

REFERENCES

- Aeni, N. (2020). Effect Of Product Quality, Prices And Places On Purchase Decisions. *Journal of Research in Business, Economics, and Education*, 2(1), 391–398.
- Ajija, S. R., Sari, D. W., Setianto, R. H., & Primanthi, M. (2010). Cara Cerdas Menguasai Eviews. *ResearchGate*.
https://www.researchgate.net/publication/215447066_Cara_Cerdas_Menguasai_Eviews
- Altay, B. C., Okumuş, A., & Mercangöz, B. A. (2021). An intelligent approach for analyzing the impacts of the COVID-19 pandemic on marketing mix elements (7Ps) of the on-demand grocery delivery service. *Complex & Intelligent Systems*, 8(1), 129–140. <https://doi.org/10.1007/s40747-021-00358-1>
- Amofah, O., Gyamfi, I., & Tutu, C. O. (2016). The Influence of Service Marketing Mix on Customer Choice of Repeat Purchase of Restaurant in Kumasi, Ghana. *European Journal of Business and Management*, 8(11), 102–112.
- Anjani, H. D., Irham, I., & Waluyati, L. R. (2019). Relationship of 7P Marketing Mix and Consumers' Loyalty in Traditional Markets. *Agro Ekonomi*, 29(2), 261–273. <https://doi.org/10.22146/ae.36400>
- APPBI. (2023, January 16). Ada 96 Pusat Perbelanjaan di Jakarta hingga Awal Tahun 2023. *DataIndonesia.id*. <https://dataindonesia.id/varia/detail/ada-96-pusat-perbelanjaan-di-jakarta-hingga-awal-tahun-2023>
- Apuke, O. D. (2017). Quantitative Research Methods: A Synopsis Approach. *Kuwait Chapter of Arabian Journal of Business & Management Review*, 6(11), 40–47. <https://doi.org/10.12816/0040336>
- Arifin, Z. a. L. S., Sumarwan, U., & Najib, M. (2020). The Influence of Marketing Mix on Brand Image, Motivation and Students Decision to Choose Graduate Studies of IPB University. *Journal of Consumer Sciences*, 5(2), 139–156. <https://doi.org/10.29244/jcs.5.2.139-156>
- Aslam, W., Ham, M., & Farhat, K. (2018). Influencing factors of brand perception on consumers' repurchase intention: An examination of online apparel shopping. *Management : Journal of Contemporary Management Issues*, 23(2), 87–102. <https://doi.org/10.30924/mjcmi/2018.23.2.87>
- Astawa, I. G. P. B., Nyoman Ari Surya Darmawan S.E., Ak., Kumala, K. D. R., & Berchmans, W. Y. (2021). Influence of Product Variables, Prices, Location and Promotions on Purchasing Decisions at Warung D'taman Restaurants in Tabanan. *6th International Conference on Tourism, Economics, Accounting, Management, and Social Science*, 197(1), 446-451. <https://doi.org/10.2991/aebmr.k.211124.063>
- Berdikari, P. G. I. (n.d.). Bisnis Retail di Tahun 2023 : Pesat Berkembang dengan

Pangsa Pasar Signifikan. *id.linkedin.com*. <https://id.linkedin.com/pulse/bisnis-retail-di-tahun-2023-pesat-berkembang>

Bahar, A., & Sjahrudin, H. (2017). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Dan Minat Beli Ulang. *Jurnal Organisasi Dan Manajemen*, 3, 14–34. <https://doi.org/10.31227/osf.io/tc2fe>

BPS. (2023, January 17). Bukan Jakarta, Pusat Perbelanjaan Paling Banyak di Jawa Barat. *DataIndonesia.id*. <https://dataindonesia.id/industri-perdagangan/detail/bukan-jakarta-pusat-perbelanjaan-paling-banyak-di-jawa-barat>

Cahyono, T. (2015). *Statistik Uji Normalitas*. Yayasan Sanitarian Banyumas (Yasamas).

