

DAFTAR PUSTAKA

- Abedian, M., Amindoust, A., Maddahi, R., & Jouzdani, J. (2022a). A game theory approach to selecting marketing-mix strategies. *Journal of Advances in Management Research*, 19(1), 139–158. <https://doi.org/10.1108/JAMR-10-2020-0264>
- Abedian, M., Amindoust, A., Maddahi, R., & Jouzdani, J. (2022b). A game theory approach to selecting marketing-mix strategies. *Journal of Advances in Management Research*, 19(1), 139–158. <https://doi.org/10.1108/JAMR-10-2020-0264>
- Adom, A. Y., Kofi Nyarko, I., Narki, G., & Som, K. (2016). Journal of Resources Development and Management www.iiste.org ISSN. In *An International Peer-reviewed Journal* (Vol. 24). www.iiste.org
- Andaleeb, S. S. (2016). Market Segmentation, Targeting and Positioning. In *Strategic Marketing Management in Asia* (pp. 179–207). Emerald Group Publishing Limited. <https://doi.org/10.1108/978-1-78635-746-520161006>
- Apriyanti, R., Sosial, I. I., & Stiami, M. (2022). Dampak Pandemi Covid-19 Terhadap Laporan Laba Rugi Pada Bank Syariah. In *Jurnal Akuntansi Terapan* (Vol. 3, Issue 2). <http://ojs.stiami.ac.id>
- Aspek Keuangan, P., & Wahyudati, D. (n.d.). *PENGARUH ASPEK KEUANGAN DAN KOMPETENSI SUMBER DAYA MANUSIA (SDM) TERHADAP KINERJA USAHA MIKRO KECIL DAN MENENGAH (UMKM) DI DESA KASONGAN THE EFFECT OF FINANCIAL ASPECT AND HUMAN RESOURCE COMPETENCE ON UMKM PERFORMANCE IN KASONGAN VILLAGE.*
- Bandung, P. P., & Permana, I. (n.d.). 6 *Jurnal Ekonomi dan Bisnis (JEBSIS)*. <http://mikroislamkelompok3.blogspot.com/2013/0>
- Banmairuoy, W., Kritjaroen, T., & Homombat, W. (2022). The effect of knowledge-oriented leadership and human resource development on sustainable competitive advantage through organizational innovation's component factors: Evidence from Thailand's new S- curve industries. *Asia Pacific Management Review*, 27(3), 200–209. <https://doi.org/10.1016/j.apmrv.2021.09.001>
- Betti, N., & Sarens, G. (2021). Understanding the internal audit function in a digitalised business environment. *Journal of Accounting and Organizational Change*, 17(2), 197–216. <https://doi.org/10.1108/JAOC-11-2019-0114>
- Bolisani, E., & Bratianu, C. (2017). Knowledge strategy planning: an integrated approach to manage uncertainty, turbulence, and dynamics. *Journal of Knowledge Management*, 21(2), 233–253. <https://doi.org/10.1108/JKM-02-2016-0071>
- Buku *Business plan Supriyanto 2009*. (n.d.).
- Business model canvas (2010 dalam Indriany & Indriyani, 2017)*. (n.d.).

