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THE INFLUENCE OF THE STORE ATMOSPHERE TOWARDS CONSUMER ATTITUDES ON HYPERMART STORES

Gebby Maurizka Lembah[1], Jony Oktavian Haryanto[2]

[1] Faculty of Business, President University, Cikarang, Indonesia, gebby.lembah@student.president.ac.id
[2] Faculty of Business, President University, Cikarang, Indonesia, jony.haryanto@president.ac.id

ABSTRACT

The aim of this study is to examine how store atmosphere can influence Hypermart consumers' satisfaction, which then forms a repurchase intention and generates word of mouth. This study used data from 170 respondents obtained using the Purposive Sampling technique. The research data were analyzed using the Structural Equation Modeling (SEM) method with Lisrel 8.8 software. The results showed that music had a positive influence on store atmosphere and word of mouth. In addition, the store atmosphere has a positive influence on consumer satisfaction and repurchase intention. Afterward, consumer satisfaction has a positive influence on repurchase intention, and repurchase intention has a positive influence on word of mouth. The managerial implication in this study is that marketers should create an attractive store atmosphere to achieve consumer satisfaction to make consumers interested in repurchasing and in an effort to retain consumers to continue to generate abundant profits.

Keywords: store atmosphere, consumer satisfaction, repurchase intention, WOM

1. Introduction

Along with the development of an increasingly modern era, currently, a lot of changes are happening. Various changes such as changes in people's lifestyles to become consumptive and socio-cultural changes in people's styles to become more modern, thereby changing people's shopping behavior patterns (Putra, 2021). As a result, people tend to prefer shopping at modern stores such as Hypermart stores compared to shopping at traditional markets. In this case, marketing acts as a social discipline that will seek to understand the ways in which design, management, and marketing systems at all levels contribute to human life (Layton, 2019). This is essential to overcome the growing complexities of sustainable living in this modern era. Hypermart is one of the largest retailers that provides a complete variety of customer needs. Knowing that customers want a shopping place that can be easily accessed to meet their needs, each store has a standard structure and rules. What is meant is the layout of the place, the type of goods/services, and the atmosphere of the store. In a store, the atmosphere is the most important thing to attract consumers. This makes it important for marketers to create an attractive store atmosphere, convenience store, store facilities, and store services that provide a wide variety of goods to meet people's daily needs.

An increasingly dynamic market requires marketers to continuously improve and innovate in retaining their consumers. Marketers must be able to learn and understand consumers' needs and wants. Through the store atmosphere created, marketers try to communicate various information such as existing services, products, prices, to the availability of merchandise. The store must form a planned atmosphere that is suitable for its target market and can attract consumers to buy. In addition, marketers also need to meet the expectations held by consumers. A good store atmosphere will allow an increase in sales, consumers satisfaction shopping at the store, and attract consumers well to make repeat purchases. The more fulfilled the expectations of consumers, the higher the level of consumers will feel satisfied because consumer satisfaction is the result of comparing expectations, experience quality, and privacy (Vasić, Kilibarda, & Kaurin, 2019). It is necessary to have strategies in marketing their products so that consumers can be maintained and can be increased even more. If consumers are satisfied, then they will make purchases repeatedly. To provide satisfaction to consumers, marketers have strategies to create

consumer satisfaction by providing interesting experiences and quality services by creating good experiences and good quality.

Marketers purposely try to understand consumers' attitudes and consumer purchase intentions. Purchase intention has been defined as influenced by attitude (Basha & Lal, 2018). In carrying out their business activities, both engaged in the field of goods or services products marketers are always profit-oriented to get optimal profits. For marketers, understanding consumer behavior is the most important thing for the success of their strategy, which can influence consumers' purchase intentions. Therefore, they need to create a shopping experience that is dynamic, exciting, and emotionally satisfying (Hanh & Ahammad, 2017). It is found that marketers have shown the increasing importance of all activities, such as the process of selling products and services, store layouts, and varying environments will always affect the individual. Hence, marketers need to have a strategy to meet the personal needs of individual consumers.

Due to the large number of marketers selling similar products, consumers will choose one retailer over another. It is known that differential factors increase consumer attractiveness has become a major concern (Erickson, Daucé, & Legohérel, 2018). Currently, marketers need an attractive store atmosphere and a good image in a company to survive in competition with its competitors and to attract consumer purchase intentions (Kumar & Kim, 2014). Store atmosphere affects the emotional state of consumers, which will cause an increase or decrease in purchase intention. Therefore, in a competitive situation, a store must have a strategy to define its unique characteristics that will attract consumers (Kumar & Kim, 2014). Intense competition in the business venture makes marketers as business actors have to maximize excellence with various marketing strategies used to create consumer satisfaction. One of the strategies used by marketers is to make the store atmosphere comfortable. A well-designed store atmosphere will be able to encourage consumers to make purchases of the product. In this case, the atmosphere is a space consisting of various elements such as shape, size, temperature, and music. It is referred to as all physical and non-physical elements of a store that can influence consumers' purchase intention because it produces a certain emotional effect (Hussain, Riaz, Ali, & Mazhar, 2015). It is known that the store atmosphere not only provides a pleasant buying environment but also can add value and provide its image for consumers.

At this time, marketers are trying to make the store environment as attractive as possible to generate positive profits so that consumers are more interested in visiting and buying their products. In-store such as displays and promotions at the point of purchase, background music, and supportive store personnel have a positive influence on the enjoyment of shopping which can lead shoppers to engage in impulse buying (Hashmi, Shu, & Haider, 2020). Based on the current situation experienced by marketers, the author will research more about the store atmosphere that attracts consumers to spend more time, buy more products offered in the store repeatedly, and have positive word of mouth. It was found that the atmosphere of the store can influence consumer satisfaction so that it affects consumers to make repeat purchases. The author will discuss how store atmosphere can affect consumer attitudes and the satisfaction to make repeat purchases, and positive word of mouth occurs. The purpose of this study is to complement previous research by identifying the importance of marketers considering store atmosphere to influence consumers' repurchase intentions. In addition, this study will also complement the shortcomings of previous research to examine more deeply the role of store atmosphere on consumer attitudes.

