enter the selling area.
4. Ensure employees and customers who enter the selling area wear masks and maintain a queue distance of at least 1.5 meters.
5. Provide facilities for hand washing, hand sanitizer, as well as sterilizing selling areas using disinfectants on a regular basis.
6. Maintain environmental hygiene and products sold.
7. Prioritizing electronic/non-cash payments
8. Prioritizing online orders with delivery service facilities.

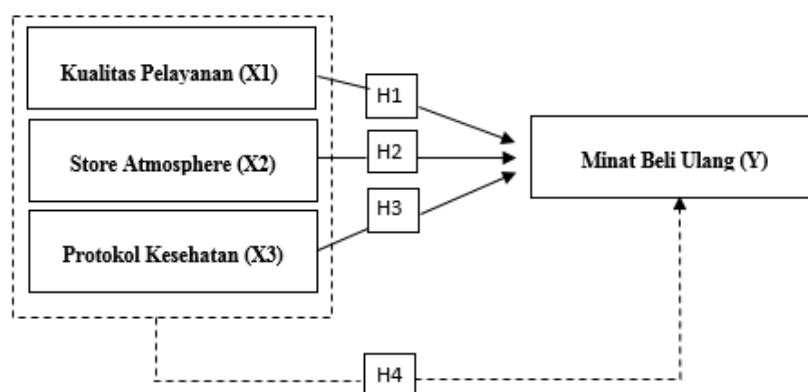
Repurchase Intention

According to Kotler dan Keller (2012) Repurchase intention occurs when consumers are satisfied with the services and products offered by the company, so that a trust is formed to make repeat purchases. (Ferdinand 2011) indicators of repurchase interest are divided into 4, namely:

1. Transactional interest, the tendency that occurs when someone always repurchases a product or service that was used before
2. Referential interest, the tendency that occurs when someone is satisfied with the experience while using the product/service and has a desire to recommend the product or service to others.
3. Preferential interest, this interest is created because of existing beliefs so that consumers will have a primary preference for products that have been consumed. This preference can be changed if consumers find a product that is better than the previous product.
4. Explorative interest, consumer behavior that tends to always find out information about the product of interest to support the positive nature of the product.

3. Metode

Through this research, researchers will use a quantitative approach to solve existing problems and are supported using the IBM SPSS Statistic 25 application as the basis for data processing and analysis results. This study also involved 100 customer respondents who visited and had made in-store transactions at Gramedia Surabaya Tunjungan Plaza during 2022 with a minimum age of 17 years as a problem limitation. As for the sample technique in this study, the researcher used a non-probability sampling technique, precisely using a purposive sampling method in which the sampling technique was carried out based on the consideration of the respondents' criteria that had been previously determined. So, if the researcher meets a respondent who happens to be suitable and in accordance with the criteria for the data source, it will be immediately used as a research sample. To test all hypotheses in this study, researchers used multiple linear regression analysis and hypothesis testing. The research concept framework is:



Keterangan gambar:

—————> = Parsial
-----> = Simultan

H1 : Service quality (X1) has a significant partial effect on repurchase intention (Y) at bookstore Gramedia Surabaya Tunjungan Plaza

H2 : Store atmosphere (X2) partially significant effect on repurchase intention (Y) at bookstore Gramedia Surabaya Tunjungan Plaza

H3 : Health protocol (X3) partially significant effect on repurchase intention (Y) at bookstore Gramedia Surabaya Tunjungan Plaza

H4 : Service quality (X1), Store atmosphere (X2), Health protocol (X3) have a significant simultaneous effect on repurchase intention (Y) at bookstore Gramedia Surabaya Tunjungan Plaza

4. Data Aggregate

In this study, researchers used primary and secondary data. Primary data was obtained through a questionnaire (questionnaire) as a research instrument. To strengthen the foundation of this research, the researchers used several

tests, namely instrument testing, multiple linear analysis tests and hypothesis testing. Based on the results of the validity test, it shows that each indicator item totaling a total of 24 items is declared valid because it has $r_{calculation} > r_{table}$ with a minimum value of r_{table} received is $r = 0,1966$. The Cronbach Alpha test shows that all variables in this study are reliable, this can be proven through the results of the cronbach value > 0.70 . Thus, it can be concluded that all questionnaire items in this study were declared valid and suitable to be used to collect information or data needed in research.