- Bylund, P. L., & McCaffrey, M. (2017). A theory of entrepreneurship and institutional uncertainty. *Journal of Business Venturing*, 32(5), 461–475. <https://doi.org/10.1016/j.jbusvent.2017.05.006>
- Campos, P. de O., Mélo, L. B. de, de Souza, J. C. V., Santana, P. N. de, Matte, J., & Costa, M. F. da. (2022). Consumer fear and healthy eating during COVID-19 pandemic. *Marketing Intelligence and Planning*, 40(2), 227–241. <https://doi.org/10.1108/MIP-04-2021-0125>
- Carter, M., & Carter, C. (2020). The Creative Business Model Canvas. *Social Enterprise Journal*, 16(2), 141–158. <https://doi.org/10.1108/SEJ-03-2019-0018>
- Conti, E., Camillo, F., & Pencarelli, T. (2023). The impact of digitalization on marketing activities in manufacturing companies. *TQM Journal*, 35(9), 59–82. <https://doi.org/10.1108/TQM-11-2022-0329>
- Cuthbert, J. R., & Magni, C. A. (2016). Measuring the inadequacy of IRR in PFI schemes using profitability index and AIRR. *International Journal of Production Economics*, 179, 130–140. <https://doi.org/10.1016/j.ijpe.2016.05.024>
- Darmawan, F. W., Chumaidiyah, E., & Sagita, B. H. (n.d.). *FEASIBILITY ANALYSIS OF BANJARAN TRADISIONAL MARKET REVITALIZATION IN BANDUNG DISTRICT USING CONTAINER USED INDICATOR BENEFIT COST RATIO, PAYBACK PERIOD, AND NET PRESENT VALUE.*
- Disusun, M. I., Tugas, M., Kuliah, M., & Oleh, K. (n.d.). *ASPEK PASAR DAN PEMASARAN DALAM SUATU USAHA.*
- Donaldson, T., & Walsh, J. P. (2015). Toward a theory of business. *Research in Organizational Behavior*, 35, 181–207. <https://doi.org/10.1016/j.riob.2015.10.002>
- Doyran, M. A. (n.d.-a). *Cost Leadership, Differentiation or Focus: A Study of Corporate Financial Strategy at Levi Strauss*. <https://ssrn.com/abstract=3831524>
- Doyran, M. A. (n.d.-b). *Cost Leadership, Differentiation or Focus: A Study of Corporate Financial Strategy at Levi Strauss*. <https://ssrn.com/abstract=3831524>
- Fjeldstad, Ø. D., & Snow, C. C. (2018). Business models and organization design. *Long Range Planning*, 51(1), 32–39. <https://doi.org/10.1016/j.lrp.2017.07.008>
- Foroudi, P., Gupta, S., Nazarian, A., & Duda, M. (2017). Digital technology and marketing management capability: achieving growth in SMEs. *Qualitative Market Research*, 20(2), 230–246. <https://doi.org/10.1108/QMR-01-2017-0014>
- Guterman, A. S. (2023). *Management Roles and Activities*. www.seoproject.org
- Handjojo, E. S., Syarief, R., & Sugiyono, D. (2017). *Analisis Kelayakan Bisnis Usaha Teh Papua (Vernonia amygdalina) Feasibility Study of Papua Tea (Vernonia amygdalina)* (Vol. 12, Issue 2). <http://journal.ipb.ac.id/index.php/jurnalmp/>
- Harahap, M. N. (2020). ANALISIS PAYBACK PERIOD, NET PRESENT VALUE (NPV), DAN INTERNAL RATE OF RETURN (IRR) PADA USAHA PERHOTELAN DI KEPULAUAN SERIBU. In *ACCOUNTHINK : Journal of Accounting and Finance* (Vol. 5).

- Hatt, L. (2018). Threshold concepts in entrepreneurship – the entrepreneurs' perspective. *Education and Training*, 60(2), 155–167. <https://doi.org/10.1108/ET-08-2017-0119>
- Helmi, A. T., Aknuranda, I., & Saputra, M. C. (2018). *Analisis Dan Pemodelan Proses Bisnis Menggunakan Business Process Improvement (BPI) Pada Lembaga Bimbingan Belajar (Studi Kasus: Lembaga Bimbingan Belajar Prisma)* (Vol. 2, Issue 10). <http://j-ptik.ub.ac.id>
- Hutahayan, B., & Yufra, S. (2019). Innovation speed and competitiveness of food small and medium-sized enterprises (SME) in Malang, Indonesia: Creative destruction as the mediation. *Journal of Science and Technology Policy Management*, 10(5), 1152–1173. <https://doi.org/10.1108/JSTPM-12-2017-0071>
- Islam, M. M. (2020). Segmenting, targeting and positioning in Islamic marketing. *Journal of Islamic Marketing*, 12(7), 1385–1404. <https://doi.org/10.1108/JIMA-10-2018-0181>
- Jadhav, G. G., Gaikwad, S. V., & Bapat, D. (2023). A systematic literature review: digital marketing and its impact on SMEs. In *Journal of Indian Business Research* (Vol. 15, Issue 1, pp. 76–91). Emerald Publishing. <https://doi.org/10.1108/JIBR-05-2022-0129>
- Jamali, H. R. (2018). Does research using qualitative methods (grounded theory, ethnography, and phenomenology) have more impact? *Library and Information Science Research*, 40(3–4), 201–207. <https://doi.org/10.1016/j.lisr.2018.09.002>
- Jamaludin, A. (2019). ANALYSIS OF BREAK-EVEN POINT IN CV.BATA CIKARANG INDONESIA. *International Journal of Research-Granthaalayah*, 7(9), 259–267. <https://doi.org/10.5281/zenodo.3473114>
- Julianto, B., Yunara, T., & Carnarez, A. (2021). *FAKTOR-FAKTOR YANG MEMPENGARUHI ORGANISASI PROFESSIONAL: KEPEMIMPINAN, KOMUNIKASI EFEKTIF, KINERJA, DAN EFEKTIVITAS ORGANISASI (SUATU KAJIAN STUDI LITERATURE REVIEW ILMU MANAJEMEN TERAPAN)*. 2(5). <https://doi.org/10.31933/jimt.v2i5>
- Kaniški, I., & Vincek, I. (2018). Business processes as business systems. *Tehnički Glasnik*, 12(1), 55–61. <https://doi.org/10.31803/tg-20170808183458>
- Karadag, H. (2017). The impact of industry, firm age and education level on financial management performance in small and medium-sized enterprises (SMEs): Evidence from Turkey. *Journal of Entrepreneurship in Emerging Economies*, 9(3), 300–314. <https://doi.org/10.1108/JEEE-09-2016-0037>
- Kelayakan, S., Studi, B., Bisnis, K., Dadang, H., Sobana, H., Pengantar, M. A., Beni, A., & Saebani, M. S. (2018). *Penerbit PUSTAKA SETIA Bandung*.
- Khansalar, E., & Namazi, M. (2017). Cash flow disaggregation and prediction of cash flow. *Journal of Applied Accounting Research*, 18(4), 464–479. <https://doi.org/10.1108/JAAR-02-2015-0011>

