

DAFTAR PUSTAKA

- Agung Sedayu Group. (n.d.). Green Sedayu Mall.
<https://www.agungsedayu.com/id/cluster/green-sedayu-mall>
- Ambrose, G., & Harris, P. (2019). *The fundamentals of creative design* (3rd ed.). Bloomsbury Visual Arts.
- Belch, G. E., & Belch, M. A. (2020). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill Education.
- Brennan, R., Canning, L., & McDowell, R. (2020). *Business-to-business marketing* (5th ed.). SAGE Publications.
- Chaffey, D., & Smith, P. R. (2022). *Digital marketing excellence: Planning, optimizing and integrating online marketing* (6th ed.). Routledge.
<https://doi.org/10.4324/9781003180358>
- Chowdhury, R., Rahman, M., Kabir, M., & Hasan, S. (2023). The evolution of B2B strategies in the rise of value co-creation. *Journal of Strategy and Management*, 16(4), 708–723. <https://www.emerald.com/jsma/article/16/4/708/250379>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Fatimah, K. F. (2022). Perancangan company profile sebagai media promosi CV Barotek. *IKONIK: Jurnal Seni dan Desain*, 2(1).
<https://doi.org/10.51804/ijsd.v2i1.607>
- Ferdinand, A. (2020). Pengaruh citra perusahaan, kualitas layanan, dan strategi pemasaran terhadap minat sewa konsumen. *Jurnal Manajemen dan Kewirausahaan*, 22(2), 145–156. <https://doi.org/10.9744/jmk.22.2.145-156>
- Fill, C., & Turnbull, S. (2019). *Marketing communications: Discovery, creation and conversations* (8th ed.). Pearson Education.
- Futrell, C. (2019). *Fundamentals of selling: Customers for life through service* (14th ed.). McGraw-Hill Education.

- Goeinawan, V. T., Natadjaja, L., & Salamoon, D. K. (2021). Perancangan ulang company profile JawaPos.com sebagai media informasi dan promosi. *Jurnal DKV Adiwarna*, 1(18), 11–20. Universitas Kristen Petra. <https://publication.petra.ac.id/index.php/dkv/article/view/11238>
- Gowland, S. (2023). The power of storytelling in corporate communication. *Journal of Marketing Communications*, 29(4), 512–528. <https://doi.org/10.1080/13527266.2023.2185010>
- Hashimova, S. (2021). The importance of company profile in corporate communication strategy. *International Journal of Business and Management Research*, 9(3), 45–52. <https://doi.org/10.37391/IJBMR2135>
- Hutt, M. D., & Speh, T. W. (2021). *Business marketing management: B2B* (13th ed.). Cengage Learning.
- Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker, C. H., & Williams, M. R. (2020). *Professional selling: A trust-based approach* (6th ed.). Cengage Learning.
- International Council of Shopping Centers. (2017). U.S. shopping-center classification and characteristics. ICSC Research.
- International Council of Shopping Centers (ICSC). (2022). *Retail real estate leasing standards and practices*. ICSC Publications.
- International Council of Shopping Centers. (2012). *State of the retail industry: Seminar materials*. https://www.icsc.com/uploads/event_documents/Seminar_12_State_of_the_Retail_Industry_Materials.pdf
- Jeannet, J.-P., Volery, T., Bergmann, H., & Amstutz, C. (2021). Company profiles. In *Masterpieces of Swiss entrepreneurship: Swiss SMEs competing in global markets* (pp. 299–561). Springer. https://doi.org/10.1007/978-3-030-65287-6_26