Chiang, I., Lin, C., & Huang, C. (2018). Measuring The Effects of Online-to-Offline Marketing. *Contemporary Management Research*, 14(3), 167–190. <https://doi.org/10.7903/cmr.18462>

CNBC. (2022, January). 10 Wabah Penyakit Terparah dan Mematikan Sepanjang Sejarah. *CNBC Indonesia*. <https://www.cnbcindonesia.com/lifestyle/20220823181641-33-366043/10-wabah-penyakit-terparah-dan-mematikan-sepanjang-sejarah>

CNBC. (2023, January). Bisnis ritel belum bisa ngegas, Orang RI masih pelit jajan? *CNBC Indonesia*. <https://www.cnbcindonesia.com/news/20230511154517-4-436606/bisnis-ritel-belum-bisa-ngegas-orang-ri-masih-pelit-jajan>

Daoud, J. I. (2017). Multicollinearity and Regression Analysis. *Journal of Physics*, 949(4), 1–6. <https://doi.org/10.1088/1742-6596/949/1/012009>

Deleegn, M. H. (2016). Assessing The Effect of Marketing Mix Elements On Customer Satisfaction with Referance To Moha Soft Drink Industry. *MBA-THESIS*

Elgarhy, S. D., & Mohamed, L. Z. (2022). The Influences of Services Marketing Mix (7ps) on Loyalty, Intentions, and Profitability in the Egyptian Travel Agencies: The Mediating Role of Customer Satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 24(3), 1–24. <https://doi.org/10.1080/1528008x.2022.2080148>

Etikan, I., Musa, S. I., & Alkassim, R. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1-4. <https://doi.org/10.11648/j.ajtas.20160501.11>

Field, A. (2005). *Discovering Statistics Using SPSS* (3rd ed.). SAGE Publications Inc.

Garnia, R. B. (2022, July 13). Marak Fenomena Revenge Shopping di Pasca-Pandemi, Bagaimana Mengatasinya? *Kumparan*. <https://kumparan.com/kumparanbisnis/marak-fenomena-revenge-shopping-di-pasca-pandemi-bagaimana-mengatasinya-1ySBWZVvdd2/1>

- Genoveva, G., & Felycia, N. L. P. M. (2021). Analisis Keputusan Pembelian Konsumen Di Toko Tradisional Dalam Menghadapi Pertumbuhan Ritel Modern. *Jurnal Ilmiah Manajemen Fakultas Ekonomi*, 7(2), 141–152. <https://doi.org/10.34203/jimfe.v7i2.3540>
- Ghasemi, A., & Zahediasl, S. (2012). Normality Tests for Statistical Analysis: A Guide for Non-Statisticians. *International Journal of Endocrinology and Metabolism*, 10(2), 486–489. <https://doi.org/10.5812/ijem.3505>
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengsn Program IBM SPSS 23*. http://perpuskip.upstegal.ac.id/index.php?p=show_detail&id=39
- Gomes, A. M. (2018). Influencing Factors of Consumer Behaviour in Retail Shops. *Social Science Research Network*, 2(1),1–18. <https://doi.org/10.2139/ssrn.3151879>
- Gujarati, D. N. (2004). *Basic Econometrics* (4th ed.). Mc Graw Hill Inc.
- Gunawan, A., & Melinda, T. (2021). Analysis of Marketing Mix and Purchasing Decisions (a Study of Kene Kopi Products). *KnE Social Sciences*, 9(1) 510–518. <https://doi.org/10.18502/kss.v5i5.8838>
- Gunawan, I., & Pradana, R. S. (2022, October 10). Bisnis Ritel Bisa Tumbuh 4 Persen pada 2022, Ini Alasannya. *Bisnis.com*. <https://ekonomi.bisnis.com/read/20221010/12/1585718/bisnis-ritel-bisa-tumbuh-4-persen-pada-2022-ini-alasannya>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/eb-11-2018-0203>
- Hanaysha, J., Shaikh, M. A., & Alzoubi, H. M. (2021). Importance of Marketing Mix Elements in Determining Consumer Purchase Decision in the Retail Market. *International Journal of Service Science, Management, Engineering, and Technology*, 12(6), 56–72. <https://doi.org/10.4018/ijssmet.2021110104>
- Harahap, D. A., Hurriyati, R., Gaffar, V., & Amanah, D. (2017). The Effect of Location and Products Completeness to Consumer Buying Decision of Small and Medium Enterprise Market. *Business, Management, and Entrepreneurship*, 2(1), 30–33. <https://doi.org/10.5220/0007114200300033>
- Haryanto, J. O., Effany, W., Kashif, M., & Widyanto, H. A. (2018). The relationship between marketing mix and retailer-perceived brand equity. *IMP Journal*, 12(1), 192–208. <https://doi.org/10.1108/imp-12-2016-0019>
- Jabarzare, N., & Rasti-Barzoki, M. (2020). A game theoretic approach for pricing

and determining quality level through coordination contracts in a dual-channel supply chain including manufacturer and packaging company. *International Journal of Production Economics*, 221(1), 107480. <https://doi.org/10.1016/j.ijpe.2019.09.001>

