

DAFTAR TABEL

Tabel 1. 1 Jumlah Penjualan Tahun 2022 Beda Cerita Coffee	24
Tabel 1. 2 Jumlah Penjualan Tahun 2023 Beda Cerita Coffee	25
Tabel 1. 3 Jumlah Pendapatan Beda Cerita Coffee	25
Tabel 2. 1 Kajian Penelitian Terdahulu	61
Tabel 3. 1 Karakteristik Penelitian.....	72
Tabel 3. 2 Panduan Pertanyaan Business Model Canvas	75
Tabel 3. 3 Operasional Variabel <i>Sustainable Business Model</i>	76
Tabel 3. 4 Narasumber Penelitian	80
Tabel 3. 5 Pengertian Pemenuhan Aspek Keabsahan Data Metode Kualitatif	82
Tabel 4. 1 Karakteristik Narasumber	87
Tabel 4. 2 Hasil Wawancara Customer Segments	88
Tabel 4. 3 Hasil Wawancara <i>Value Proposition</i>	89
Tabel 4. 4 Hasil Wawancara <i>Channels</i>	91
Tabel 4. 5 Hasil Wawancara <i>Customer Relationship</i>	92
Tabel 4. 6 Hasil Wawancara <i>Revenue Stream</i>	94
Tabel 4. 7 Hasil Wawancara <i>Key Resource</i>	95
Tabel 4. 8 Hasil Wawancara <i>Key Activities</i>	96
Tabel 4. 9 Hasil Wawancara <i>Key Partner</i>	96
Tabel 4. 10 Hasil Wawancara <i>Cost Structure</i>	98
Tabel 4. 11 Hasil Wawancara <i>Recycle</i>	100
Tabel 4. 12 Hasil Wawancara Efisiensi Sumber Daya	101
Tabel 4. 13 Hasil Wawancara <i>Sharing Economy</i>	103
Tabel 4. 14 Analisis SWOT	111
Tabel 4. 15 Matriks SWOT	112
Tabel 5. 1 <i>Business Model Canvas</i> Beda Cerita Coffee.....	123
Tabel 5. 2 Rekomendasi <i>Sustainable Business Model Canvas</i>	125