

DAFTAR PUSTAKA

- Ahmed, P. K. (2008). *Integrated benchmarking: Select techniques for benchmarking analysis*.
- Apostolopoulos, & Liargovas. (2016). Regional parameters and solar energy enterprises: *Purposive sampling* and group AHP approach. *International Journal of Energy Sector Management*, 10(1), 19-37.
- Apostolopoulos, & Liargovas. (2016). Regional parameters and solar energy enterprises: *Purposive sampling* and group AHP approach. *International Journal of Energy Sector Management*, 10(1), 19-37.
- Azhar. (2018, February 12). *Kapan Waktu yang Tepat untuk Posting Di Instagram???* Retrieved from Digital Entrepreneur.id: https://digitalentrepreneur.id/waktu-Posting-di-instagram/?bot_test=1
- Belch, B. &. (2016).
- Belch, G. E., & Belch, M. A. (2003). *Advertising and Promotion; An Integrated Marketing Communications Perspective*. New York: The MacGraw-Hill Companies.
- Belch., G. E., & Belch., M. A. (2001). *Advertising and Promotion : an integrated marketing communications perspectives* (5 ed.). New York: Irwin/Graw Hill.
- Bernerus, & Zhang. (2016). Pengembangan Kuesioner Untuk Mengevaluasi Usabilitas E-learning. *Ergonomi Indonesia*, 2, 3.
- Emory. (1995).
- Ferreria, N. M. (2019, Maret 2). *The Best Time to Post on Social Media in 2019 [INFOGRAPHIC]*. Retrieved from Oberlo.com: <https://www.oberlo.com/blog/best-time-post-social-media>
- Ghozali, I. (2009). *Aplikasi Analisis Multivariate Dengan Program SPSS* (4nd ed.). Universitas Dipenogoro.
- Gray, & Salzman. (2016). Pengembangan Kuesioner Untuk Mengevaluasi Usabilitas E-learning. *Ergonomi Indonesia*, 2, 3.

- Hiam, Alexander, & D.Schewe, C. (1992). *The Portable MBA In Marketing*. New York: John Wiley & Sons, Inc.
- HIQA. (2013). *Guidance on Developing Key Performance Indicators and Minimum Data Sets to Monitor Healthcare Quality*. Health Information and Quality Authority.
- Invernizzi, D. C., Locatelli, G., & Brookes, N. J. (2017). Managing social challenges in the nuclear decommissioning industry: a responsible approach towards better performance - article in press. *Int. J. Proj. Manag.*
- Kendall, K. (1999). *Benchmarking from A to Z*.
- Khamkanya, T. H. (2012). Introduction of AHP satisfaction index for workplace environments. *Corporate Real Estate, 14(2)*, 80-93.
- Kotler. (2016). *Marketing Management*. Jakarta.
- Kotler, & Keller. (2016). *Marketing Management*. Jakarta.
- Lahat, & Soham. (2013). *Benchmark the Marketing and Operation Capabilities for International Firms Export Performance*. Procedia - Social dan Behavioural Sciences.
- LSM. (2012, March 06). *Apa itu model konseptual ?* Retrieved from lingkarsm: <http://lingkarsm.com/model-konseptual/>
- Neely, A., Gregory, M., & Platts, K. (1995). Performance measurement system design: a literature review and research agenda. *International Journal of Operations and Production Management, 15(4)*, 80-116.
- Parmenter. (2007). *Key performance indicators : Developing, Implementing, and Using Winning KPIs*. New Jersey: John Wiley & Sons, Inc.
- Rasyid, H. A. (1993). *Teknik Sampling dan Penskalaan*. Bandung: Jurusan Statistik Universitas Padjajaran.
- Saaty. (2008). *Int. J. Services Sciences*.
- Saaty. (2008). *Decision Making with the Analytic Hierarchy Process*. Services Sciences.
- Shimp. (2010). Analisis Pengaruh Kesadaran Merek (*Brand awareness*) Pada Produk Asuransi. *Riset Bisnis dan Manajemen, 2*.

- Shimp A, T. (2003). Periklanan Promosi Aspek Tambahan Komunikasi, Edisi Kelima. In T. Shimp A, *Periklanan Promosi Aspek Tambahan Komunikasi, Edisi Kelima* (pp. 24-29). Jakarta: Penerbit Erlangga.
- Shimp, T. A. (2014). *Komunikasi Pemasaran Terpadu: dalam Periklanan dan Promosi* (Vol. 1). Jakarta:
- Sugiharto, S. (2006). *Lisrel* (1nd ed.). Yogyakarta: Graha Ilmu.
- Suryadi Kadarsah, A. M., & Ramdani. (1998). *Sistem Pendukung Keputusan*. Bandung: PT Remaja Rasdakarya.
- Sutaryo. (2004). Pengaruh Karakteristik Inovasi terhadap Adopsi Teknologi Internet oleh UKM. *Ekonomi dan Keuangan*, 2(2), 290.
- Tenner, A., & DeToro. (1997). *Redisgn : The Implementation Guide for Managers*. Addison-Wesley.
- Tjiptono, & Diana. (1996). *Total Quality Management, Edisi Kedua* (2 ed.). Yogyakarta: Andi Offset.
- Trim, P. R., & Lee, Y.-I. (2008). A strategic marketing intelligence and multi-organisational resilience framework. *European Journal of Marketing*, 42(7/8), 731-745.
- Umar, H. (2005). *Metode Penelitian untuk Skripsi dan Tesis Bisnis Edisi Baru*. Jakarta: PT Raja Grafindo Persada.
- Walizer, M. (1987). *Metode dan Analisis Penelitian*. Jakarta: Erlangga.

