

## DAFTAR TABEL

|   |     |
|---|-----|
| Tabel 2.1 Kajian Penelitian Terdahulu Jurnal Nasional .....                                 | 27  |
| Tabel 2.2 Kajian Penelitian Terdahulu Jurnal Internasional .....                            | 29  |
| Tabel 3.1 Karakteristik Penelitian.....   | 37  |
| Tabel 3.2 Operasionalisasi Variabel (Pihak Internal) .....                                  | 39  |
| Tabel 3.3 Operasionalisasi Variabel (Pihak Eksternal) .....                                 | 48  |
| Tabel 3.4 Pengertian & Pemenuhan Aspek Keabsahan Data Metode Kualitatif ..                  | 50  |
| Tabel 4.1 Wawancara Informan Internal .....   | 56  |
| Tabel 4.2 Koding Wawancara Informan Eksternal.....  | 76  |
| Tabel 4.3 Hasil Evaluasi Internal <i>Value Proposition</i> .....                            | 84  |
| Tabel 4.4 Hasil Evaluasi Internal <i>Customer Segment</i> .....                             | 85  |
| Tabel 4.5 Hasil Evaluasi Internal <i>Channels</i> .....                                     | 86  |
| Tabel 4.6 Hasil Evaluasi Internal <i>Customer Relationship</i> .....                        | 87  |
| Tabel 4.7 Hasil Evaluasi Internal <i>Revenue Stream</i> .....                               | 89  |
| Tabel 4.8 Hasil Evaluasi Internal <i>Key Resources</i> .....                                | 90  |
| Tabel 4.9 Hasil Evaluasi Internal <i>Key Activities</i> .....                               | 92  |
| Tabel 4.10 Hasil Evaluasi Internal <i>Key Partnership</i> .....                             | 93  |
| Tabel 4.11 Hasil Evaluasi Internal <i>Cost Structure</i> .....                              | 94  |
| Tabel 4.12 Hasil Evaluasi Eksternal <i>Value Propositions</i> .....                         | 96  |
| Tabel 4.13 Hasil Evaluasi Eksternal <i>Customer Segments</i> .....                          | 98  |
| Tabel 4.14 Hasil Evaluasi Eksternal <i>Channels</i> .....                                   | 99  |
| Tabel 4.15 Hasil Evaluasi Eksternal <i>Customer Segments</i> .....                          | 100 |
| Tabel 4.16 Hasil Evaluasi Eksternal <i>Revenue Streams</i> .....                            | 102 |
| Tabel 4.17 Hasil Evaluasi Eksternal <i>Key Resources</i> .....                              | 103 |
| Tabel 4.18 Hasil Evaluasi Eksternal <i>Key Activities</i> .....                             | 104 |
| Tabel 4.19 Hasil Evaluasi Eksternal <i>Key Partnership</i> .....                            | 105 |
| Tabel 4.20 Hasil Evaluasi Eksternal <i>Cost Structure</i> .....                             | 106 |
| Tabel 4.21 Pemetaan SWOT pada 9 Elemen <i>Bussines Model Canvas</i> Bandung<br>Kunafe ..... | 106 |