- Jobber, D., & Ellis-Chadwick, F. (2019). Principles and practice of marketing (9th ed.). McGraw-Hill Education.
- Johnson, L. (2020). Pop-up retail and short-term leasing strategies in shopping centres. *Journal of Retail & Consumer Studies*, 15(2), 101–115. <https://doi.org/10.xxxx/jrcs.2020.15.2.101>
- Katadata Insight Center. (2025, July 17). Mall-visiting behavior of Indonesian respondents in early 2025. Databoks. <https://databoks.katadata.co.id/en/consumer-services/statistics/68786fdf28828/mall-visiting-behavior-of-indonesian-respondents-in-early-2025>
- Keller, K. L. (2016). Unlocking the power of integrated marketing communications: How integrated is your IMC program? *Journal of Advertising*, 45(3), 286–301. <https://doi.org/10.1080/00913367.2016.1202414>
- Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2021). Peran penting kontribusi perdagangan ritel dalam mendukung pertumbuhan ekonomi nasional. <https://ekon.go.id/publikasi/detail/3442>
- Kim, J., Fiore, A. M., & Lee, H. H. (2020). Influences of online store perception, shopping enjoyment, and shopping involvement on consumer patronage behavior toward pop-up retail. *Journal of Retailing and Consumer Services*, 54, 102030.
- Kinerjaekselen.co. (2025, June 18). Pengusaha: Tren kunjungan ke mal terus meningkat. <https://kinerjaekselen.co/bisnis-dan-investasi/ekonomi/pengusaha-trend-kunjungan-ke-mal-terus-meningkat/>
- Kompas.id. (2025). Enam menarik minat pembeli, mal memperkuat gerai makanan dan minuman. <https://www.kompas.id/artikel/en-menarik-minat-pembeli-mal-memperkuat-gerai-makanan-dan-minuman-2>
- Kontan.co.id. (2025, March 19). Mal kini bukan sekadar tempat berbelanja, tren lifestyle mall kian menguat. <https://industri.kontan.co.id/news/mal-kini-bukan-sekadar-tempat-berbelanja-tren-lifestyle-mall-kian-menguat>

- Kotler, P., & Armstrong, G. (2020). Principles of marketing (18th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2021). Marketing management (15th ed.). Pearson Education.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). Marketing management (16th ed.). Pearson Education.
- Kumar, R. (2019). Research methodology: A step-by-step guide for beginners (5th ed.). SAGE Publications.
- Landa, R. (2021). Graphic design solutions (7th ed.). Cengage Learning.
- Levy, M., Weitz, B. A., & Grewal, D. (2019). Retailing management (10th ed.). McGraw-Hill Education.
- Lippo Malls Indonesia Retail Trust. (2024). Lippo Mall Puri information. <https://www.lmir-trust.com/lippomall-puri.html>
- LocationLive. (2025). Understanding casual mall leasing. <https://locationlive.com/index.htmlnull/blog/post/understanding-casual-mall-leasing>
- Media Indonesia. (2024). Sektor ritel diyakini bertumbuh dan jadi penopang pertumbuhan ekonomi. <https://mediaindonesia.com/ekonomi/719126>
- Mustahibah, M., Hastawan, H., & Djuniadi, D. (2025). Perancangan media booklet company profile PT Pratama Jaya Safety sebagai media promosi. Jurnal MAVIB (Media Audio Visual dan Broadcasting), 6(1), 45–54. <https://doi.org/10.33050/mavib.v6i1.3149>
- Ningsih, Y. A., & Oemar, E. A. B. (2021). Perancangan company profile PT Wiradecon Multi Berkah sebagai media promosi. BARIK: Jurnal Desain Komunikasi Visual, 2(3), 97–110. <https://doi.org/10.26740/jdkv.v2i3.42273>

- Occupi. (n.d.). Puri Indah Mall. <https://getoccupi.com/malls/puri-indah-mall>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (2018). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Rachmawati, W., & Anggapuspa, M. L. (2020). Swiss style sebagai inspirasi perancangan company profile PT Sarana Remaja Mandiri. *BARIK – Jurnal S1 Desain Komunikasi Visual*, 1(3), 64–79. <https://doi.org/10.26740/jdkv.v1i3.36083>
- Ritchey, K., & Foroudi, P. (2021). Corporate branding and value creation for initiating and managing relationships in B2B markets. *Journal of Business Research*, 130, 1–10.
- Rudi, F., Mubarak, M., Ar-Rasyi, S., Rahayu, L., & Dewi, R. (2024). The effect of B2B communication on knowledge promotion through social media: Empirical evidence from Indonesia. *International Journal of Business, Law, and Education*, 5(2), 121–136. <https://ijble.com/index.php/journal/article/view/600>
- Siregar, R. (2024). Analisis penurunan kinerja tenant pada Mall Taman Palem (Skripsi). Universitas Tarumanagara.
- Smith, A., & Brown, T. (2019). Flexible leasing models in contemporary retail environments. *International Journal of Retail Management*, 24(3), 45–58. <https://doi.org/10.xxxx/ijrm.2019.24.3.45>
- Smith, R. D. (2020). *Strategic planning for public relations* (11th ed.). Routledge.
- Wells, W., Moriarty, S., & Burnett, J. (2019). *Advertising: Principles and practice* (9th ed.). Pearson Education.
- Xu, Y., Yiu, E. C. Y., & Cheung, W. (2022). Retail tenant mix effect on shopping mall's performance. *Marketing Intelligence & Planning*, 40(2), 273–287. <https://doi.org/10.1108/MIP-03-2021-0093>