

DAFTAR ISI

| | |
|----------------------------------------------------------------------------------------|-----|
| <i>VALUE CO-CREATION: STUDI EKSPLORASI DI SAGALA MULTI-BRAND VIRTUAL KITCHEN</i> | i |
| HALAMAN PENGESAHAN..... | ii |
| HALAMAN PERNYATAAN..... | iii |
| KATA PENGANTAR..... | iv |
| ABSTRAK | v |
| <i>ABSTRACT</i> | vi |
| DAFTAR GAMBAR..... | x |
| BAB 1 | 1 |
| PENDAHULUAN..... | 1 |
| Gambaran Umum..... | 1 |
| 1.2 Latar Belakang..... | 2 |
| 1.3 Rumusan Masalah | 8 |
| 1.4 Tujuan Penelitian | 9 |
| 1.5 Manfaat Penelitian | 9 |
| 1.6 Sistematika Penulisan Tugas Akhir | 10 |
| BAB II | 11 |
| TINJAUAN PUSTAKA | 11 |
| 2.1 <i>Startup</i> | 11 |
| 2.2 Value Co-Creation | 13 |
| 2.3 Model The DART | 17 |
| 2.4 Virtual Kitchen | 20 |
| 2.5 Penelitian Terdahulu | 27 |
| 2.6 Kerangka Pemikiran..... | 41 |
| BAB III..... | 43 |
| METODOLOGI PENELITIAN | 43 |
| 3.1 Metodologi Penelitian | 43 |
| 3.2 Operasionalisasi Variabel..... | 45 |
| 3.3 Tahapan Penelitian..... | 51 |
| 3.4 Sampel dan Populasi | 54 |
| 3.5 Teknik Pengumpulan Data dan Sumber Data | 55 |
| BAB IV | 66 |

| | |
|----------------------------------------------|-----------|
| HASIL PENELITIAN DAN PEMBAHASAN | 66 |
| 4.1 Karakteristik Narasumber | 66 |
| 4.2 Hasil Penelitian | 67 |
| 4.3 Pembahasan Hasil Penelitian | 84 |
| BAB V..... | 87 |
| KESIMPULAN DAN SARAN | 87 |
| 5.1 Kesimpulan | 87 |
| 5.2 Saran | 88 |
| DAFTAR PUSTAKA | 90 |