

DAFTAR TABEL

Tabel 2.1 Alternatif Strategi	32
Tabel 2.2 Tabel Penelitian Terdahulu	33
Tabel 3.1 Karakteristik Penelitian	39
Tabel 3.2 Daftar Narasumber	39
Tabel 3.3 Operasionalisasi Variabel Faktor Internal	40
Tabel 3.4 Operasionalisasi Variabel Faktor Eksternal.....	41
Tabel 3.5 Hasil Uji Validitas Faktor Internal.....	53
Tabel 3.6 Hasil Uji Validitas Faktor Eksternal.....	54
Tabel 4.1 Karakteristik Narasumber	59
Tabel 4.2 Paparan Evaluasi Visi.....	61
Tabel 4.3 Paparan Evaluasi Misi.....	62
Tabel 4.4 Paparan Wawancara Visi & Misi.....	63
Tabel 4.5 Jawaban Narasumber Terkait Review of Current Marketing Objectives, Strategy, and Performance	68
Tabel 4.6 Jawaban Narasumber Terkait Review of Current and Anticipated Organizational Resources.....	70
Tabel 4.7 Jawaban Narasumber Terkait Review of Current and Anticipated Cultural and Structural Issues	73
Tabel 4.8 Jawaban Narasumber Terkait <i>Strengths</i>	75
Tabel 4.9 Jawaban Narasumber Terkait Weakness.....	78
Tabel 4.10 Analisis Lingkungan Internal	80
Tabel 4.11 Bobot Matriks IFE.....	83
Tabel 4.12 <i>Rating</i> Matriks IFE.....	84
Tabel 4.13 Matriks IFE	86
Tabel 4.14 Jawaban Narasumber Terkait <i>Competition</i>	88
Tabel 4.15 Jawaban Narasumber Terkait <i>Economic Forces</i>	91
Tabel 4.16 Jawaban Narasumber Terkait <i>Political, Governmental, and Legal Forces</i>	94

Tabel 4.17 Jawaban Narasumber Terkait <i>Technological Forces</i>	97
Tabel 4.18 Jawaban Narasumber Terkait <i>Social, Cultural, Demographic, and Natural Environment Forces</i>	99
Tabel 4.19 Jawaban Narasumber Terkait <i>Opportunities</i>	101
Tabel 4.20 Jawaban Narasumber Terkait <i>Threats</i>	102
Tabel 4.21 Analisis Lingkungan Eksternal.....	104
Tabel 4.22 Bobot Matriks EFE.....	107
Tabel 4.23 <i>Rating</i> Matriks EFE.....	108
Tabel 4.24 Matriks EFE	110
Tabel 4.25 Matriks SWOT	113
Tabel 4.26 Hasil Analisis QSPM.....	126