

DAFTAR PUSTAKA

- Agustin, I., Imma, D., Ridwan, A., dan Sari, N.P. (2024). Prioritas peningkatan kinerja bus listrik Metrotrans rute 7A Kampung Rambutan – Lebak Bulus Jakarta. *Jurnal Sistem dan Teknik Transportasi Indonesia*, 1(1), pp. 1-17.
- Ahdiat, A. (2023) .Penjualan retail turun pada September 2023 terendah sejak awal tahun. *Databoks* 25 October. Available at: <https://databoks.katadata.co.id/datapublish/2023/10/25/penjualan-retail-turun-pada-september-2023-terendah-sejak-awal-tahun> (Accessed: 4 June 2024, 18.00 WIB).
- Anggraeni, R., Iskandar, D., dan Sari, A. (2022) .*Manajemen bisnis ritel*. Malang: UB Press.
- Ardial, H. (2022) .*Paradigma dan Model Penelitian Komunikasi*. Jakarta: PT Bumi Aks.
- Asmare, A. and Zewdie, S. (2022) ,Omnichannel Retailing Strategy: A Systematic Review. *The International Review of Retail Distribution and Consumer Research*, 32(1), pp. 59-79.
- Li, Y., Hongyan, L., Qi, Z., and Meng, J. (2018). Customer's Reaction to Cross-Channel Integration in Omnichannel Retailing: The Mediating Roles of Retailer Uncertainty, Identity Attractiveness, and Switching Costs. *Decision Support Systems*, 109, pp. 50-60.
- Li, Z., Yafang, W., Cheng, Y., and Ying, Y. (2022). Price, Online Coupon, and Store Service Effort Decisions Under Different Omnichannel Retailing Models. *Journal of Retailing and Consumer Services*, 64.
- Cahyo, K.N., Aulia, D., and Aini, N. (2019) . Perancangan Sistem Informasi Pengelolaan Kuesioner Pelatihan pada PT Brainmatics Cipta Informatika. *Journal of Information System Research (JOSH)*, 1(1), pp. 45-53.
- Chanifah, R., and Handayani, E., and Fauzi, T. (2021) . Sikap dan Tingkat Kepuasan Petani Akan Introduksi Varietas Unggul Baru Padi Gogo. *Jurnal Ilmu Pertanian Indonesia (JIPI)*, 26(4), pp. 511-520.
- Darma, B. (2021) .*Statistika Penelitian Menggunakan SPSS*. Bogor: Guepedia.
- Fitri, D.A.R. (2019) .*Analisis Tingkat Kepuasan Konsumen Terhadap Bauran Pemasaran Ritel Pada Independent Minimarket di Kabupaten Sleman*. Undergraduate Thesis. Universitas Gadjah Mada.
- Fortuna, B.R., Amiruddin, S., and Wahyuni, R. (2022) . Analisis Kepuasan Konsumen Terhadap Kualitas Produk pada Rumah Makan Ayam Bakar Tolak Pinggang khas Bontonompo di Kabupaten Gowa. *Prosiding Seminar Nasional Persepsi Komda Sulselbar*. Makassar: Unhas Press.
- Grigoroudis, E. and Siskos, Y. (2010) . *Customer Satisfaction Evaluation: Methods for Measuring and Implementing Service Quality*. Greece: Springer.