Tulipa, Gunawan, & Supit (2014) examined physical facilities, product display, and place of purchase as a store environment that can affect positive emotions, satisfaction, and repurchase intention. One of the findings in the study stated that positive emotions could not be used to attract people to make repeat purchases in the future. Thus, this study will fill the gap from previous research by examining more deeply that the store atmosphere is not just a physical facility, product display, and place of purchase as a store environment. This study will be explained further that the store atmosphere includes music, fragrances, and layouts designed to produce special effects, positive emotional responses, and perceptions on consumers. It was found that there was a response effect and a positive emotional effect through the store atmosphere, which resulted in consumer satisfaction, repurchase intentions, and positive word of mouth.

2. Literature Review

2.1 Store Atmosphere

Marketers create a store atmosphere by designing an in-store buying environment. In the store atmosphere, the variables such as layout, sound, music, aroma, and visual factors can affect the surrounding environment. This is deliberately done by marketers to make consumers interested in being in the store environment; then, there is a possibility for consumers to make purchases. A previous study found that when consumers feel happy and comfortable with the store environment, consumers tend to spend extra time in the store because of the pleasant environmental stimuli (Akram, Hui, Khan, Hashim, & Rasheed, 2016). The research found that music can be

defined as a pleasant sound that impacts consumers' conscious and unconscious decisions (Yildirim, Cagatay, & Hidayetoglu, 2015). Marketers are well aware that a sizable portion of sales volume is generated by the nature of impulse buying from consumers, which of course, will have an impact on increasing profits. Music induces positive emotions and cognitive responses in impulse buyers and can also form subconscious associations (Barros, Petroll, Damacena, & Knoppe, 2019). Impulse buying occurs when consumers experience a sudden event, often a very strong urge to buy something immediately.

In 2020, research was conducted on several retail stores that play music and found that retail stores need to provide a wide selection of music and colors that are accessible to allow customers to enjoy their time in-store (Anwar, Waqas, Zain, & Kee, 2020). This is done to make consumers spend a lot of time choosing products, enjoying themselves in retail stores, and having the desire to visit retail stores repeatedly. From the research, it is known that the influence of music played in the store has a significant relationship to attitudes, moods, and perceptions of consumer buying behavior. In this case, music becomes one of the store atmosphere variables and becomes an emotional stimulant to encourage behavioral responses from the buyer's subconscious mind.

To this day, music is one of the most widely used atmospheric factors and is part of the atmospheric elements that can have a significant impact on the customer experience (Wen, Leung, & Pongtornphurt, 2020). This makes marketers continue to strive to build a store atmosphere as a means to generate positive profits by playing music in the store. Marketers are no longer just focused on sales; they are also focused on enhancing the consumers and engaging consumer experiences. In this case, music plays a role as part of the atmosphere of a store that affects consumer behavior and makes the atmosphere of the store attractive so that consumers will have a service experience when visiting the store. Therefore, we construct the hypothesis such:

H1: Music significantly has a positive influence on the store atmosphere

2.2 Consumer Satisfaction

Individuals will always consume products in their daily life and experience emotions related to what they consume (Calvo-Porral, Ruiz-Vega, & Lévy-Mangin, 2018). Past experiences owned by consumers will form an attitude towards the products they consume. By having experience consuming a product, consumers will have expectations based on their knowledge, which will influence their actions in the future. There will be the satisfaction that consumers will always consumers seek. Research on user experience emphasizes the importance of visual elements in-store environment design as an important way to satisfy consumers by providing a positive shopping experience (Hwang & Oh, 2020). Consumers' satisfaction is one of the main determinants of achieving company goals through purchasing schemes which have a major influence on consumer retention. It is a condition where the needs, desires, and expectations of consumers for a product and service are appropriate or fulfilled as they should be.

Consumers will feel satisfied after buying or using a product that has good quality. This is because the quality of the goods provided together with the service will affect consumer perception. Consumers will have a positive perception and are more interested in a product that is pleasant and satisfying. In addition, self-esteem can also make consumers feel satisfied. Consumers tend to feel proud and believe that others feel admiration for them when they use a product with a higher level of satisfaction. Understanding consumer satisfaction and dissatisfaction is a consumer response to the evaluation of the perceived discrepancy between expectations and the actual performance of the product perceived by the wearer. Research on consumer experience emphasizes the importance of visual elements in-store environment design as an important way to satisfy consumers by providing a positive shopping experience (Hwang & Oh, 2020). In this case, satisfaction is not directly measured but concluded based on the suitability/discrepancy between the consumer's expectations with the actual performance of the product. Marketers need to create quality services for consumers so that they will feel satisfied and decide to become repeat consumers to retain consumers for a long time.

Every consumer has a different level of satisfaction. However, if marketers can provide products and services following what consumers want and need, then consumers will feel satisfied. Consumer satisfaction is one thing that has an important role in business because it is a major milestone in the success of a business. To fulfill consumer satisfaction, marketers need to know the needs and desires of consumers that change from time to time. Therefore, marketers create a store atmosphere to attract the attention of consumers to visit, making it easier to find the items they need, making consumers stay in the store for a long time, influencing them to make purchases, and providing satisfaction in shopping.

