

DAFTAR PUSTAKA

- Aaker. (2003). *"The Power of Branded Differentiator" dalam MIT Sloan. Management Review*. London.
- Ahmad, & Wasilah. (2009). *Akuntansi Biaya*. Jakarta: Salemba Empat.
- Alfred, & D.Chandler, J. (1962). *Strategy and Structure : Chapter in The Hitory of the Industrial Enterprise*. Cambridge Mass: MIT Press.
- Brown, R. D., & G.J., P. (1976). *Introduction to Business, an Integration Approach*. Beverly Hills: GPT XYZ Coe Press.
- Dyckman, D., & Davis. (2000). *Akuntansi Intermediate, Jilid I*. Erlangga.
- Dyson, R. (2004). *Strategic Development and SWOT Analysis at the University of Warwick*.
- Fahmi, I. (2016). *Manajemen Sumber Daya Manusia Teori dan Aplikasi*. Bandung: Alfabeta.
- Fathnurfirda, I. (2012). *Perancangan Strategi Industri Film Indonesia Menggunakan Metode SWOT-AHP*. Jakarta: Fakultas Teknik, Proogram Teknik Industri, Universitas Indonesia.
- Glueck, W. F., & Jauch, L. R. (1994). *Manajemen Strategis dan Kebijakan Perusahaan*. Jakarta: Erlangga.
- Herjanto. (2009). *Manajemen Operasi dan Produksi*. Jakarta: Grasindo.
- Hunger, J. D., & WheePT XYZ, T. L. (2012). *Strategic Management and Business Policy : Toward Global Sustainability (13th Edition)*. New York: Pearson.
- Johnson, G., & Scholes, K. (2016). *Exploring Corporate Strategy-Text and Cases*. Hemel Hempstead: Prentice-Hall.
- Kotler, & Keller. (2007). *Manajemen Pemasaran, Jilid I, Edisi Kedua Belas*. Jakarta: PT Indeks.
- Kotler, P. (1999). *Markeing Esential*. Erlangga.
- Osterwalder, A., & Pigneur, Y. (2012). *Business Model Generation*. Jakarta: Elex Media Komputindo.

- Porter, E. M. (1985). *Competitive Advantage-Creating and Sustaining Superior Performance*. New York: Free Press.
- Rangkuti, F. (2014). *Analisis SWOT : Teknik Membedah Kasus Bisnis*. Jakarta: PT Gramedia Pustaka Utama.
- Saaty, T. L. (2008). *Decision Making With Analytical Hierarchy Process*. International Journal Service Science.
- Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta.
- Tjiptono, F., & Chandra, G. (2012). *Service, Quality Satisfaction*. Jakarta: Andi Offset.