

DAFTAR PUSTAKA

- Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347–356.
- Badan Ekonomi Kreatif. (2018). Opus: Ekonomi Kreatif Outlook 2019. In *Badan Ekonomi Kreatif*.
- Cross, N. (2008). *Engineering Design Methods: Strategic for Product Design, Fourth Edition*. <https://www.semanticscholar.org/paper/Engineering-Design-Methods%3A-Strategies-for-Product-Cross/047ba3f88e0a417b515c38778e3f7f2ed7ee7bc6>
- David, F.R. (2017). *Manajemen Strategis Konsep, Salemba Empat*.
- Ghina, A., Simatupang, T. M., & Gustomo, A. (2015). Building a systematic framework for entrepreneurship education. *Journal of Entrepreneurship Education*, 18(2), 73–98.
- Handi Irawan. (2011). *Pinsip Kepuasan Pelanggan*. Jakarta: PT. Elex Media Komputindo.
- Heene, A. (2010). *Manajemen Strategik Keorganisasian Publik*. Bandung: PT. Refika Aditama.
- Hidayat, D. N. (2003). Paradigma dan Metodologi Penelitian Sosial Empirik Klasik. *Departemen Ilmu Komunikasi FISIP Universitas Indonesia*.
- Hunger & Wheelen. (2003). *Manajemen Strategik*. Andi Offset.
- Husada, Adnan, P. (2016). Peran UMKM dalam Pembangunan dan Kesejahteraan Masyarakat. *Jurnal Analisa Sosiologi*, Vol 5. No., 44.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran edisi 13 jilid 1 dan 2*. Jakarta. Penerbit Erlangga, 2009.
- Moleong, L. . (2011). *Metodologi Penelitian Kualitatif Edisi Revisi*.

- Nasution, A. H. (2003). *Perencanaan dan Pengendalian Produksi*. Yogyakarta: Graha Ilmu Cetakan Pertama.
- Patton, M. . (2019). *Qualitative Research & Evaluation Methods. Third Edition*. 96–97. <https://doi.org/10.31219/osf.io/9ja2t>
- Prahalad, C. K., & Ramaswamy, V. (2004). *Co-creation Experiences: The Next Practice in Value Creation*. *Journal of Interactive Marketing*, 18, 40-49.
- Prahalad, C. K., & Ramaswamy, V. (2004a). Co-creating unique *value* with customers. *Strategy & Leadership*, 32(3), 4–9. <https://doi.org/10.1108/10878570410699249>
- Prahalad, C. K., & Ramaswamy, V. (2004b). *Co-creation experiences: The next practice in value creation*. *Journal of Interactive Marketing*, 18(3), 5–14. <https://doi.org/10.1002/dir.20015>
- Ramaswamy, V. (2008). Co-creating *value* through customers’ experiences: The Nike case. *Strategy and Leadership*, 36(5), 9–14. <https://doi.org/10.1108/10878570810902068>
- Schiffman, L.G & Kanuk, L. L. (2007). *Consumer behavior (9th ed.)*. London: Prentice Hall.
- Sugiyono. (2009). Sugiyono Metode Penelitian Kuantitatif Kualitatif. *Metode Penelitian Kuantitatif Kualitatif*, 6.
- Weiller, J., & Say, J.-B. (1974). *Traité d’économie politique*. *Revue Économique*, 25(5), 885. <https://doi.org/10.2307/3500626>
- Zekiri J, A.B. (2011). Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model). (2011). *International Journal of Academic Research in Business and Social Sciences: Gale Education, Religion and Humanities Lite Package*, 13.
- Kartajaya Hermawan. (2009). *New Wave Marketing, The World is Still Round The*

- Market is Already Flat*. Indonesia: Gramedia.
- Ghina, A., Simatupang, T. M., & Gustomo, A. (2015). Building a Systematic Framework for Entrepreneurship Education. *Journal of Entrepreneurship Education*, Vol. 18 Iss 2 pp. 73-97.
- Sarantakos, S. (1993). *Social Research*. Melbourne: Macmillan Education Australia Pty., Ltd.
- Patton, M.Q. 2002. *Qualitative Research & Evaluation Methods*. Third Edition.
- Moleong, L.J. (2011). *Metodologi Penelitian Kualitatif Edisi Revisi*. Bandung: PT. Remaja Rosdakarya.
- Pawito. (2007). *Penelitian Komunikasi Kualitatif*. Yogyakarta: Pelangi Aksara Yogyakarta.
- Sukmadinata. (2006). *Metode Penelitian Pendidikan*, Remaja Rosdakarya, Bandung.
- Echdar Saban, 2017. *Metode Penelitian Manajemen dan Bisnis*. Bogor: Ghalia Indonesia.
- Arikunto, Suharsimi. 2010. *Prosedur Penelitian Suatu pendekatan Praktek*. Jakarta: Rineka Cipta.
- Ulber Silalahi. (2009). *Metode Penelitian Sosial*. Bandung: PT Refika Aditama.
- Creswell. (2014). *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: Pustaka Pelajar.
- Sekaran, Uma. 2011. *Research Methods For Business (Metode Penelitian Untuk Bisnis)*. Jakarta: Salemba Empat
- Sugiyono. 2011. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Afabeta.
- Albinsson, P.A., Perera, B., Sautter, E. (2011), *Assessing Value Co-creation: DART Scale Development and Validation*, in: S.M. Noble and C.H. Noble (eds.),

AMA Summer Educator's Conference Proceedings – Marketing 2011:
Delivering *Value* in Turbulent Times, Vol. 22, pp. 458–459.