

## DAFTAR PUSTAKA

- Bandung, D., Sampang, T. K. B. K., Perbanas, S. T. I. E., & Rosdakarya, R. Creswell, John W. 2015. Penelitian Kualitatif & Desain Riset. Yogyakarta: Pustaka Pelajar. Dewanti, D, W, Elsa. 2015. Analisis Perencanaan Pengelolaan Keuangan Desa di Desa Boreng (Studi Kasus Pada Desa Boreng Kecamatan Lumajang Kabupaten Lumajang. Skripsi. Jember: Akuntansi Fakultas Ekonomi.
- Daryanto, S. K. M. P. (2013). PT Sarana Tutorial Nurani Sejahtera.
- Den Hertog, C. (2014). Better value chains: a matrix for competitive advantage. *Journal of Business Strategy*.
- Djalante, R., Lassa, J., Setiamarga, D., Sudjatma, A., Indrawan, M., Haryanto, B., ... & Warsilah, H. (2020). Review and analysis of current responses to COVID-19 in Indonesia: Period of January to March 2020. *Progress in disaster science*, 6, 100091.
- Harjoto, M. A., & Rossi, F. (2021). Market reaction to the COVID-19 pandemic: evidence from emerging markets. *International Journal of Emerging Markets*, (ahead-of-print).
- Ihsanuddin, I. (2020). Fakta Lengkap Kasus Pertama Virus Corona di Indonesia. Tersedia di [www.kompas.com](http://www.kompas.com), 2, diakses pada 10 Juni 2021.
- Kasmir. 2010. Manajemen Perbankan. Jakarta : PT Raja Grafindo Persada.
- Khilal, A. H. (2015). Pendekatan dalam Penelitian Kualitatif. Tersedia di [http://www.kompasiana.com/ilal/5-pendekatan-dalam-penelitian-kualitatif\\_55300cd76ea8341e158b4581,17](http://www.kompasiana.com/ilal/5-pendekatan-dalam-penelitian-kualitatif_55300cd76ea8341e158b4581,17), diakses pada 26 Juni 2021.
- Kim, W. C., & Mauborgne, R. (1998). Value Innovation: the strategic logic of high growth. *IEEE Engineering Management Review*, 26(2), 8-16.
- Kotler, P., & Keller, K. L. (2016). Marketing Management (15th global ed.). England: Pearson.
- Lovelock, C., Wirtz, J., & Mussry, J. (2011). Pemasaran Jasa: manusia, teknologi, strategi; perpektif Indonesia.
- Lupiyoadi, Rambat. (2014). Manajemen Pemasaran Jasa. Edisi 3. Jakarta: Salemba Empat.
- Maxwell, M. (2015). Psycho-Cybernetics Updated and Expanded. New York: Tarcher Perigee.

- Moleong, L. J. (2021). Metodologi penelitian kualitatif. PT Remaja Rosdakarya.
- Roziqin, A., Mas'udi, S.Y.F., Sihidi, I.T (2021). "An analysis of Indonesian Government policies against COVID-19". *International Journal of Emerging Markets*. Emerald Group Publishing Limited.
- Sohrabi, C., Alsafi, Z., O'Neill, N., Khan, M., Kerwan, A., Al-Jabir, A., ... & Agha, R. (2020). World Health Organization declares global emergency: A review of the 2019 novel coronavirus (COVID-19). *International journal of surgery*, 76, 71-76.
- Sutarno, S., & Sc, M. (2012). Serba-Serbi Manajemen Bisnis. Yogyakarta: Graha Ilmu.
- Tjiptono, F. (2011). Pemasaran Jasa, Jogjakarta.
- Weible, C. M., Nohrstedt, D., Cairney, P., Carter, D. P., Crow, D. A., Durnová, A. P., ... & Stone, D. (2020). COVID-19 and the policy sciences: initial reactions and perspectives. *Policy sciences*, 53(2), 225-241.