- Jain, M. K. (2013). An Analysis of Marketing Mix: 7Ps or More. *Asian Journal of Multidisciplinary Studies*, 1(4), 23–28.
<https://core.ac.uk/download/pdf/229673197.pdf>
- Jasmani, J., & Sunarsi, D. (2020). The Influence of Product Mix, Promotion Mix and Brand Image on Consumer Purchasing Decisions of Sari Roti Products in South Tangerang. *Pinisi Discretion Review*, 1(1), 165.
<https://doi.org/10.26858/pdr.v1i1.13409>
- Joha, A., Hassan, S. B., Shamsudin, M. F., & Hasim, M. A. (2022). Purchasing Behaviour among Small Medium Enterprise (SME) Customer during Covid-19 Pandemic using 7Ps Approach. *Journal of Positive School Psychology*, 6(3), 529–539.
<https://www.researchgate.net/publication/363535973>
- Kaur, P., Stoltzfus, J., & Yellapu, V. (2018). Descriptive statistics. *International Journal of Academic Medicine*, 4(1), 60. https://doi.org/10.4103/ijam.ijam_7_18
- KEMENKES RI. (2022, February 15). Peduli Lindungi Catat 10 Mal Ini Paling Ramai Pengunjung di Jakarta. *Katadata*.
<https://databoks.katadata.co.id/datapublish/2022/02/15/pedulilindungi-catat-10-mal-ini-paling-ramai-pengunjung-di-jakarta>
- Kemenkes RI. (n.d.). *Infeksi emerging Kementerian Kesehatan RI*.
<https://infeksiemerging.kemkes.go.id/dashboard/covid-19>
- Komalasari, F., Christianto, A., & Ganiarto, E. (2021). Factors Influencing Purchase Intention in Affecting Purchase Decision: A Study of E-commerce Customer in Greater Jakarta. *Jurnal Ilmu Administrasi Dan Organisasi*, 28(1), 1–12.
<https://doi.org/10.20476/jbb.v28i1.1290>
- Kominfo, P. (n.d.). *Kemkominfo: Pertumbuhan e-Commerce Indonesia Capai 78 Persen*. Website Resmi Kementerian Komunikasi Dan Informatika RI.
https://www.kominfo.go.id/content/detail/16770/kemkominfo-pertumbuhan-e-commerce-indonesiacapai-78-persen/0/sorotan_media
- Kompas Indonesia. (2022, October 26). Hingga Oktober 2022, Luas Mal di Jakarta Tembus 348 Hektar. *KOMPAS.com*.
<https://www.kompas.com/properti/read/2022/10/26/104123821/hingga-oktober-2022-luas-mal-di-jakarta-tembus-348-hektar>
- Kotler, P., & Armstrong, G. (2012). Principles of marketing 14th edition. *Principles of Marketing 14th Edition*. Pearson.
http://perpus.ekuitas.ac.id/index.php?p=show_detail&id=94402
- Kukanja, M., Omerzel, D. G., & Kodrič, B. (2016). Ensuring restaurant quality