In addition to service and product quality, pricing strategy, the physical environment, and store characteristics are the main factors that can affect consumer satisfaction (Zhong & Moon, 2020). Consumers can feel and interpret service stimuli in the physical form and atmosphere of the store. The atmosphere can trigger physiological responses in individuals that affect a comfortable or uncomfortable state, in this case, the consumer's internal physiological response to the store atmosphere (Bustamante & Rubio, 2017). This response of physical comfort or discomfort is fostered by the atmosphere of the store. Therefore, we construct the hypothesis such:

H2: Store atmosphere has a significant positive influence on consumer satisfaction

To increase consumer satisfaction, marketers take several ways, such as playing music according to the type of store to trigger a pleasant mood. Consumers not only respond to the goods and services offered but also respond to a pleasant buying environment for consumers. This makes the consumer choose an attractive store and make a purchase, and have thoughts about the store environment based on their feelings and emotions that are formed due to aesthetic cues such as store layout, store atmosphere, color, and music (Anwar, Waqas, & Kee, 2020). Therefore, the environment created by marketers needs to get a positive response from consumers to get a great opportunity for the store to be visited.

In a store atmosphere, music is one of the atmospheric variables that marketers can easily control directly to make consumers satisfied. With music, marketers use service capes as a way to create a good consumer experience but also to influence consumer behavior (Israel, Rosenboim, & Shavit, 2022). In this case, music acts as a dynamic variable because it can be easily changed quickly, in contrast to others such as decoration, lighting, or the layout of a building which acts as a static variable (Disastra, Suryawardani, & Sastika, 2019). In short, music is one of the important mood variables because it can reduce the potential negative consequences that arise, build a competitive advantage in service, and be used to create consumer satisfaction. Therefore, we construct the hypothesis such:

H3: Music significantly has a positive influence on consumer satisfaction

2.3 Repurchase intention
It is the desire and action of consumers to repurchase a product because of the satisfaction received according to the desire. Satisfaction can be a measure of the level of consumer feelings after comparing the results they feel compared to their expectations. Where if the results do not meet expectations, consumers will feel dissatisfied. Conversely, if the results follow consumer expectations, then consumers will feel satisfied. Products that are always remembered by consumers will cause them to continue the purchase and make repeat purchases. Repurchase intention is one of the main drivers that motivate buyers to continue buying products or services because of the feeling of pleasure and satisfaction of consumers (Trivedi & Yadav, 2018). Thus, repurchase intention is the desire of consumers to repurchase a product in the form of goods or services that have previously felt the benefits and quality (Ilyas, Rahmi, Tamsah, Munir, & Putra, 2020). Marketers generally want consumers to be retained for a long time. This is not an easy thing, considering changes that can occur at any time to consumers, such as changes in psychological aspects and environmental conditions. These changes affect the social psychology and culture of the consumers, which then has an impact on the consumers purchasing decision process. Consumers who make repeat purchases are a valuable asset for marketers because there are many benefits derived from the existence of consumers who make repeat purchases.

Along with the times, marketers began to take advantage of the store atmosphere to attract consumer purchase intentions. This happens because marketers know clearly that some consumers prefer to enjoy all processes such as selection, payment, purchase, and store atmosphere. Marketers strengthen their market position by stimulating consumer purchase intention to increase consumers. One way to stimulate consumer purchase intention is by setting up a store atmosphere. Marketers make the store atmosphere part of the facility because the atmosphere can create consumer comfort that will support consumer repurchase intention. Studies of the atmosphere show that the store atmosphere affects the number of purchases (Mzoughi & Garrouch, 2022). Variables such as layout, sound, and music are very influential in creating a comfortable store atmosphere and can affect consumer perceptions and emotions to make repeated purchases. Therefore, we construct the hypothesis such:

H4: There is a significant influence of store atmosphere on consumers' repurchase intention

Repurchase intention can also be referred to as purchase intention, which can be interpreted as the behavior of consumers who buy a product repeatedly. To create repeat consumers, marketers develop strategies for setting up store elements. Creative store setting elements can influence the store selection process and consumer buying intentions. Creativity creates a good store atmosphere through store atmosphere variables which include store appearance, music playback, colors, and aromas in the store, providing added value to the products sold. In addition, the store atmosphere variable also creates a pleasant buying environment for consumers so that consumers choose stores and make purchases. It has been found that music will make consumers stay longer in the store and significantly affect consumers' purchase intentions (Hussain, Riaz, Ali, & Mazhar, 2015). Through visuals, lighting, colors, music, and fragrances are designed to produce special effects or emotional responses and perceptions on consumers so that they are willing to make purchases and possibly increase consumer repurchase intentions.

Many studies have found that music has an important role in creating an attractive store atmosphere. Decades of research have shown that music influences most of the mental processes of consumers that occur at the subconscious level, including decisions made as consumers (Cherubino, 2019). It was found that music is one of the main elements as a visible stimulus that has a direct effect on psychological, personal, demographic, socio-cultural, and economic factors that influence consumer buying behavior. It is known that purchase intention does not only depend on the goods and services offered but also depends on a pleasant buying environment for consumers. The pleasant impression obtained from a visit has an impact on perceptions in the minds of consumers, which can lead to repurchase interest. Adjusting the appropriate music can provide consumers satisfaction and comfort so that they stay longer on location. In particular, it is necessary to focus on improving the quality of store employees, designing appropriate layouts, and playing appropriate music to make consumers satisfied and comfortable spending time in the store so that consumers will come back to make repeat purchases (Saad & Metawie, 2015). Therefore, we construct the hypothesis such:

H5: Music significantly has a positive influence on repurchase intention

Repurchase intention is a reflection of consumer behavior to buy the same product in the future. It is strongly influenced by the satisfaction of consumers because consumers who are satisfied with a product or service brand that is consumed or used will make repeat purchases. Achieving customer satisfaction is identified as the core of the marketing concept, given that satisfied consumers tend to repeat their consumption experiences or make repeat purchases (Pedragosa, Biscaia, & Correia, 2015). At this time, marketers are competing to be able to compete with competitors to maintain their business. The existence of intense competition and the number of competitors makes marketers try to satisfy their consumers and will repeat purchases. Consumers who are satisfied both with the goods and/or services are likely to repurchase from the provider or bidder for the goods or services (Meilatinova, 2021). Therefore, we construct the hypothesis such:

H6: Consumer satisfaction has a positive influence on consumer repurchase intention

2.4 Word of Mouth

The success of marketers in influencing consumers is largely determined by how marketers build communication with consumers about the products offered. One of the important components that need to be implemented in marketing activities is promotion. Promotional activities not only function as a means of communication between marketers and consumers but also as a tool to influence consumers in purchasing activities according to consumer needs and consumer satisfaction. The perceived satisfaction with a product's performance can also make consumers recommend the product to others (Ilyas, Rahmi, Tamsah, Munir, & Putra, 2020). One of the most attractive and effective promotional strategies is the strategy of delivering information by word of mouth (Meilatinova, 2021). This strategy is a form of promotion in the form of word-of-mouth recommendations about the goodness in a product which come from consumers who do not need to get anything in return from marketers.

Consumers have an important role in promoting and communicating to others about certain products offered by marketers. Interested consumers will share their experiences with other potential consumers. Communication conveyed by consumers can produce a negative or positive image. Word of Mouth can have a positive impact on business people because it can influence individuals to consume the products they produce. A positive image can trigger consumer buying interest, and a negative image can trigger consumers to be reluctant to make a purchase. A positive and unique image stimulates a person to share their experiences with other potential consumers, which results in curiosity and can foster consumer purchase intentions. With the emergence of consumer purchase intention, marketers can push that interest into action so that it can make some people become regular consumers who will promote their products to others. Factors such as atmosphere, layout, smell, music, and employees elicit emotional responses and ultimately influence consumers' behavioral intentions such as revisit intentions and positive word of mouth (Han, Nguyen, Song, Lee, & Chua, 2018). Therefore, we construct the hypothesis such:

H7: Store atmosphere has a positive influence on word of mouth
H8: Music has a positive influence on word of mouth

Before deciding to buy a product, consumers often look for information about the product to be purchased. Information search is conducted to determine the suitability of product use with consumer needs. Consumers who make repeat purchases are consumers who are satisfied with the products offered by marketers. When the consumers are satisfied and make repeat purchases, the consumers will promote the product to others (Sudari, Tarofder, Khatibi, & Tham, 2019). Someone will trust other people's opinions based on their experiences compared to advertisements made by marketers. In other words, it can also be interpreted that consumers who repurchase are factors that encourage positive word-of-mouth communication. This can be a recommendation to other potential consumers and say good things about the product and the company that provides the product.

Therefore, repurchase intention in consumers is important for marketers because consumers who make repeat purchases will consume their products continuously and promote the products. We construct the hypothesis such:
H9: Consumer repurchase intention has a positive influence on word of mouth

There are three AR attributes: AR interactivity, AR vividness, and AR novelty (McLean & Wilson, 2019). AR interactivity shows that AR can make consumers interact with their surroundings and regulate what they see by combining consumers' real environment and sensory information digitally, including interactive visuals, sounds, and tactile information (Dwivedi et al., 2020; Carrozzi et al., 2020; Carrozzi et al. al., 2019; Hilken et al., 2018; Javornik, 2016; Yim et al., 2017). AR vividness shows that AR can represent an image realistically and in detail due to combining the real world and the virtual world (Hilken et al., 2018; van Esch et al., 2016). AR novelty shows that AR is a new technology that can provide unique and specific sensory information based on the user's current state or situation (Petit et al., 2019).
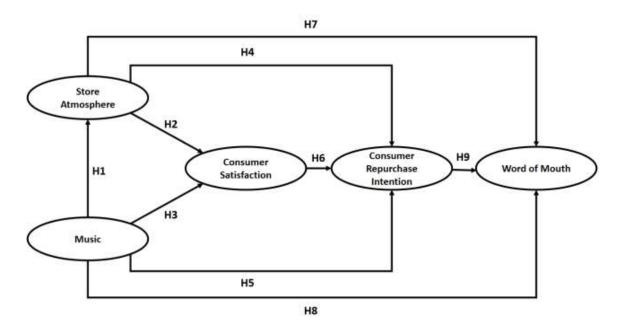

Figure 1. Research Model designed by the author
Source: Adjusted by researcher, 2022

3. Research Method

Since the early 1950s, social or behavioral scientists, including management, have developed a research method called Structural Equation Modeling (SEM). Previously the SEM method was only good at the conception level and still cannot be operationalized due to technological limitations. With the rapid development of computer technology, the SEM method is now increasingly recognized and widely used in behavioral and management research. SEM (Structural Equation Modeling) is usually used to explain several statistical relationships simultaneously through visualization and model validation (Dash & Paul, 2021). It is a statistical modeling technique that is very cross-sectional, linear, and general.

In this method, there is factor analysis, path analysis, and regression. Thus, the method that will be used in this study is the SEM method which uses a Likert scale measurement scale from a scale of 1 (strongly disagree) to a scale of 5 (strongly agree) where respondents will agree or disagree on various questions about behavior, objects, and events. In addition to using SEM, the researcher also conducted interviews with several respondents who gave answers that they disagreed/strongly disagreed with to find out and fulfill the completeness of this study. This study will provide an overview of behavior, measure the relationship between independent and dependent constructs, and measure the relationship between indicator variables and constructs. The combination of structural and measurement model testing allows the researcher to perform factor analysis along with hypothesis testing.
The data collection method in this study used a survey method with data collection tools in the form of questionnaires distributed to 170 both men and women aged over 20 years old who had visited the Hypermart store repeatedly. In addition, the purposive sampling method was also used in this study. Purposive sampling is

used to select respondents who are most likely to produce appropriate information to ensure that certain types of cases that can be included are part of the final sample in the research study (Campbell et al., 2020). This sampling technique aims to conclude the store atmosphere that can influence consumer attitudes when visiting Hypermart stores. Previously, a pre-test was carried out on 30 respondents to see the validity and reliability of each indicator that would be used as questions in the questionnaire to validate adaptation to the existing scale. This is to ensure readiness in filling out the questionnaire. This pre-test research is focused on ensuring that the items are correctly understood.