5. Result and Discussion

5.1 Multiple Linear Regression Analysis

To predict the value and determine the direction of the relationship of the independent variable (X), service quality (X1), store atmosphere (X2), and the application of health protocols (X3) to the dependent variable (Y) repurchase intention. Then the researcher will conduct a multiple linear analysis test. Here are the results of the regression test:

Table 1. Results Of The Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(5Constant)	,587	,454	
	Service Quality	,279	,095	,277
	Store Atmosphere	,311	,114	,278
	Application of Health Protocols	,250	,100	,231

Sumber : data output IBM SPSS 25

From table 1, a mathematical equation for multiple regression analysis can be made as follows::

$$Y = 0,587 + 0,279 X1 + 0,311 X2 + 0,250 X3 + e$$

Explanation:

- Y = Repurchase Intention
- X₁ = Service Quality
- X₂ = Store Atmosphere
- X₃ = Application of Health Protocols
- e = Error

Then the obtained regression equation can be interpreted as:

The value of the constant means that if the service quality variable (X1), store atmosphere (X2), and the application of health protocols (X3) is worth = 0 then the repurchase interest variable (Y) is 0.587.

The value of the regression coefficient 1 means that if the service quality variable (X1) has increased in value by one unit, then the repurchase interest variable (Y) has increased by 0.279.

The value of the regression coefficient 2 means that if the store atmosphere variable (X2) has an increase in value of one unit, then the repurchase interest variable (Y) has increased by 0.311.

The value of the regression coefficient 3 means that if the variable application of health protocols (X3) has increased in value by one unit, then the variable of repurchasing interest (Y) has increased by 0.250.

5.2 Coefficient Of Determination Test (r^2)

To determine the effect of the independent variable (X1-X3) on the dependent variable (Y), a determination coefficient test (r^2) will be carried out. The following are the results of the coefficient of:

Table 2. Hasil Uji Koefisien Determinasi
 Model Summary

Model	R	R Square	Adjusted R Square		

				Std. Error of the Estimate	
1	,631 ^a	,398	,379	,34267	

a. Predictors: (Constant), X3, X1, X2
 b. Dependent Variable: Y

Source: data output IBM SPSS 25

Based on the results of the test above, it can be seen that the coefficient of determination is 0.398 or 39.8%. However, because this study uses a multiple linear regression model, it would be better to use the Adjust R Square value as a benchmark for the coefficient determination value which is 0.379. This value indicates that the service quality variable (X1), store atmosphere (X2), application of health protocols (X3) have a simultaneous influence on repurchase interest (Y) of 37.9%. So that the remaining 62.1% (100% - 37.9%) is explained or influenced by variables outside the results of the research model. The low value of adjust R square is due to the lack of optimal service quality during the pandemic because bookstore Gramedia Surabaya Tunjungan plaza is more focused on online services than offline. While in the store atmosphere there is a lighting indicator that is also not optimal, where the light settings are made too dim in order to suppress spending funds so that it slightly affects customer interest in making transactions during the pandemic.

Hypothesis Test Result (F-test)

All independent variables simultaneously show significance to the dependent variable if the significance level is <0.05. Meanwhile, all independent variables simultaneously have a significant effect on the dependent variable if the significance level is > 0.05 (Ghozali 2018).

Table 3. Hypothesis Test Result

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7,459	3	2,486	21,174	,000 ^p
1 Residual	11,273	96	,117		
Total	18,732	99			

a. Dependent Variable: Y
 b. Predictors: (Constant), X3, X1, X2

Source: data output IBM SPSS 25

Based on the results of the f-test table, it can be concluded that the service quality variable (X1), store atmosphere (X2), the application of health protocols (X3) have a significant influence on repurchase intention (Y). This can be proven by the value of sig. 0.000 < 0.05. Thus it can be concluded that the service quality variable (X1), store atmosphere (X2), application of health protocols (X3) have a significant influence on repurchase intention (Y).

5.3 Hypothesis Test Result (t-test/partially)

In this study, the confidence level set by the researcher is 95% and the significance level is 5%, so each independent variable partially shows the significance of the dependent variable if the significance level is <0.05. Meanwhile, if the significance level > 0.05, each independent variable partially does not have a significant effect on the dependent variable (Ghozali, 2018).

Table 4. T- Test Result

Coefficients

Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		1,292	,200
	X1	,277	2,952	,004
	X2	,278	2,736	,007
	X3	,231	2,512	,014

a. Dependent Variable: Y

Source: data output IBM SPSS 25

- Service quality variable (X1) has a value of Sig. $0.004 < 0.05$, which means that the service quality variable shows a partially significant effect on the variable of repurchasing interest (Y).
- The store atmosphere variable (X2) has a value of Sig. $0.007 < 0.05$, which means that the store atmosphere variable shows a partially significant effect on the repurchase interest variable (Y).
- The health protocol implementation variable (X3) has a value of Sig. $0.014 < 0.05$ which means that the variable of implementing health protocols shows a partially significant effect on the variable of repurchasing interest (Y).

