

DAFTAR PUSTAKA

- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Kotler, P., & Armstrong, G. (2020). *Principles of marketing* (18th ed.). Pearson.
- Berman, B., & Evans, J. R. (2021). *Retail management: A strategic approach* (14th ed.). Pearson.
- Deloitte. (2023). *2023 Global Gen Z and Millennial Survey*. Deloitte Insights.
- Hapsari, R., Clemes, M. D., & Dean, D. (2020). The impact of perceived value on customer loyalty in retail services. *International Journal of Retail & Distribution Management*, 48(12), 1235–1254.
- Kotler, P., & Armstrong, G. (2020). *Principles of marketing* (18th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- McKinsey & Company. (2021). *The rise of Generation Z in Asia: Building brands for a digital future*. McKinsey Insights.
- Nielsen. (2020). *The Young Consumer Report: Understanding Gen Z Behavior in Indonesia*. Nielsen Indonesia.
- Nugroho, A. (2021). The influence of service quality on purchase decision: A study of Indonesian retail consumers. *Journal of Business and Retail Management Research*, 15(3), 45–58.
- PwC. (2020). *Consumer insights survey 2020: Experience is everything*. PricewaterhouseCoopers.
- Schiffman, L. G., & Kanuk, L. L. (2021). *Consumer behavior* (12th ed.). Pearson.
- Anggraini, R., & Ahmadi, M. (2024). Dimensi kualitas layanan dan dampaknya terhadap keputusan pembelian konsumen e-commerce. *Jurnal Manajemen dan Bisnis*, 9(1), 55–68.
- Chen, L. (2024). Customer perceived value and its influence on online purchase intention in the digital era. *International Journal of Digital Marketing*, 12(2), 122–138.

Chen, X., Zhang, Y., & Liu, H. (2022). The effect of service quality on customer satisfaction and purchase intention in retail. *Journal of Retail Service Management*, 14(3), 201–214.

Gao, Y., Li, Q., & Wen, C. (2022). The mediating role of value perception on brand experience and purchase decisions. *Asia-Pacific Journal of Marketing*, 34(2), 178–192.

Ginting, A., Hasibuan, R., & Lestari, N. (2023). Pengaruh kualitas layanan dan persepsi harga terhadap keputusan pembelian di marketplace. *Jurnal Ilmiah Ekonomi dan Bisnis*, 17(4), 299–310.

Hasibuan, A., & Rahayu, T. (2022). Pengaruh nilai pelanggan terhadap loyalitas pada industri ritel modern. *Jurnal Pemasaran Indonesia*, 14(1), 45–58.

Maulidah, S. (2023). Pengaruh kualitas produk dan nilai pelanggan terhadap minat beli ulang konsumen. *Jurnal Ekonomi dan Kewirausahaan*, 8(2), 88–102.

Manik, D., Hutapea, M., & Sibarani, J. (2024). Customer service quality and behavioral intention in online shopping. *Journal of Consumer Insight*, 6(1), 50–67.

Misischia, V., Romano, A., & Delfino, R. (2022). Service quality dimensions as predictors of customer loyalty in online retailing. *European Journal of Marketing Studies*, 7(4), 44–59.

Nani, S., Wijayanti, D., & Kusuma, B. (2022). Hubungan nilai pelanggan dan pengalaman belanja terhadap keputusan pembelian konsumen. *Jurnal Riset Manajemen*, 11(3), 211–224.

Nobre, H., & Ferreira, A. (2020). Influence of customer perceived value on purchase intention in online shopping. *Journal of Internet Commerce*, 19(3), 250–270.

Okhtavia, M. S., & Setiawan, A. (2022). Analisis minat beli melalui nilai pelanggan dan kepercayaan merek. *Jurnal Ekonomi dan Manajemen*, 18(2), 134–147.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41–50.

Pujiono, H. (2021). Pengaruh persepsi nilai terhadap keputusan pembelian produk fashion online. *Jurnal Administrasi Bisnis*, 10(2), 76–85.

Putri, A., & Santoso, B. (2023). Customer value as a determinant of purchase intention in modern retailing. *Journal of Contemporary Marketing Research*, 5(1), 30–42.

Rahman, M. A., & Ahasan, M. (2021). Exploring customer perceived value in online shopping. *International Journal of Consumer Studies*, 45(6), 1120–1135.

Santoso, W., Hartini, S., & Priyanto, D. (2023). Empirical study of service quality and consumer purchase decision in e-commerce. *Jurnal Bisnis dan Teknologi*, 7(3), 220–235.

Simeru, J. (2024). Customer perceived value and the role of perceived benefits in shaping purchase behavior. *Journal of Marketing Perspectives*, 9(1), 101–118.

Wardana, M. (2024). Purchase intention and brand preference among young consumers in the digital era. *Jurnal Ilmu Pemasaran*, 16(1), 18–29.

Waruwu, B., & Lawalata, R. (2023). Analisis kualitas layanan terhadap pembentukan niat beli konsumen ritel. *Jurnal Marketing Strategy*, 5(2), 66–78.

Wijaya, P., Gunawan, A., & Suryani, E. (2023). Faktor-faktor penentu purchase intention pada marketplace di era digital. *Jurnal Ekonomi Digital*, 4(4), 289–303.

Yuliana, D., & Prabowo, S. (2021). Perceived value and its impact on young consumers' purchase decision. *Journal of Youth Consumer Research*, 3(2), 100–110.

Azwar, S. (2023). *Metode penelitian: Reliabilitas dan validitas instrumen*. Penerbit Akademia.

Darmawan, R., dkk. (2023). Analisis persepsi layanan dan kepercayaan konsumen dalam pelayanan kesehatan. *Jurnal Motivasi & Perlindungan Sosial*, 5(1), 45–60.

Ghozali, I. (2021). *Aplikasi analisis multivariete & model struktural*. Semarang: BP Undip Press.

Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono. (2022). *Metodologi penelitian pendidikan dan sosial*. Bandung: Alfabeta.

Yuniaristanto, T., dkk. (2024). “Pengaruh perceived value dan service quality terhadap purchase intention: Sebuah studi pada konsumen generasi muda.” *Jurnal Riset Perilaku Konsumen*, 9(2), 87–104.