4. Results and Discussion

4.1 Respondent Data

The following section presents the descriptive analysis results of respondents' profiles, which were necessary to clarify the survey. In this study, the characteristics of respondents include gender, age group, marital status, profession, and amount of monthly outcome. Respondents' data in this study can be seen in Table 1. Respondents in the study were dominated by females 66.5 percent, then the age group ranged from 20 to 25 years at 68.2 percent, followed by the age group range from 26 to 30 years at 17.6 percent. Most of the respondents are unmarried, as much as 77.6 percent. The respondent's profession is dominated by private workers, as much as 39.4 percent. Then, for the most dominant monthly expenditure category, which is more than 6 million by 30 percent.

Table 1. Research Respondent Data

CHARACTERISTICS	TOTAL RESPONDENT	PERCENTAGE
GENDER		
Male	57	33.5 Percent
Female	113	66.5 Percent
Total	**170**	**100 Percent**
AGE		
20-25	116	68.2 Percent
26-30	30	17.6 Percent
31-35	10	5.9 Percent
36-40	6	3.5 Percent
>40	8	4.7 Percent
Total	**170**	**100** Percent
MARITAL STATUS		
Married	38	22.4 Percent
Unmarried	132	77.6 Percent
Total	**170**	**100** Percent
PROFESSION		
College Student	36	21.2 Percent
Government employees	8	4.7 Percent
Entrepreneur	32	18.8 Percent
Private	67	39.4 Percent
Lecturer	1	0.6 Percent
Others	26	15,3 Percent
Total	**170**	**100** Percent
MONTHLY OUTCOME		
< 2 Million	36	21.2 Percent
2 Million - 4 Million	40	24.1 Percent
4 Million - 6 Million	41	24.7 Percent
> 6Million	50	30 Percent
Total	**170**	**100** Percent

Source: Adjusted by researcher, 2022

4.2 The goodness of Fit Measurement

By using the SEM method and Lisrel 8.80 as a measuring tool, the overall suitability test of the structural model is obtained, which results in a Goodness of Fit suitability value. The suitability value is shown in the following table:

Table 2. The goodness of Fit Measurement

Fitness Item	Cut-Off Value	Value	Remarks
GFI	GFI *greater than* 0.90	0.84	Marginal Fit
RMSEA	RMSEA *less than* 0.08	0.071	Good Fit
NNFI	NNFI *greater than* 0.90	0.96	Good Fit
NFI	NFI *greater than* 0.90	0.95	Good Fit
RFI	RFI *greater than* 0.90	0.93	Good Fit
IFI	IFI *greater than* 0.90	0.97	Good Fit
CFI	CFI *greater than* 0.90	0.97	Good Fit

Source: Adjusted by researcher, 2022

Based on the table above, in general, it can be concluded that the research model has a good level of conformity. This can be seen from the estimated value, which is dominated by the value with a good level of conformity (Good Fit). However, it appears that there is one measure that is below the good fit measure; it was GFI but is still within the scope of marginal suitability. The resulting GFI value of this second-order model was 0.84. The value falls larger than 0.80, yet it does not meet the minimum goodness of fit requirement at 0.90. This outcome justifies the model to be fit only at the marginal level. The result of the RMSEA calculation was 0.071. The model could be seen as sufficiently fit because it was less than the maximum allowed error value at 0.08. The NNFI value had to fall to a minimum of 0.90. It is similar justification similar to the NFI. In this case, the result of the NNFI value was 0.96, and NFI was 0.95, which means that the model was a good fit. RFI and IFI values had to fall at a minimum of 0.90, and the result of RFI and IFI, in this case, is 0.97 In, which means that the model was a good fit. CFI score requirement has to be more than 0.90. In this case, the result of CFI was 0.97, which means the justification for the model was a good fit model.

Table 3. Hypothesis Testing

Hypothesis	t-value ($\lvert t \rvert$ greater than or equal to 1.96)	Remarks
H1: Music has a positive influence on the store atmosphere	6.44	Accepted
H2: Store atmosphere has a positive influence on consumer satisfaction	7.11	Accepted
H3: Music has a positive influence on consumer satisfaction	1.40	Rejected
H4: Store atmosphere has a positive influence on consumer repurchase intention	3.90	Accepted
H5: Music significantly has a positive influence on consumer repurchase intention	0.34	Rejected
H6: Consumer satisfaction has a positive influence on consumer repurchase intention	3.30	Accepted
H7: Store atmosphere has a positive influence on word of mouth	1.59	Rejected
H8: Music has a positive impact on word of mouth	1.49	Rejected
H9: Consumer repurchase intention has a positive impact on word of mouth	3.85	Accepted