- and guests' loyalty: an integrative model based on marketing (7P) approach. *Total Quality Management & Business Excellence*, 28(13), 1509–1525.
<https://doi.org/10.1080/14783363.2016.1150172>
- Kumar, S., Andrei, J., Akmal, S. S., & Zhafira, N. H. (2018). The Analysis of Product, Price, Place, Promotion and Service Quality on Customers' Buying Decision of Convenience Store: A Survey of Young Adult in Bekasi, West Java, Indonesia. *International Journal of Advances in Management and Economics*, 2(6), 72–78.
- Kumaran. (2023, October 5). Indeks Penjualan Retail Meningkat pada April 2023, Tertinggi sejak Pandemi. *Katadata*.
<https://databoks.katadata.co.id/datapublish/2023/05/10/indeks-penjualan-retail-meningkat-pada-april-2023-tertinggi-sejak-pandemi>
- Kushwaha, G. S., & Agrawal, S. R. (2015). An Indian customer surrounding 7P's of service marketing. *Journal of Retailing and Consumer Services*, 22(1), 85–95.
<https://doi.org/10.1016/j.jretconser.2014.10.006>
- Li, Y., & Li, Y. (2020). Analysis of the Development Process of Payment Methods and Mobile Payment Technology Diffusion Trend in China. *Journal of Technology and Investment*, 11(01), 1–11. <https://doi.org/10.4236/ti.2020.111001>
- Li, Z., Zhu, H., Meng, Q., Wu, C., & Du, J. (2019). Manufacturers' Green Decision Evolution Based on Multi-Agent Modeling. *Complexity Journal*, 1(1), 1-14.
<https://doi.org/10.1155/2019/3512142>
- Lind, L., Carlsson, A. C., Siegbahn, A., Sundström, J., & Ärnlov, J. (2017). Impact of physical activity on cardiovascular status in obesity. *European Journal of Clinical Investigation*, 47(2), 167-175. <https://doi.org/10.1111/eci.12722>
- Mahliza, F. (2020). Consumer Trust In Online Purchase Decision. *EPRA International Journal of Multidisciplinary Research*, 6(2), 142–149.
<https://doi.org/10.36713/epra4022>
- Mahmood, R., & Khan, S. M. (2014). Impact of Service Marketing Mixes on Customer Perception: A Study on Eastern Bank Limited, Bangladesh. *European Journal of Business and Management*, 6(34), 164–172.
- Malau, H. (2018). The 4p's Marketing Mix Variables: An Assessment Of\ Concept, Applicability and Impact On Organizational Goal From West Java's Business Organizations. *Jurnal Terapan Ilmu Manajemen Dan Bisnis*, 3(1), 57–74.
- Mansyur, S. (2017). Multiple Regression Analysis on Influence Factors of Household Cooking Fuels in Indonesia. *Journal of Energy and Environmental Studies*, 1(1), 9–19.
- Mutmainah, I., & Isdiati, A. F. (2022). Validity and Reliability Test Of A Written

- English Test Online-Based Using Google Form. *Jurnal Pendidikan Bahasa*, 9(1), 89–100. <https://doi.org/10.36232/jurnalpendidikanbahasa.v9i1.1646>
- N, A., Listihana, W. D., & Nofrizal, N. (2018). The Effect of Marketing Mix on Satisfaction and Its Impact on Hotel Customer Loyalty in Pekanbaru-Riau. *1st International Conference On Economics Education*, 57(1), 229-237. <https://doi.org/10.2991/piceeba-18.2018.52>
- Nugroho, A. R., & Irena, A. (2017). The Impact of Marketing Mix, Consumer's Characteristics, and Psychological Factors to Consumer's Purchase Intention on Brand "W" in Surabaya. *Journal Buss Management*, 5(1), 55–69.
- Nuraini, D., & Evianah. (2019). Analisis Perbedaan Kepuasan Konsumen Terhadap Pembelian Produk Baju Secara Online Dan Offline. *Jurnal Ekonomi-Manajemen-Akuntansi*, 15(2), 231–239.
- Nurhayaty, M. (2022). Strategi Mix Marketing (Product, Price, Place, Promotion, Eople, Process, Physical Evidence) 7p Di Pd Rasa Galendo Kabupaten Ciamis. *Journal Media Teknologi*, 8(2), 119–127. <https://doi.org/10.25157/jmt.v8i2.2669>
- Oktavian, R., & Wahyudi, H. (2022). The Influence of Product Quality and Price on Purchase Decisions. *Almana Journal*, 6(2), 379–392. <https://doi.org/10.36555/almana.v6i2.1911>
- Olivares, A., & Forero, C. (2010). Goodness-of-Fit Testing. In *Elsevier eBooks*, 7(1), 190–196. <https://doi.org/10.1016/b978-0-08-044894-7.01333-6>
- Ong, A. K. S., Cleofas, M. A., Prasetyo, Y. T., Chuenyindee, T., Young, M., Diaz, J. M., Nadlifatin, R., & Redi, A. a. N. P. (2021). Consumer Behavior in Clothing Industry and Its Relationship with Open Innovation Dynamics during the COVID-19 Pandemic. *Journal of Open Innovation*, 7(4), 211. <https://doi.org/10.3390/joitmc7040211>
- Parmana, P., Fahmi, I., & Nurrohmat, D. R. (2019). The Influence of Marketing Mix Factors in Purchasing Decision for Wooden Furniture Case of Furnimart Bogor. *Indonesian Journal of Business and Entrepreneurship*, 5(1), 54. <https://doi.org/10.17358/ijbe.5.1.54>
- Purba, F. D. S., Sulistyarini, E. I., & Sadalia, I. (2018). The Influence of Product \ Quality on Purchase Intention Through Electronic Words of Mouth in PT. Telkomsel Medan. *KnE Social Sciences*, 3(10), 760-768. <https://doi.org/10.18502/kss.v3i10.3421>
- Putra, Q. I., Tarigan, Z. J. H., Sitepu, R. B., & Singh, S. (2020). The Impact of Marketing Mix on the Consumer Purchase Decision in the Surabaya - Indonesia Hotel Residence. *SHS Web of Conferences*, 76(2), 1–8. <https://doi.org/10.1051/shsconf/20207601038>
- Qazzafi, S. (2019). Consumer Buying Decision Process Toward Products. *International Journal of Scientific Research and Engineering Development*, 2(5), 130–134.