- Klimanov, D., & Tretyak, O. (2019). Linking business model research and marketing: new network-based approach to business model analysis. *Journal of Business and Industrial Marketing*, 34(1), 117–136. <https://doi.org/10.1108/JBIM-12-2017-0330>
- KristantiURr Sri Handari WahyuningsihU Benedhikta Kikky VuspitasariURudy KesumajayaU Apud Abdul AzizUYose Ega MulyadiUDahlia PinemU Iwan Henri KusnadiUInta Hartaningtyas RaniU Nuramalia HasanahULita LimpouU Ferdinandus SampeUAbdurohim, A. (n.d.). *STUDI KELAYAKAN RENCANA BISNIS PENERBIT CV.EUREKA MEDIA AKSARA*.
- Lahtinen, V., Dietrich, T., & Rundle-Thiele, S. (2020). Long live the marketing mix. Testing the effectiveness of the commercial marketing mix in a social marketing context. *Journal of Social Marketing*, 10(3), 357–375. <https://doi.org/10.1108/JSOCM-10-2018-0122>
- Leśniak, A., & Juszczak, M. (2018). Prediction of site overhead costs with the use of artificial neural network based model. *Archives of Civil and Mechanical Engineering*, 18(3), 973–982. <https://doi.org/10.1016/j.acme.2018.01.014>
- Liu, W., & Atuahene-Gima, K. (2018). Enhancing product innovation performance in a dysfunctional competitive environment: The roles of competitive strategies and market-based assets. *Industrial Marketing Management*, 73, 7–20. <https://doi.org/10.1016/j.indmarman.2018.01.006>
- Louise Panggabean, H., Manuhutu, A., Muhammad Sabilillah Tahir, A., MaritimNusantata Banjarmasin, A., & Selatan, K. (2023). *Legal Aspect and Legality in Corporate Companies*. 3(1). <https://doi.org/10.52909/jemeb.v3i1.121>
- Markus, G., & Rideg, A. (2020). Understanding the connection between SMEs' competitiveness and cash flow generation: an empirical analysis from Hungary. *Competitiveness Review*, 31(3), 397–419. <https://doi.org/10.1108/CR-01-2020-0019>
- Ngantung, M., & Hasan Jan, A. (2019). *ANALISIS PERAMALAN PERMINTAAN OBAT ANTIBIOTIK PADA APOTIK EDELWEIS TATELU ANALYSIS FORECASTING OF ANTIBIOTIC DRUG REQUESTS ON EDELWEIS TATELU PHARMACIES*. 7(4), 4859–4867.
- Obilo, O. O., & Alford, B. L. (2018). Market segmentation via attitudinal functions: a multi-method approach. *Qualitative Market Research*, 21(1), 63–81. <https://doi.org/10.1108/QMR-06-2016-0052>
- PASAR. (n.d.).
payback period ryanto dan pratama. (n.d.).
- Penulis, T., Ruth Silaen, N., Chairunnisah, R., Rizki Sari Elida Mahriani, M., Tanjung, R., Triwardhani, D., Haerany Anis Masyruroh, A., Gede Satriawan, D., Sri Lestari Opan Arifudin, A., Rialmi, Z., & Putra, S. (2021). *KINERJA KARYAWAN*. www.penerbitwidina.com

