

DAFTAR PUSTAKA

- Abdulkhaliq, S. S., Shekh, A. A., & Sharif, D. A. (2023). *The impact of sensory marketing on consumer behavior in KFC restaurants in Erbil City Kurdistan Region of Iraq*. International Journal of Applied Research in Business and Management, 4(1), 1–15.
- Adawiyah, R., Riyadi, A., & Pangkerego, E. R. (2024). *Kepuasan memediasi pengaruh physical evidence terhadap minat berkunjung di Rumah Makan Payakumbuh Veteran Bintaro, Jakarta Selatan*. Revitalisasi: Jurnal Ilmu Manajemen, 13(2), 335.
- Ajzen, I. (1991). *The theory of planned behavior*. Organizational Behavior and Human Decision Processes, 50(2), 179–211.
- Ajzen, I. (2020). *The theory of planned behavior: Frequently asked questions*. Human Behavior and Emerging Technologies, 2(4), 314–324.
- Alhosseiny, H. M., & Nabih, A. A. (2024). *The relationship between sensory marketing and purchasing decision: Customer satisfaction as a moderator*. Economics and Finance Letters, 11(2), 109–122.
- Angela, A. (2025). *The relationship between sensory marketing and product packaging on purchase decision (Study on Cak Ndok products)*. Journal of Business Innovation & Strategy (JBIS), 4(1), 45–58.
- Antika, D. (2024). *Pengaruh fasilitas dan kualitas pelayanan terhadap keputusan pembelian dengan minat beli sebagai variabel intervening (Cinema XXI Madiun)*. SIMBA: Seminar Inovasi Manajemen, Bisnis, dan Akuntansi. Universitas PGRI Madiun.
- Badan Pengawas Obat dan Makanan Republik Indonesia. (2025). *Gebyar layanan publik terpadu pangan olahan, dukung pemberdayaan UMKM pangan*. <https://www.pom.go.id/berita/gebyar-layanan-publik-terpadu-pangan-olahan-dukung-pemberdayaan-umkm-pangan>
- Badan Pusat Statistik Kabupaten Madiun. (2025). *Kabupaten Madiun dalam angka 2025* (Volume 41, No. Publikasi 35190.2501), hlm. 259–261. Badan Pusat Statistik Kabupaten Madiun. <https://madiunkab.bps.go.id/id/publication/2025/02/28/5fa1b64c09245c71efe8c0b6/kabupaten-madiun-dalam-angka-2025.html>
- Bernika, S. (2023). *Pengaruh kualitas pelayanan terhadap purchase intention konsumen: Kajian faktor subjektivitas persepsi*. Jurnal Manajemen dan Pemasaran, 5(1), 22–34.

- Chandra, T., Chandra, S., & Hafni, L. (2020). *Service quality, consumer satisfaction, dan consumer loyalty: Tinjauan teoritis*. IRDH (International Research and Development for Human Beings).
- Decrop, A., & Del Chiappa, G. (2024). *Choice overload in consumer services: The mediating role of decision strategy complexity on subjective states and behavioral outcomes*. *Journal of Tourism, Heritage & Services Marketing*, 10(1), 48-55.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). *Effects of price, brand, and store information on buyers' product evaluations*. *Journal of Marketing Research*, 28(3), 307–319.
- Efendi, R., Kumbara, A., & Salim, M. (2025). *Pengaruh sosial media marketing dan kualitas pelayanan terhadap keputusan pembelian melalui minat beli konsumen sebagai variabel intervening pada Toko Liza Kosmetik Padang*. *Jurnal Riset Manajemen (JURMA)*, 4(2), 112–125.
- Fahmi, A., Hamid, R., & Saputra, D. (2024). *Pengaruh kualitas layanan terhadap minat beli konsumen pada Kafe Delima Dompu*. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 8(3), 201–212.
- Faujiyah, F., Rachman, A., & Hidayat, T. (2023). *Pendekatan kansei engineering dalam mengukur efektivitas aroma terhadap minat beli*. *Jurnal Rekayasa Sistem Industri*, 12(2), 88–97.
- Firdausa, N., & Nadlifatin, R. (2024). *The influence of product quality, service quality, and price on purchasing decisions at Bila Bakery*. *Jurnal Indonesia Sosial Teknologi*, 5(3), 1123–1135.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.
- Furqon, M., & Supriatna, A. (2025). *Pengaruh perilaku konsumen dan minat beli terhadap keputusan pembelian pakaian bekas*. *IJOSSE: International Journal of Social Science and Education*, 2(1), 45–58.
- Ghoniyyu, M., & Amirullah, (2026). *The role of purchase intention in mediating the influence of location and service quality on purchase decisions in MSMEs*. *Jurnal Ilmiah Manajemen dan Bisnis*, 12(1), 55–68.
- Ghozali, Imam, and Karlina Aprilia Kusumadewi, (2023). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 4.0 untuk Penelitian Empiris* (Edisi 1). Semarang: Yoga Pratama.