Source: Adjusted by researcher, 2022

In the results of data processing, it was found that music had a positive effect on the store atmosphere; these results can be seen in the hypothesis testing table, which shows | t | is 6.44, meaning that the hypothesis has met

the predetermined statistical requirements (| t | greater than or equal to 1.96). In the results of testing hypothesis 1, it was found that the store atmosphere generates positive profits by playing music in the store can make consumers have an interesting experience. Several respondents consider that music plays a role as part of the store atmosphere, which makes the store atmosphere attractive so that consumers will have a service experience when visiting the store. This study examines whether music makes the atmosphere of the Hypermart store more attractive so that it can make their mood positive, generate satisfaction for consumers, create a pleasant atmosphere when shopping, make them spend more time at the Hypermart store, and motivate them to buy more products at the Hypermart store. The results found that each indicator produces a positive value where the answers to respondents are dominated by answers that agree and strongly agree. Thus, it can be concluded that music has a positive effect on the atmosphere of the store. This is because the influence of music played in the store has a significant relationship to attitudes, moods, and perceptions of consumer buying behavior to encourage behavioral responses from the buyer's subconscious. This is in line with previous research, which found that music can be defined as a pleasant sound that influences consumers' conscious and unconscious decisions. Previous research has also concluded that music induces positive emotion and cognitive responses in impulsive buyers and can also form subconscious associations (Barros, Petroll, Damacena, & Knoppe, 2019). Thus, it can be concluded that stores that play music will have a good atmosphere and are positively accepted by visiting consumers.
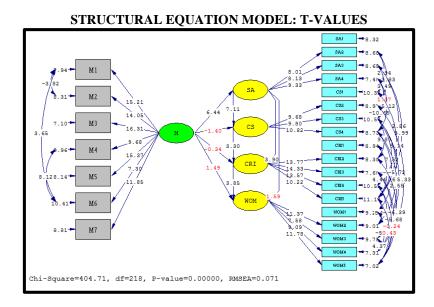
STRUCTURAL EQUATION MODEL: T-VALUES

Figure 2. Structural Equation Model: T-Values
Source: Adjusted by researcher, 2022

From hypothesis 2, it was found that the atmosphere of the store had a positive effect on consumer satisfaction. Where the results can be seen in the hypothesis testing table, which shows the results| t | is 7.11, meaning that the hypothesis has met the statistical requirements that have been determined (| t | greater than or equal to 1.96). In this hypothesis, it is found that the store atmosphere is one way for marketers to satisfy consumers by providing services in the form of an impressive shopping experience. It was found that an attractive store atmosphere influences consumers when shopping so that those who are interested in the store atmosphere will have their satisfaction. In this study, respondents assessed whether the influence of layout and an attractive atmosphere at the Hypermart store could affect attitudes, moods, and perceptions of their buying behavior. This influence stimulates someone when shopping because they are interested in the atmosphere of the Hypermart store, decide whether to stay at the Hypermart store, and decide which behavior they will do while in the Hypermart store.

This study examines whether the layout of the Hypermart store affects consumer satisfaction, whether the hypermart store's design affects consumers' purchase intention, whether an attractive store atmosphere makes consumers decide to make repeat purchases, and whether an attractive store atmosphere has a positive influence on consumer satisfaction. In the results found, each indicator produces a positive value where the answers to respondents are dominated by answers that agree and strongly agree. Thus, it can be concluded that the store atmosphere positively affects consumer satisfaction. This is because consumers will feel satisfied after having a memorable experience, and their expectations for the service they receive are appropriate. Service quality will affect consumer perceptions to be positive and more interested in something pleasant and satisfying. In line with

previous research, satisfaction is described as a process that begins with forming consumers' expectations and ends with communication from the experience gained. It can be said that satisfaction can be measured based on the suitability/incompatibility between consumers' expectations and actual service performance.

Based on the results of testing hypothesis 3, it was found that music did not have a positive effect on consumer satisfaction; this can be seen in the hypothesis testing table, which shows the value of | t | was 1.40, which means that the hypothesis does not meet the statistical requirements that have been determined (| t | greater than or equal to 1.96). In this study, it was found that playing music at the Hypermart store did not affect consumer satisfaction. This is contrary to previous research conducted by Anwar, Waqas, & Kee (2020), which concluded that consumers have thoughts about the store environment based on their feelings and emotions that are formed due to aesthetic cues such as store layout, store atmosphere, and music. Researchers suspect that the respondents in this study are those who lack or may not like music, so they have lower positive attitudes towards music played at Hypermart stores. This is also supported by the results of the researchers' observations on the questionnaires distributed to respondents. It was found that some respondents' answers were dominated by disagreeing and strongly disagreeing. According to these respondents, they strongly disagree because the music played at the Hypermart store often does not follow the type of music they like. It is known that music has various characteristics, namely rhythm, melody, harmony, and expression. Previous research concluded that various songs could stimulate consumers to purchase more intensively depending on their characteristics. In this case, the characteristics of the music played at the Hypermart store do not match the respondent's background, which is dominated by millennials. This is because, unlike a restaurant or cafe whose music is liked by millennials, Hypermart is a retail store that targets every group and family, which is not dominated by millennials. This is what makes music on Hypermart no effect on consumer satisfaction in this study. Given that the age of most respondents in this study is the age of 20-25 years old.
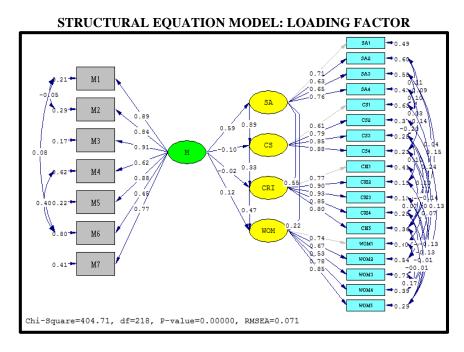
STRUCTURAL EQUATION MODEL: LOADING FACTOR

Figure 3. Structural Equation Model: Loading Factor
Source: Adjusted by researcher, 2022

Based on the results of hypothesis 4 testing, it was found that the store atmosphere positively affected consumer repurchase interest. The results can be seen in the hypothesis testing table, which shows the results| t | was 3.90, meaning that the hypothesis has met the statistical requirements that have been determined (| t | greater than or equal to 1.96). In this hypothesis, it is found that consumers' satisfaction with the services provided will be remembered by consumers, causing them to continue purchasing and make repeat purchases. In this study, respondents assess whether they will repurchase products they know and decide to repurchase if their assessment is positive, as expected, memorable and satisfied with the Hypermart store.