- Permana, A. V., Purnomo, A., Sarjono, H., Maulana, F. I., & Setyani, E. A. (2023). The Utilization of Mobile Communication on Marketing: A Systematic Review. *Procedia Computer Science*, 227, 101–109. <https://doi.org/10.1016/j.procs.2023.10.507>
- permintaan dan penawaran buku.* (n.d.).
- Qualitative Research Journal Article information.* (2011). <https://doi.org/10.1108/QRJ>
- Senggetang, V., Mandey, S. L., Moniharapon, S., & Lokasi..., P. (2019). PEMBELIAN KONSUMEN PADA PERUMAHAN KAWANUA EMERALD CITY MANADO THE INFLUENCE OF LOCATION, PROMOTION AND PRICE PERCEPTION TO CONSUMER PURCHASE ON KAWANUA EMERALD CITY MANADO HOUSING. *Jurnal EMBA*, 7(1), 881–890.
- Setiawan, M., & Oude Lansink, A. G. J. M. (2018). Dynamic technical inefficiency and industrial concentration in the Indonesian food and beverages industry. *British Food Journal*, 120(1), 108–119. <https://doi.org/10.1108/BFJ-04-2017-0226>
- Shujahat, M., Hussain, S., Javed, S., Malik, M. I., Thurasamy, R., & Ali, J. (2017). Strategic management model with lens of knowledge management and competitive intelligence: A review approach. In *VINE Journal of Information and Knowledge Management Systems* (Vol. 47, Issue 1, pp. 55–93). Emerald Group Publishing Ltd. <https://doi.org/10.1108/VJIKMS-06-2016-0035>
- Soliha, E., Aquinia, A., Hayuningtias, K. A., & Ramadhan, K. R. (2021). The Influence of Experiential Marketing and Location on Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 1327–1338. <https://doi.org/10.13106/jafeb.2021.vol8.no3.1327>
- Sort, J. C., & Nielsen, C. (2018). Using the business model canvas to improve investment processes. *Journal of Research in Marketing and Entrepreneurship*, 20(1), 10–33. <https://doi.org/10.1108/JRME-11-2016-0048>
- Sousa, M. J., & Rocha, Á. (2019). Skills for disruptive digital business. *Journal of Business Research*, 94, 257–263. <https://doi.org/10.1016/j.jbusres.2017.12.051>
- Sousa-Zomer, T. T., Magalhães, L., Zancul, E., & Cauchick-Miguel, P. A. (2018). Exploring the challenges for circular business implementation in manufacturing companies: An empirical investigation of a pay-per-use service provider. *Resources, Conservation and Recycling*, 135, 3–13. <https://doi.org/10.1016/j.resconrec.2017.10.033>
- Sungkar, H. I., & Deitiana, T. (2021). *PENGARUH CURRENT RATIO, RETURN ON ASSET, RISIKO BISNIS, UKURAN PERUSAHAAN, DAN PAJAK TERHADAP STRUKTUR MODAL* (Vol. 1, Issue 1). <http://jurnaltsm.id/index.php/ejmtsm>
- Tan, B. C., Lau, T. C., Sarwar, A., & Khan, N. (2022). The effects of consumer consciousness, food safety concern and healthy lifestyle on attitudes toward eating “green.” *British Food Journal*, 124(4), 1187–1203. <https://doi.org/10.1108/BFJ-01-2021-0005>

- Valtakoski, A. (2020). The evolution and impact of qualitative research in Journal of Services Marketing. In *Journal of Services Marketing* (Vol. 34, Issue 1, pp. 8–23). Emerald Group Holdings Ltd. <https://doi.org/10.1108/JSM-12-2018-0359>
- Watson, K., & McGowan, P. (2019). Emergent perspectives toward the business plan among nascent entrepreneur start-up competition participants. *Journal of Small Business and Enterprise Development*, 26(3), 421–440. <https://doi.org/10.1108/JSBED-02-2018-0038>
- Widyawono, B. (2017). STUDI PERSEPSI KONSUMEN TERHADAP VALUE PROPOSITION PRODUK SAMBAL ROAR. In *Jurnal Manajemen dan Start-up Bisnis* (Vol. 2, Issue 2).
- Zdravkoski, I., Markusheski, L., Vasileski, Z., Nikolovski, P., Andonovski, M., & Jovanoska, A. (n.d.). *The Meaning, Determination And Management Of Inventory*.