

DAFTAR PUSTAKA

- Boyce, Carolyn, and Palena Neale. *Conducting In-Depth Interviews: A Guide Designing and Conducting In-Depth Interviews for Evaluation Input*. Pathfinder International. 2006. Print.
- Creswell, John, W. *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*. Boston. 2012. Print.
- Dewi, Ratna, and Meri Sandora. “Analisis Manajemen Strategi UIN Riau Dalam Mempersiapkan Sarjana Yang Siap Bersaing Menghadapi MEA.” *El-Riyasah* 10:1 (2019): :74–91. Web. 15 Des. 2020.
- Homburg, Christian, Jan Wieseke, and Wayne D. Hoyer. “Social Identity and the Service – Profit.” 73(2009):38–54. Web. 15 Des . 2020.
- Kamaruddin. “Strategi Pemasaran Terhadap Peningkatan Volume Penjualan Gas Elpiji Perspektif Ekonomi Islam.” *LAA MAISYIR* IV(2017): 81–96. Web. 15 Des. 2020.
- Latipah, Eva. *Metode Penelitian Psikologi*. Penerbit Deepublish (Grup Penerbitan Cv Budi Utama 1–140. 2014. Print.
- Lee, Corrinne Mei Jyin, Norbani Che-Ha, and Sharifah Faridah Syed Alwi. “Service Customer Orientation and Social Sustainability: The Case of Small Medium Enterprises.” *Journal of Business Research* 122 (2021) : 751–60. Web. 15 Des. 2019.
- Leo, Cheryl. “Social Marketing Customer Orientation: A Conceptualization, Typology, and Conceptual Framework.” *Journal of Nonprofit and Public Sector Marketing* 25:1 (2013) : 56–80. Web. 15 Des. 2020.
- Moleong, Lexy J. *Metodologi Penelitian Kualitatif* (Edisi Revisi). iPT. Remaja Rosda Karya. 2017. Print.
- Parrangan, E. “Analisis Strategi Perusahaan Dalam Ekspansi Pasar Luar Negeri (Studi Kasus Pada PT. Semen Indonesia (Persero) Tbk Dalam Akuisisi Thang Long Cement Company Di Vietnam).” *Jurnal Administrasi Bisnis SI Universitas Brawijaya* 26(2):86276 (2015) : n.pag. Web. 15 Des. 2020.
- Sugiyono. *Metode Penelitian Kualitatif, Dan R & D*. Bandung. 2017. Print.
- Wibowo, Dimas Hendika, Zainul Arifin, and . Sunarti. “Analisis Strategi Pemasaran Untuk Meningkatkan Daya Saing UMKM (Studi Pada Batik Diajeng Solo).” *Jurnal Administrasi Bisnis (JAB)* 29:1 (2015) :59–66. Web. 15 Des. 2020.
- Yin, Robert. “How to Know Whether and When to Use the Case Study As a

Reserach Method.” *Case Study Research Design and Methods* 1–25. (2014): n.pag. Web. 15 Des. 2020.

Widiarini, Anissa Dea. 2019. “Menyelisik Tren Bisnis Kopi di Masa Depan”. *Kompas.com*. 15 Desember 2020. Web. 8 Juli. 2019. <<https://money.kompas.com/read/2019/07/08/070800926/menyelisik-tren-bisnis-kopi-di-masa-depan>>

Banirestu, Harning. 2019. “Industri Kopi Indonesia Tahun 2020 Makin Kinclong”. *SWA online*. 15 Desember 2020. Web. 18 Desember. 2019. <<https://swa.co.id/swa/trends/industri-kopi-indonesia-tahun-2020-makin-kinclong>>

Mushonifin, M Husni. 2020. “Reagan Bayu Kisahkan Latar Belakang Anak Panah Kopi di UKM Virtual Ekspo Jateng”. *Sigijateng.id*. 15 Desember 2020. 26 Oktober 2020. <<https://sigijateng.id/2020/reagan-bayu-kisahkan-latar-belakang-anak-panah-kopi-di-ukm-virtual-ekspo-jateng/>>