- Hanninen, M., Verhoef, P.C., and Veldkamp, P. (2019) . Multi-Sided Marketplaces and The Transformation of Retail: A Service Systems Perspective, *Journal of Retailing and Consumer Services*, 49, pp. 380-388.
- Hayati, S., Haris, M., and Setiawan, R. (2006) .*Ilmu Pengetahuan Sosial Geografi 2*. Jawa Timur: Erlangga.
- Mudjanarko, S.W., Suhartono, E., and Budi, H. (2020) . *Metode Importance Performance Analysis (IPA) Untuk Mengukur Kinerja Prasarana Kereta Api Melalui Kepuasan Pelanggan*. Surabaya: Scopindo.
- Ngulube, P. (2021) . *Handbook of Research on Mixed Methods Research in Information Science*. USA: IGI Global.
- Nurhayati. (2023) . *Keputusan Pembelian dan Kepuasan Konsumen*. Pekalongan: NEM.
- Ozdemir, E. and Yilmaz, M. (2018) . Supply Chain Management Strategies and Risk Assessment in Retail Environment. *IGI Global*. USA.
- Pahlevi, R. (2021) . Nilai Penjualan Ritel Minimarket Lampau Supermarket dan Hypermarket pada 2020. *Databoks*. 24 November. Available at: <https://databoks.katadata.co.id/datapublish/2021/11/24/nilai-penjualan-ritel-minimarket-lampau-supermarket-dan-hypermarket-pada-2020> (Accessed: 4 June 2024, 18.00 WIB).
- Pahlevi, R. (2021) . Superindo Ritel Grosir Dengan Jumlah Gerai Terbanyak di Indonesia. *Databoks*. 26 November. Available at: <https://databoks.katadata.co.id/datapublish/2021/11/26/superindo-ritel-grosir-dengan-jumlah-gerai-terbanyak-di-indonesia> (Accessed: 4 June 2024, 18.00 WIB).
- Praestuti, C. (2020) . Marketing Mix Terhadap Kepuasan Konsumen Pada Mama-Mama Penjual Noken di Oyehe Kabupaten Nabire. *Jurnal Administrasi Bisnis*, 10(1), pp. 21-24.
- Pranata, M.N., Anugrah, P.T., and Rahman, S. (2019) . Analisis Kepuasan Konsumen Terhadap Kualitas Produk dan Pelayanan di Voltvet Eatery and Coffee Menggunakan Metode Customer Satisfaction Index (CSI). *Jurnal Rekayasa dan Manajemen Agroindustri*, 7(4), pp. 594-603.
- Purwatinah, A. (2021). *Pengelolaan Bisnis Ritel*. Jakarta: Gramedia Widiasarana Indonesia.
- Puspaningrum, A. (2017). *Kepuasan dan Loyalitas Pelanggan: Kajian Pelaku Pelanggan Hypermarket*. Malang: Media Nusa Creative.
- Pyo, S. (2012). *Benchmarks in Hospitality and Tourism*. London: Routledge.
- Rahmawati, W.T. (2023). Pertumbuhan Ritel Nasional Lesu di Semester I, Begini Kata Aprindo. Available at: <https://industri.kontan.co.id/news/pertumbuhan-ritel-nasional-lesu-di-semester-i-begini-kata-aprindo> (Accessed: 4 June 2024).
- Riyanto, S. and Putera, A.R. (2022). *Metode Riset Penelitian Kesehatan & Sains*. Sleman: Deepublish.

- Rosli, R., Ibrahim, I., and Zain, R. (2023) . Content Validity of Teachers' Efficacy Instruments Toward Implementing of Classroom Assessment in Primary Schools Using Content Validity Ratio (CVR). *Journal of Contemporary Social Science and Education Studies*, 3(2), pp. 22-31.
- Sayekti, I. (2024) . Superindo Luncurkan Aplikasi My Superindo Terbaru, Belanja Jadi Mudah & Tambah Seru. *PressRelease.id*. Available at: <https://pressrelease.kontan.co.id/news/super-indo-luncurkan-aplikasi-my-super-indo-terbaru-belanja-jadi-mudah-tambah-seru> (Accessed: 4 June 2024).
- Shi, S., Wang, R., and Shen, X. (2020) . Conceptualization of Omnichannel Customer Experience and Its Impact on Shopping Intention: A Mixed-Method Approach. *International Journal of Information Management*, 50, pp. 325-336.
- Srivastava, M. (2016). *Customer Relationship Management*. New Delhi: Vikas.
- Sugeng, B. (2022). *Fundamental Metodologi Penelitian Kuantitatif (Eksplanatif)*. Sleman: Deepublish.
- Suriansha, R. (2021). Omnichannel Marketing. *Journal of Economics and Business UBS*, 10(2), pp. 214-227.
- Syaifuddin, A. and Zarnelly. (2023). Mediacenter Website Quality Analysis Using Webqual 4.0 and IPA Methods. *JIRSE: Indonesian Journal of Informatic Research and Software Engineering*, 3(1), pp. 74-81.
- Umar, H. (2005). *Riset Pemasaran & Perilaku Konsumen*. Jakarta: PT Gramedia Pustaka Utama.
- Wahab, M. (2010). *Ensiklopedia Perdagangan Nasional*. Semarang: ALPRIN.
- Yusrizal and Rahmawati. (2022). *Pengembangan Instrumen dan Afektif*. Yogyakarta: Pale Media Prima.
- Zhang, X., Wang, R., and Lee, Y. (2024). Demonstrating The Influencing Factors and Outcomes of Customer Cxperience in Omnichannel Retail. *Journal of Retailing and Consumer Services*, 77.