

## DAFTAR TABEL

Tabel I.1 Penjualan Mebel Jati Trisno Furniture 2018 .....	3
Tabel II.1 Penelitian Terdahulu.....	18
Tabel II.2 Perbandingan Metode.....	19
Tabel III.1 Identifikasi Kebutuhan Data .....	26
Tabel III.2 Narasumber Penelitian .....	28
Tabel III.3 Pengukuran Skala Likert.....	29
Tabel III.4 Penilaian Skala Likert.....	30
Tabel IV.1 <i>Customer Segment</i> Eksisting Mebel Jati Trisno <i>Furniture</i> .....	33
Tabel IV.2 Demografis <i>Customer Segment</i> Eksisting Mebel Jati Trisno <i>Furniture</i> .....	33
Tabel IV.3 Geografis <i>Customer Segment</i> Eksisting Mebel Jati Trisno <i>Furniture</i>	34
Tabel IV.4 <i>Value Proposition</i> Eksisting Mebel Jati Trisno <i>Furniture</i> .....	34
Tabel IV.5 <i>Channel</i> Eksisting Mebel Jati Trisno <i>Furniture</i> .....	35
Tabel IV.5 <i>Customer Relationship</i> Eksisting Mebel Jati Trisno <i>Furniture</i> .....	36
Tabel IV.6 <i>Key Activities</i> Mebel Jati Trisno <i>Furniture</i> .....	37
Tabel IV.7 <i>Key Resource</i> Eksisting Mebel Jati Trisno <i>Furniture</i> .....	39
Tabel IV.8 <i>Key Partnership</i> Eksisting Mebel Jati Trisno <i>Furniture</i> .....	41
Tabel IV.9 Perhitungan Biaya Penjualan Produk .....	43
Tabel IV.10 Perhitungan Biaya Reparasi.....	44
Tabel IV.11 Perhitungan Biaya Jasa Pengiriman.....	45
Tabel IV.12 <i>Cost Structure</i> Eksisting Mebel Jati Trisno <i>Furniture</i> .....	46
Tabel IV.13 <i>Strength and Weakness</i> Proporsisi Nilai .....	47
Tabel IV.14 <i>Opportunity</i> Proporsisi Nilai.....	48
Tabel IV.15 <i>Threats</i> Proporsisi Nilai .....	49
Tabel IV.16 <i>Strength and Weakness</i> Biaya Pendapatan .....	50
Tabel IV.17 <i>Opportunity</i> Biaya Pendapatan .....	51
Tabel IV.18 <i>Threats</i> Biaya Pendapatan .....	52
Tabel IV.20 <i>Opportunity</i> Infrastruktur.....	54
Tabel IV.21 <i>Threats</i> Infrastruktur .....	55
Tabel IV.22 <i>Strength and Weakness</i> Hubungan Pelanggan.....	56
Tabel IV.23 <i>Opportunity</i> Hubungan Pelanggan.....	57
Tabel IV.23 <i>Threat</i> Hubungan Pelanggan .....	58

Tabel V.1 <i>Market Force</i> Eksisting Mebel Jati Trisno <i>Furniture</i> .....	86
Tabel V.2 <i>Industry Force</i> Eksisting Mebel Jati Trisno <i>Furniture</i> .....	87
Tabel V.3 <i>Key Trend</i> Eksisting Mebel Jati Trisno <i>Furniture</i> .....	88
Tabel V.4 <i>Macro Economic Force</i> Eksisting Mebel Jati Trisno <i>Furniture</i> .....	89
Tabel V.5 Keterangan Warna Interpretasi Skor .....	93
Tabel V.6 Skor Interpretasi Analisis <i>SWOT</i> Model Bisnis Mebel Jati Trisno <i>Furniture</i> .....	93
Tabel V.7 Matriks <i>TOWS</i> Model Bisnis Mebel Jati Trisno <i>Furniture</i> Saat Ini ....	96