- Rahmah, A., & Jamiat, N. (2022). Price Effect and Physical Evidence on Purchase Decision at Rooftop Coffee Bandung. *Budapest International Research and Critics Institute Journal*, 5(3), 21289–21297.
- Riyadi, A., & Rangkuti, S. F. (2016). The Influence of Marketing Mix and Customer Purchasing Decision Process on Customer Satisfaction. *Asia Tourism Forum*, 7(2), 518–524. <https://doi.org/10.2991/atf-16.2016.82>
- Rizqi, M. R., & Sutanto, J. (2021). The Influence of Marketing Mix on Decisions to Purchase UD Utama Karya Products. *KnE Social Sciences*, 5(5), 499–509. <https://doi.org/10.18502/kss.v5i5.8837>
- Saghier, N. M. E. (2021). The Impact of Marketing Mix on Purchase Decision Of Smart Automobile Industry in The Egyptian Context. *Journal of Business Research*, 43(4), 5–37.
- Saha, M. (2020). Customer Engagement with 7 Ps of Marketing. *Social Science Research Network*, 1(1), 1–5. <https://doi.org/10.2139/ssrn.3540310>
- Segal, D. L., & Coolidge, F. L. (2018). *The SAGE Encyclopedia of Lifespan Human Development*. SAGE Publications Inc.
- Soewartini, S., Sucherly, Effendi, N., & Kaltum, U. (2017). Brand Equity And Competitive Advantage Based Market Strategy and Marketing Mix Strategy to Improve Marketing Performance In The Bottled Water Business. *South East Asia Journal of Contemporary Business, Economics and Law*, 12(2), 38–47.
- Suci, W., Eka, Y., & Suryanikahsari, R. (2022). The Effect Of Promotion, Price, And Location on The Purchase Decision Of Dry Cakes. *International Conference of Interdisciplinary Sciences*, 2(1), 35–39.
- Sudarmo, Nugraha, M. S., Mardhiah, RILiow, F. E., & Aslan. (2021). The Identification of Online Strategy Learning Results While Students Learn from Home During the Disruption of the COVID-19 Pandemic in Indonesia. *The Journal of Contemporary Issues in Business and Government*, 27(02), 22-30. <https://doi.org/10.47750/cibg.2021.27.02.205>
- Sudjiono, A. (2010). *Pengantar Statistik Pendidikan*. Rajawali Press.
- Taherdoost, H. (2016a). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *Social Science Research Network*, 5(3), 28–36. <https://doi.org/10.2139/ssrn.3205040>
- Tanjung, I. (2021). Analysis of the Effect of Marketing Mix 7P on Purchase Decisions at Sentra Snack Stores. *International Journal of Review Management Business and Entrepreneurship*, 1(2), 125–133. <https://doi.org/10.37715/rmbe.v1i2.2421>

Williams, C. (2011). Research Methods. *Journal of Business & Economics Research*, 5(3), 65-72. <https://doi.org/10.19030/jber.v5i3.2532>

Zhou, Q. M., Song, P. X.-K., & Thompson, M. E. (2015). Profiling heteroscedasticity in linear regression models. *The Canadian Journal of Statistics*, 43(3), 358–377.
<https://deepblue.lib.umich.edu/bitstream/handle/2027.42/113149/cjs11252.pdf?sequence=1>