In the results found, each indicator produces a positive value where the answers to respondents are dominated by answers that agree and strongly agree. Thus, it can be concluded that the store atmosphere positively affects consumer repurchase interest. This is because variables such as layout, sound, and music are very

influential in creating a comfortable store atmosphere and can influence consumer perceptions and emotions to make repeat purchases. In addition, the store atmosphere variable also creates a pleasant buying environment for consumers to choose stores and make purchases. In line with previous research, the store atmosphere affects the number of purchases. Lovelock and Wirtz (2016) state ambient conditions as characteristics around the store environment that can be perceived by the five senses, such as light, color, sound, air temperature, aroma, and music. These characteristics will unconsciously affect consumers' emotions, attitudes, and behavior. If all these characteristics are formed properly, a service environment will be produced that follows consumer demand. It can be concluded that consumers' emotional responses and perceptions make them willing to increase repurchase intentions.

From the results of testing hypothesis 5, it was found that music did not have a positive effect on consumer repurchase interest; this can be seen in the hypothesis testing table, which shows the value of | t | was 0.34, which means that the hypothesis does not meet the statistical requirements that have been determined (| t | greater than or equal to 1.96). In this study, it was found that playing music at the Hypermart store did not affect consumers' repurchase intentions. This is contrary to previous research, which concluded that music is one of the main elements as a visible stimulus that directly affects psychological, personal, demographic, socio-cultural, and economic factors that influence consumers buying behavior. It is also contrary to other previous research conducted by Cherubino (2019), saying that music affects most of the mental processes of consumers that occur at the subconscious level, including decisions made as consumers. The researcher suspects that the respondents in this study are those who lack or cannot be sure of having the appropriate taste in music for various music played on Hypermart so that when inappropriate music is played, it does not affect their interest in making repeat purchases. This is evidenced by previous research, which says that music that is suitable for playing in a store will make consumers satisfied and comfortable spending time in the store so that the next time consumers will come back to make repeat purchases. Therefore, it can be concluded that Hypermart stores need to play the right music to provide consumers satisfaction and convenience so that they will be interested in making repeat purchases.

Based on the results of hypothesis 6 testing, it was found that consumer satisfaction positively affects consumer repurchase intentions. The results can be seen in the hypothesis testing table, which shows the results| t | is 3.30, meaning that the hypothesis has met the statistical requirements that have been determined (| t | greater than or equal to 1.96). In this hypothesis, it is found that consumers who are satisfied with a service will make repeat purchases. In the results found, each indicator produces a positive value where the answers to respondents are dominated by answers that agree and strongly agree. Thus, it can be concluded that consumer satisfaction positively affects consumer repurchase interest. This is because repurchase intention is one of the things that is strongly influenced by consumer satisfaction. This is the main reason marketers try their best to achieve consumer satisfaction. In line with previous research, achieving consumer satisfaction is identified as a core marketing concept with strong evidence of a positive effect of consumer satisfaction on repeat purchases. Supported by research from Meilatinova (2021), which concludes that consumers who are satisfied both with their goods and/or services are likely to make repeat purchases from providers or bidders for these goods or services.

The results of data processing on the results of testing hypotheses 7 and 8 found that the store atmosphere and music did not have a positive effect on WOM. This can be seen in the hypothesis testing table 7, which shows the value of | t | was 1.59. Hypothesis testing 8, which shows the value of | t | was 1.49, means that neither hypothesis does not meet the statistical requirements that have been determined (| t | greater than or equal to 1.96). In this study, it was found that the atmosphere at the Hypermart store did not influence WOM. This is in contrast to previous research conducted by Han, Nguyen, Song, Lee, & Chua (2018), which concluded that factors such as atmosphere, layout, smell, music, and employees elicit emotional responses and ultimately influence intentions, consumer behavior such as intention to revisit, and positive word of mouth. The researcher suspects that the respondents in this study are those who lack or cannot be sure of having an interesting experience regarding the atmosphere of the store and the music played at Hypermart, so they do not find the quality of service provided and are not interested in sharing their experiences with other potential consumers.

From the last hypothesis testing, it was found that consumer repurchase intention positively affects WOM. The results can be seen in the hypothesis testing table, which shows the results| t | is 3.85, meaning that the hypothesis has met the statistical requirements that have been determined (| t | greater than or equal to 1.96). In this hypothesis, it is found that consumer repurchase intention has a positive influence on WOM. In the results found, each indicator produces a positive value where the answers to respondents are dominated by answers that agree and strongly agree. Through the results of hypothesis testing nine, respondents behaved in a way when they were satisfied; they then made repeat purchases and told others. In addition, it was also found that respondents who have a positive assessment of the Hypermart store will return to make repeat purchases, interact with other people, and listen to opinions from other people regarding existing products/services.

This is because consumers tend to seek information about something before they want it. The information can be obtained from other consumers with experience. This they do so that the use of the product/service is

following what they need. Positive interactions made by consumers with other people have a positive impact because they can influence someone to visit or use products/services at the Hypermart store. In fact, in this study, respondents strongly agree that they will trust the opinions of others based on their experiences compared to advertisements made by marketers. A positive and unique image stimulates a person to share experiences with other potential consumers, which arouses curiosity and can foster consumer buying intentions. So, it can be concluded that consumers who make repeat purchases are factors that encourage positive word-of-mouth communication in line with previous research by (Sudari, Tarofder, Khatibi, & Tham (2019).