5.5 Discussion

The influence of service quality on repurchase intention at Bookstore Gramedia Surabaya Tunjungan Plaza

The service quality variable (X1) shows a partially significant effect on the repurchase intention variable (Y). This can be proven through the results of the t-test which shows the value of Sig. By $0.004 < 0.05$, it can be concluded that the service quality variable (X1) shows a partially significant effect on the repurchase intention variable (Y). So, if the quality of service delivered by bookstore Gramedia Surabaya Tunjungan Plaza is getting better, the interest in repurchasing will also increase. This study has similar result from previous research claiming if customers getting a service, they will compare all their experiences based on their expectations and ideal perceptions of the service. In general, the higher the quality of service they received, the more customer will be satisfied and happier and it can affect the psychology of the customer towards repurchase intention (Huang et al. 2019). And this result suggesting that behavior and attitude of employees when serving customers can influence on repurchase intention.

The influence of store atmosphere on repurchase intention at Bookstore Gramedia Surabaya Tunjungan Plaza

The store atmosphere variable (X2) shows a partially significant effect on the variable of repurchase interest (Y). This can be proven through the results of the t-test which shows the value of Sig. $0.007 < 0.05$. Thus, it can be concluded that the service quality variable (X1) shows a partially significant effect on the repurchase intention variable (Y). The better the atmosphere of the store created by bookstore Gramedia Surabaya Tunjungan Plaza, it will make customers feel comfortable shopping there so that it can also increase their repurchase interest. The retail company image is in the Store Atmosphere that creates the company, because the store atmosphere can stimulate the psychological emotions of customers in shopping, and spend longer than previously planned (Hussain & Ali, 2018). Based on this result, cleanliness is the important indicators to increase repurchase intention, and this result is parallel with previous research suggesting that cleanliness has higher value than other ambiance factors. Cleanliness is can motivating customers to repurchase. With good hygiene, it is hoped that it will provide comfort and a good perception of Gramedia Tunjungan Plaza and motivate them to make repeat purchases (Saputra & Sukardi 2020)

The influence of application of health protocols on repurchase intention at bookstore Gramedia Surabaya Tunjungan Plaza

The variable of application the health protocol (X3) shows a partially significant effect on the variable of repurchasing interest (Y). This can be proven through the results of the t-test which shows the value of Sig. $0.014 < 0.05$, which means that the variable of the application of the health protocol shows a partially significant effect on the variable of repurchasing interest (Y). From the results of this study it can be concluded that Gramedia Tunjungan Plaza has implemented health protocols in accordance with the recommendations of the ministry of health. This result is parallel with (Jonathan et al., 2021) on his previous research that suggest implementation of strict and proper health protocols can gain the trust of customers and encourage transactions or return visits.

The Influence of Service Quality, Store Atmosphere, and Implementation of Health Protocols on Repurchase Intention at bookstore Gramedia Surabaya Tunjungan Plaza

Based on the results of the f-test table, it can be concluded that the service quality variable (X1), store atmosphere (X2), the application of health protocols (X3) have a significant influence on repurchase interest (Y). This can be proven by the value of sig. $0.000 < 0.05$. Thus it can be concluded that the service quality variable (X1), store atmosphere (X2), application of health protocols (X3) have a significant influence on repurchase interest (Y).

6. Conclusion

Based on the results of the research that has been described, the researchers can formulate research conclusions as follows:

1. **H1 is Accepted.** This can be proven through the results of the t-test which shows the value of Sig. $0.004 < 0.05$, thus it can be concluded that the service quality variable (X1) shows a partially significant effect on the variable of repurchase intention (Y).
2. **H2 is Accepted.** This can be proven through the results of the t-test which shows the value of Sig. $0.007 < 0.05$, Thus it can be concluded that the store atmosphere variable (X2) shows a partially significant effect on the variable of repurchasing intention (Y).
3. **H3 is Accepted.** This can be proven through the results of the t-test which shows the value of Sig. $0.014 < 0.05$, which means that the variable of the application of the health protocol shows a partially significant effect on the variable of repurchasing intention (Y).
4. **H4 is Accepted.** This can be proven by the value of sig. $0.000 < 0.05$. Thus it can be concluded that the service quality variable (X1), store atmosphere (X2), application of health protocols (X3) have a significant influence on repurchase intention (Y).

1. Recommendation

For the company

- To increase interest in repurchasing, companies can always strive for and evaluate the maximum service quality. In order to generate transactional, referential, preferential, and explorative interest effects
- To make customers feel more at ease while shopping, lighting elements in the store's atmosphere can be re-evaluated. Because according to customer feedback, they prefer warmer and brighter light.
- The company is expected to more frequently urge employees and all visitors who enter to continue to adhere to the implementation of existing protocols, for example, wearing masks properly inside the store. Or the company can always actively share photo evidence of the sterilization agenda on the company's website or social media in order to gain the trust of customers and encourage transactions or return visits.

For academics and general audiences

This research can be used as a basis for future research when using the same objects or variables. But it's good that in new research, it is hoped that there will be different variables in order to broaden the scope of research and produce different and more perfect data.

Acknowledgements

Thanks to the Ministry of Education and Culture through the Kedaireka program for realizing easy synergy between universities and industry in one platform, which facilitates and funds this research.

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Biographies

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