- Haase, J., Wiedmann, K. P., & Labenz, F. (2018). *Effects of consumer sensory perception on brand performance*. Journal of Consumer Marketing, 37(2), 259–268.
- Hair, J. F., Henseler, J., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). SAGE Publications.
- 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.
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2021). *Advanced issues in partial least squares structural equation modeling* (2nd ed.). SAGE Publications.
- Handoko, B., & Pranata, D. (2024). *Pengaruh Sensory Marketing: Aroma Dan Visual Terhadap Keputusan Pembelian*. Jurnal Pemasaran Kompetitif, 7(2), 134–148.
- Herdiansyah, C., Welsa, H., & Cahyani, P. D. (2021). Pengaruh kualitas pelayanan dan brand image terhadap keputusan pembelian melalui minat beli sebagai variabel intervening. *MANDAR: Management Development and Applied Research Journal*, 4(1), 83–89.
- Hoang, T. T., & Tučková, Z. (2021). *Sensory marketing in the restaurant industry: An application for the design*. Quality Innovation Prosperity, 25(2), 36–52.
- Husein, A. N. (2026, May 11). *Ini Sektor Usaha Paling Diminati Publik RI, Bisnis Kuliner Jadi Primadona*. GoodStats Data. Retrieved May 11, 2026, from <https://data.goodstats.id/statistic/ini-sektor-usaha-paling-diminati-publik-ri-bisnis-kuliner-jadi-primadona-v5YPH>
- Karina, R., & Sari, N. (2023). *Pengaruh kualitas produk, kualitas pelayanan, dan harga terhadap keputusan pembelian TikTok Shop*. Jurnal MADANI: Masyarakat, Akademisi, dan Dakwah Ilmiah, 6(2), 88–101.
- Khafidzoh, Herliani, D., Nurasyiah, F., Nasrullah, M., & Sopian, Y. (2024). *Implementation of Sensory Marketing Strategy in Increasing Consumer Perception of Quality and Purchase Interest in Wilna Family MSME Products*. Formosa Journal of Sustainable Research, 3(7), 1555–1570.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2021). *Marketing management* (4th European ed.). Pearson.
- Krishna, A. (2012). *An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior*. *Journal of Consumer Psychology*, 22(3), 332–351.
- Lehnert, L., & Kuehnl, C. (2025). *Empathy at the heart of customer experience: A holistic framework for understanding and enhancing consumer empathy through the lens of customer experience*. *Psychology & Marketing*, 42, 332–358.
- Li, P., Guo, X., Wu, C., & Spence, C. (2022). *How multisensory perception promotes purchase intent in the context of clothing e-customisation*. *Frontiers in Psychology*, 13, 826876.
- Luhglatno, Sani, I., Zulkarnain, I., Sembiring, R. S. R., Samukroni, M. A., Maryeni, S., Kasim, H., Raflina, R., Supiyah, Solichatin, S., Lustono, Imron, A., Nasrullah, A., Abdurrohman, & Adha, S. (2024). *Perilaku Konsumen*. Purbalingga: Eureka Media Aksara.
- Manguerra, L., Santos, M., & Reyes, J. (2024). *Multi-sensory marketing and purchase intentions of senior high school students in Divine Word College of San Jose*. *International Journal of Research Studies in Management*, 13(5), 1–10.
- Mbulu, Y. P., Anggiani, S., Kristaung, R., & Jasfar, F. (2021). *Sensoric marketing on consumer behavior and purchase decision moderated by staycation customer experiences*. *International Journal of Business and Management Invention (IJBMI)*, 10(3), 01–09.
- Mufid, A.F., & Syaefulloh, S. (2023). *Pengaruh Service Quality dan Discount Price Terhadap Purchase Decision Melalui Customer Satisfaction pada Minimarket di Kota Pekanbaru*. *Al Qalam: Jurnal Ilmiah Keagamaan dan Kemasyarakatan*.
- Novianti, R., & Saputra, D. (2023). *Pengaruh kualitas produk, minat beli dan perilaku konsumen terhadap keputusan pembelian*. *ECo-Buss: Economics, Business and Entrepreneurship Journal*, 6(1), 1–12.
- Pagiling, R., Jaya, A., & Halik, M. (2024). *Pengaruh kepuasan pelanggan dan kualitas pelayanan terhadap minat beli konsumen Restoran McDonald's Makassar*. *JEMSI: Jurnal Ekonomi, Manajemen, dan Akuntansi*, 10(3), 874–882.

- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). *SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality*. *Journal of Retailing*, 64(1), 12–40.
- Peppy Widyanty, P., Sari, M., & Rahayu, N. (2022). *The effect of service quality and product quality on purchase decision with customer satisfaction as intervening*. *Jurnal Akuntansi dan Ekonomi*, 7(2), 38–47.
- Purwinarti, T., & Widhi S., R. (2022). *Sensory marketing: Aroma dan cita rasa terhadap pembentukan persepsi konsumen (studi kasus: Gerai Roti O di Stasiun KRL Commuter Line Jakarta Selatan)*. *EPIGRAM: Jurnal Penelitian dan Pengembangan Humaniora*, 19(1), 41–50.
- Richadinata, M., Pratiwi, A., & Sanjaya, B. (2024). *Literature review sensory marketing analysis: Theoretical foundations, practical applications, and their impact on consumer behavior*. *Jurnal Ekonomi dan Kesehatan Masyarakat*, 3(2), 45–60.
- Ristiani, N., & Wahyuningtyas, D. (2024). *Pengaruh price perception dan service quality terhadap purchase intention Rumah Makan Mie Gacoan cabang Kotabaru Yogyakarta*. *Jurnal Bisnis dan Ekonomi*, 15(1), 45–58.
- Rumiyati, S., Lestari, D., & Kurniawan, A. (2023). *Pengaruh service quality dan facilities terhadap keputusan pembelian melalui minat beli sebagai variabel intervening (studi kasus pada pengguna jasa Trans Jogja di Kota Yogyakarta)*. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5(4), 1820–1836.
- Safitri, R., Sudirman, A., & Perangin Angin, L. (2024). *Pengaruh word of mouth, lokasi, dan kualitas pelayanan terhadap keputusan pembelian pada Warung Seblang di Kecamatan Singojuruh Banyuwangi*. *Jurnal Ilmiah Manajemen, Ekonomi & Akuntansi (MEA)*, 8(2), 2104–2119.
- Sagha, M., Seyyedamiri, N., Foroudi, P., & Akbari, M. (2022). *The One Thing You Need to Change Is Emotions: The Effect of Multi-Sensory Marketing on Consumer Behavior*. *Sustainability*, 14(4), 2334.
- Selfitri, Y., Noviasari, E., & Jushermi. (2023). *Pengaruh kualitas pelayanan dan harga terhadap loyalitas melalui keputusan pembelian*. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, 2(2), 109–121.
- Siaran Pers BPS (e.g., Data UMKM yang Dirilis ke Publik) Badan Pusat Statistik. (2024, Agustus 12). Selamat Hari UMKM Nasional. [Siaran Pers].
<https://batangkab.bps.go.id/id/news/2024/08/12/336/selamat-hari-umkm-nasional.html>

- Sugiyono. (2023). *Metode penelitian kuantitatif, kualitatif, dan R&D* (Edisi 2). Alfabeta.
- Wang, J., Mustaffa, N., & Mahbob, M. H. (2025). *The Influence of Visual Communication of Food Packaging Design on Consumer Perception and Purchasing Intentions: A Systematic Literature Review*. TPM Testing, Psychometrics, Methodology in Applied Psychology.