Goodness of Fit Statistics

Degrees of Freedom = 218
Minimum Fit Function Chi-Square = 518.12 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 404.71 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 186.71
90 Percent Confidence Interval for NCP = (134.01 ; 247.23)

Minimum Fit Function Value = 3.07
Population Discrepancy Function Value (F0) = 1.10
90 Percent Confidence Interval for F0 = (0.79 ; 1.46)
Root Mean Square Error of Approximation (RMSEA) = 0.071
90 Percent Confidence Interval for RMSEA = (0.060 ; 0.082)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0010

Expected Cross-Validation Index (ECVI) = 3.66
90 Percent Confidence Interval for ECVI = (3.35 ; 4.02)
ECVI for Saturated Model = 3.85
ECVI for Independence Model = 56.66

Chi-Square for Independence Model with 300 Degrees of Freedom = 9524.94
Independence AIC = 9574.94
Model AIC = 618.71

Saturated AIC = 650.00
Independence CAIC = 9678.34
Model CAIC = 1061.24
Saturated CAIC = 1994.13
Normed Fit Index (NFI) = 0.95
Non-Normed Fit Index (NNFI) = 0.96

Parsimony Normed Fit Index (PNFI) = 0.69
Comparative Fit Index (CFI) = 0.97
Incremental Fit Index (IFI) = 0.97
Relative Fit Index (RFI) = 0.93

Critical N (CN) = 88.90

Root Mean Square Residual (RMR) = 0.081
Standardized RMR = 0.064

Figure 4. Goodness of Fit Measurement
Source: Adjusted by researcher, 2022

5. Conclusion and Implications

Based on this research, it can be concluded that this research generally confirms that various determinants of consumer attitudes and purchasing decisions are triggered by personal experiences or from the testimonies of others. Music is one of the factors that positively affect store atmosphere; then, store atmosphere can create consumer satisfaction and determine consumer repurchase intentions so that consumers promote to other potential customers. In this study, it is highlighted that music and store atmosphere are strategies applied by marketers to attract consumers to make consumers promote them to other potential consumers. Previous research confirms that consumer satisfaction is a major factor in consumer repeat purchase decisions. The main support for increasing consumer satisfaction lies in fulfilling optimal expectations and positive testimonials. In this research, music as

one of the important variables of the store atmosphere plays an important role as part of the store atmosphere, which makes the store atmosphere attractive so that consumers will have a service experience when visiting the store. Playing music in the store can give consumers an interesting experience. This is because music can make consumers' moods positive, generate satisfaction, create a pleasant atmosphere when shopping, make them spend more time at Hypermart stores, and motivate them to buy more products.

Although music is an important variable for store atmosphere, in this study, it was found that playing music at the Hypermart store did not affect consumer satisfaction based on the results of the hypothesis test values conducted by the researcher. Researchers suspect that the respondents in this study are those who lack or cannot be sure of liking music, so positive attitudes towards Hypermart stores that play music tend to be lower. In addition, it was found that music also did not positively affect consumers' repurchase intention at Hypermart stores. The researcher suspects that the respondents in this study are those who lack or cannot be sure of having appropriate music tastes for various music played on Hypermart so that when inappropriate music is played, it does not affect their interest in making repeat purchases. It was found that the store environment, such as layout, design, and attractive atmosphere at the Hypermart store, influenced attitudes, moods, and perceptions of consumers' buying behavior. In this study, store atmosphere positively affects consumer satisfaction because consumers can have a memorable experience through an attractive store atmosphere that affects them when shopping, makes them interested in the store atmosphere, and feel satisfied. It was found that the Hypermart store's atmosphere positively influences consumer satisfaction and influences consumers' repurchase intentions.

The researcher found that satisfied consumers will make repeat purchases because their assessment is positive, as expected, memorable and satisfied with the Hypermart store. However, the store atmosphere and music in this study were found to have no positive effect on WOM based on the results of the value of the hypothesis test conducted by the researcher. The researcher suspects that the respondents in this study are those who lack or cannot be sure of having an interesting experience regarding the atmosphere of the store and the music played at Hypermart, so they do not find the quality of service provided and are not interested in sharing their experiences with other potential consumers. In line with several theories, an individual does not want to consume the products they produce because of bad experiences obtained from word of mouth. Then the results of the last hypothesis in this study found that consumer repurchase intention positively influenced WOM. It was found that when their consumers are satisfied, they will make repeat purchases and tell others so that positive word-of-mouth communication occurs, which makes someone share experiences with other potential consumers.

After conducting this research, several research implications were found as follows. Theoretically, music is a positive thing for the store atmosphere because it can affect repurchase intention and result in word of mouth among other potential consumers. In addition, the store atmosphere is also positive because it can satisfy consumers, make consumers want to repurchase, and result in word of mouth. This turns out that marketers can use it to retain consumers to continue generating abundant profits. Marketers should have an attractive store atmosphere, play fun music, and be accepted by all circles. This aims to help achieve customer satisfaction so that customers will decide to repurchase and recommend products/services at Hypermart to others. Empirically, this strategy can benefit marketers by having satisfied repeat consumers who decide to repurchase. It can be seen that, in particular, the variable of consumers' repurchase intention, in terms of the fulfillment of product/service expectations, will make consumers want to visit again (CRI 3) has the highest indicator, which is 0.93. This shows that consumers' expectations of Hypermart stores have been fulfilled, so they are interested in making repeat purchases. Therefore, it is important for marketers to create a comfortable store atmosphere to achieve satisfaction and attract consumers to repurchase. This study's expected results can be used as reference material for further researchers who research the same concept. For future research, it is hoped that researchers will use different variables from the variables used in this study to obtain more varied results from the influence of store atmosphere.

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