

## DAFTAR PUSTAKA

- Asaretkha, A. A. (2021). Desain Proposisi Nilai: Analisis Profil Pelanggan Bank Asi Di Bandung. *Jurnal Inovasi*, 17(2), 1–10. <https://doi.org/10.30872/jinv.v17i2.8442>
- Bailetti, T., et al. (2020). What Makes Value Propositions Distinct and Valuable to New Companies Committed to Scale Rapidly. *Technology Innovation Management Review*, 10(6), 5-14. <https://doi.org/10.22215/timreview/1365>
- Baskoro, G. (2021). IMPORTANCE OF RAPID ADAPTATION OF VALUE PROPOSITION TO THE CUSTOMER WANTS: a dynamic change in customer wants due to pandemic of Covid 19. *Journal of Economics, Business and Accounting Research*, 5(1), 1-10. <https://doi.org/10.26905/jebar.v5i1.2845>
- Coleman, N. V., Williams, P., Morales, A. C., & White, A. E. (2017). Attention, attitudes, and action: When and why incidental fear increases consumer choice. *Journal of Consumer Research*, 44(4), 673-689. <https://doi.org/10.1093/jcr/ucw128>
- Fronzetti Colladon, A., & Gaggioli, A. (2019). Emotional Text Mining: Customer profiling in brand management. *International Journal of Information Management*, 48, 1-13. <https://doi.org/10.1016/j.ijinfomgt.2019.04.007>
- Handoyo, M. V., & Nirbito, J. G. (2021). Creating the Violetta Stationary Startup Business Using the Value Proposition Canvas. *KnE Social Sciences*, 5(5), 1-11. <https://doi.org/10.18502/kss.v5i5.8800>
- Hong, S., & Kubik, J. D. (2012). Optimal Search for Product Information. *Management Science*, 58(8), 1556-1571. <https://doi.org/10.1287/mnsc.1120.1535>
- Hustic, I., & Gregurec, I. (2015). The influence of price on customer's purchase decision. In *Central european conference on information and intelligent systems* (p. 27). Faculty of Organization and Informatics Varazdin.
- Kusuma, A. D., & Sari, R. P. (2021). Toward a Business Resilience Framework for Startups. *Sustainability*, 13(6), 3132. <https://doi.org/10.3390/su13063132>
- Lentferink, A., Polstra, L., D'Souza, A., Oldenhuis, H., Velthuijsen, H., & van Gemert-Pijnen, L. (2020). Creating value with eHealth: identification of the value proposition with key stakeholders for the resilience navigator app. *BMC medical informatics and decision making*, 20(1), 1-14. <https://doi.org/10.1186/s12911-020-1026-3>
- Liewendahl, H., & Heinonen, K. (2011). Frontline Employees' Motivation to Align with Value Propositions. *Journal of Service Management Research*, 1(2), 7-18. <https://doi.org/10.1177/1756773911402396>

- Monica, C., & Haryadi, B. (2018). Pengembangan Proposisi Nilai Pelanggan Libreria Eatery. *Jurnal Pemasaran Global*, 2(1), 1-10. doi: 10.5281/zenodo.1205223
- Neuhüttler, J., Woyke, I. C., & Ganz, W. (2018). Applying value proposition design for developing smart service business models in manufacturing firms. In *Advances in The Human Side of Service Engineering: Proceedings of the AHFE 2017 International Conference on The Human Side of Service Engineering, July 17– 21, 2017, The Westin Bonaventure Hotel, Los Angeles, California, USA 8* (pp. 103-114). Springer International Publishing
- Oakland, J. S. (1998). Providing customer satisfaction: Total Quality Management. *Total Quality Management*, 9(4-5), 402-406. <https://doi.org/10.1080/0954412988659>
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value proposition design: How to create products and services customers want*. Wiley.
- Papa, E. (2019). Could sleeper trains replace international air travel? *The Conversation*. <https://theconversation.com/could-sleeper-trains-replace-international-air-travel-130334>
- Rachmawati, I., Sary, F.P., dan Perdani, D.R. (2017). Influence of the Use of Brands in a Foreign Language (English) on the Purchase Decision Process of Cosmetic Products Made in Indonesia. *Journal of Social Sciences and Humanities*, 1(2), 1-10. <https://doi.org/10.23887/jjssh.v1i2.10284>
- Ruger, B. (2018). Potential for high-speed overnight train travel. *ETR: International Edition* 1/28. <https://doi.org/10.1016/j.etri.2018.01.005>
- Ryan, B. (1999). Property values and transportation facilities: Finding the transportation-land use connection. *Journal of Planning Literature*, 13(2), 143-156. <https://doi.org/10.1177/08854129922092487>
- PT Kereta Api Indonesia (Persero). (n.d.). Situs Resmi PT Kereta Api Indonesia (Persero). Diakses pada 10 April 2023, dari <https://www.kai.id/>
- Sari, D. P., & Kurniawan, R. (2022). Analisis Profil Konsumen Melalui Customer Profile Map Terhadap Aplikasi Berbasis Website “Merempah”. *Forum Bisnis Dan Kewirausahaan*, 11(2), 1–10. <https://doi.org/10.31227/osf.io/4j5q9>
- Sari, P. K., & Prasetio, A. (2018). Customer Awareness towards Digital Certificate on E-Commerce: Does It Affect Purchase Decision?. 2018 International Conference on Information Management and Technology (ICIMTech), 1-6. IEEE. <https://doi.org/10.1109/ICIMTech.2018.8780519>
- Setiawan, R. (2020). Analisis Profil Konsumen Untuk Pengembangan Aplikasi Futsal Dengan Pendekatan Desain Proposisi Nilai. *Prosiding Seminar Nasional Teknologi Informasi dan Komunikasi Terapan (SENTIKA) 2020*, 1(1), 1-6. <https://doi.org/10.1109/SENTIKA51767.2020.9319362>

- Singh, J. (1991). Industry Characteristics and Consumer Dissatisfaction. *Journal of Consumer Affairs*, 25(1), 19-56. <https://doi.org/10.1111/j.1745-6606.1991.tb00279.x>
- Sugiyono. (2007). *Statistika untuk penelitian*. Bandung: Alfabeta.
- Vukmir, R. B. (2006). Customer satisfaction. *International Journal of Health Care Quality Assurance*, 19(1), 8-31. <https://doi.org/10.1108/09526860610642573>
- Wang, Y., Mo, D.Y., Dan Tseng, M.M. (2018). Mapping Customer Needs To Design Parameters In The Front End Of Product Design By Applying Deep Learning. *Manufacturing Technology*. <https://doi.org/10.1016/j.cirp.2018.04.018>
- Yago, G. (1983). The sociology of transportation. *Annual Review of Sociology*, 9(1), 171-190. <https://doi.org/10.1146/annurev.so.09.080183.001131>
- Yordan, M. A., & Sari, R. P. (2019). Value Proposition Design Pada PT. Kemajuan Industrindo. *Jurnal Ilmiah Mahasiswa FEB*, 4(1), 1-11. <https://doi.org/10.21776/ub.jimfeb.2019.004.01.1>