

DAFTAR PUSTAKA

- Afuah, A. (2004). *Business models: A strategic management approach*. New York: Irwin/McGraw-Hill.
- BPS. (2015). *Berita Resmi Statistik*. Jakarta: BPS.
- Clark, T., Osterwalder, A., & Pigneur, Y. (2012). *Business Model You*. Jakarta: PPM Manajemen.
- Fraenkel, J. & Wallen, N. (1993). *How to Design and Evaluate Research in Education (2nd edition)*. New York: McGraw-Hill Inc.
- Gaspersz, Vincent. (2002). *Total Quality Management*. Jakarta: Gramedia Pustaka Utama.
- Gay, L.R. dan Diehl, P.L. (1992), *Research Methods for Business and Management*. New York: MacMillan Publishing Company.
- KEMENDAG (2013). *Analisis Peran Lembaga Pembiayaan Dalam Pengembangan UMKM*. Jakarta: KEMENDAG.
- Kaplan, Robert M., Dennis P. Saccuzzo. (2005). *Psychological Testing: Principles, Applications, and issues. (7th edition)*. California: Wadsworth Publishing Company
- Kastelle, T. (2012, Januari 16). *Eight Models of Business Models, & Why They're Important*. Diakses pada 3 Desember 2015, dari <http://timkastelle.org/blog/2012/01/eight-models-of-business-models-why-theyre-important/>
- Kotler, P. (2007). *Marketing Management*. Jakarta: PT.Indeks.
- Malhotra. (2006). *Marketing Research*. Prentice Hall.
- Osterwalder, A., & Pigneur, Y. (2014). *Business Model Generation*. Jakarta: Elex Media Komputindo.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D (Cetakan ke 17 tujuh belas)*. Bandung: CV Alfabeta.
- Tim PPM Manajemen. (2012). *Business Model Canvas Penerapan di Indonesia*. Jakarta: PPM Manajemen.
- Ulrich, K. T. dan Eppinger, S. D. (2012). *Product Design and Development 5th Edition*. New York: McGrawHill Education.

Zott, C., Amit, R. (2003). *Business Model Design And The Performance Of Entrepreneurial Firms*. INSEAD Working Paper 2003/94/ENT/SM/ACGRD 4.