

DAFTAR PUSTAKA

- Aliyah, Istijabatul., Bambang Setioko., and Wisnu Pradoto. 2017. *Spatial flexibility in cultural mapping of traditional market area in Surakarta: A case study of Pasar Gede in Surakarta*. Journal of City, Culture and Society, Vol. 10: 41–51.
- Almanasreh, Enas., Rebekah Moles. and Timothy F. Chen. 2019. *Evaluation of methods used for estimating content validity*. Research in Social and Administrative Pharmacy, Vol. 15: 214–221.
- Alsharji, Adel., Syed Zamberi Ahmad., and Abdul Rahim Abu Bakar. 2017. *Understanding Social Media Adoption in SME's*. Journal of Entrepreneurship in Emerging Economies Vol. 10, No. 2: 302-328.
- Akmaludin. 2015. *Multi Criteria Analysis Mementukan Point Weight Comparison Dalam Penetapan Decision Priority*. Jurnal Pilar Nusa Mandiri, Vol. 9, No. 1.
- Anonim. 2014. *World Cocoa Foundation Report: 13*. World Cocoa Foundation. Washington DC.
- Anonim. 2015. *National Survey of Socio Economics, First Quarter*. Badan Pusat Statistik. Jakarta.
- Anonim. 2017. *Quarterly Bulletin of Cocoa Statistics Volume XLIII No. 1 Cocoa Year 2016/2017*. International Cocoa Organization. Cote d'Ivoire.
- Archer, Norm.; dan Judith Gebauer. 1999. *Managing In The Context of The New Electronic Marketplace*. Dalam 1st World Congress on the Management of Electronic Commerce.
- Arikunto, Suharsimi. 2014. *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Arofah, Tiara Yoyyibatul., M. Awaluddin., and Arief Laila Nugraha. 2017. *Analisis Persebaran Minimarket Modern Berbasis SIG (Sistem Informasi Geografis) Di Kabupaten Kudus*. Jurnal Geodesi Undip, Vol. 6, No. 4.
- Baktiono, R. Agus., and I Putu Artaya. 2016. *Memilih Media Online Sebagai tempat Bisnis Online Melalui Pendekatan Uji Categorical*. E-Jurnal Manajemen Kinerja, Vol. 2, No. 2.
- Beg, Mohd Shavez., Sameer Ahmad., Kulsum Jan., and Khalid Bashir. 2017. *Status, supply chain and processing of cocoa - A review*. Trends in Food Science & Technology, Vol. 66: 108-116.
- Black, Nancy Jo.; Andy Lockett.; Christine Ennew.; Heidi Winklhofer.; dan Sally McKechnie. 2002. *Modelling consumer choice of distribution channels: an illustration from financial services*. International Journal of Bank Marketing, Vol. 20, No. 4: 161-173.
- Chiang, Wei-yu Kevin., and Zhen Li. 2010. *An analytic hierarchy process approach to assessing consumer's distribution channel preferences*. International Journal of Retail and Distribution Management, Vol. 38, No. 2: 78-96.
- Constantinides, Efthymios. 2004. *Influencing the online consumer's behavior: the Web experience*. Internet Research, Vol. 14, No. 2: 111-126

- Cravens, David W., and Nigel. F Piercy. 2006. *Strategic Marketing*. McGraw-Hill. New York.
- Davis, Keith., and John W. Newstorm. 2004. *Perilaku dalam Organisasi Edisi 7* Bahasa Indonesia, Jilid 1, Jakarta: Penerbit Erlangga.
- Diczbalis, Yan. 2010. *Producing Cocoa in Northern Australia*. RIRDC Publishing. Canberra.
- Engström, Anne., and Esmail Salehi-Sangari. 2007. *Assessment of Business-to-Business (B2B) e-Marketplaces' Performance*. *Industrial Marketing & e-Commerce Research Group*, Vol. 22.
- Fraenkel, Jack R., and Norman E. Wallen. 2006. *How to design and evaluate research in education*. McGraw-Hill. New York.
- Gable RK., and Wolf MB. 2012. *Instrument Development in the Affective Domain: Measuring Attitudes and Values in Corporate and School Settings*. Springer Science & Business Media.
- Gupta A., B.C. Su., and Z. Walter. 2004. *An empirical study of consumer switching from traditional to electronic channels: a purchase-decision process perspective*. *International Journal of Electronic Commerce*, Vol. 8, No.3: 131–161.
- Hair, Joseph F. 2006. *Multivariate Data Analysis*. Prentice Hall. New Jersey.
- Ho, Daniel., Graeme Newell., and Anthony Walker. 2005. *The Importance of Property-Specific Attributes in Assessing CBD Office Building Quality*. *Journal of Property Investment & Finance*, Vol. 23, No. 5: 424-444.
- Kaplan, A. M., and Haenlein, M. 2010. *Users of the world, unite! The challenges and opportunities of Social Media*. *Business Horizons*, Vol. 53, No. 1: 59–68.
- Kim, H. 2005. *Consumer profiles of apparel product involvement and values*. *Journal of Fashion Marketing and Management*, Vol. 9, No. 2: 207-220.
- Kotler, Philip., and Gary Armstrong. 2012. *Principle of Marketing*. Pearson Education. Boston.
- Kotler, Philip., Bob Sabran., and Gary Armstrong. 2008. *Prinsip-Prinsip Pemasaran Jilid 2*. Jakarta: Penerbit Erlangga.
- Kotler, Philip and Keller, Kevin Lane, 2009. *Manajemen Pemasaran*, Edisi 12, Jilid I, Terjemahan oleh Bob Sabran, Erlangga, Jakarta.
- Kurtilla, Mikko., Mauno Pesonen., Jyrki Kangas., and Miika Kajanus. 2000. *Utilizing the analytic hierarchy process (AHP) in SWOT analysis - a hybrid method and its application to a forest-certification case*. *Forest Policy and Economics*, Vol. 1: 41-52.
- Lenvin, A.M., Lenvin, I.P., and Weller, J.A. 2005. *A Multi –attribute Analysis of Preferences for Online and Offline Shopping: differences across products, consumers, and shopping stages*. *Journal of Electronic Commerce Research*, Vol. 6, No. 4: 281-290.
- Lihra, Torsten., and Raoul Graf. 2007. *Multi-channel communication and consumer choice in the household furniture buying process*. *Direct Marketing: An International Journal*. Vol. 1, No. 3: 146-160.
- Marco, Robert., and Bernadheta Tyas Puspa Ningrum. 2017. *Analisis Sistem Informasi E-Marketplace Pada Usaha Kecil Menengah (UKM) Kerajinan Bambu Dusun Brajan*. *Jurnal Ilmiah DASI (Data Manajemen dan Teknologi Informasi)*, Vol. 18, No. 2: 48-53.

- Marimin. 2004. *Teknik dan Aplikasi Pengambilan Keputusan Kriteria Majemuk*. Jakarta: Grasindo.
- Maulina, Rishna. 2019. *Whatsapp Marketing: Strategi Meningkatkan Penjualan*. <https://www.jurnal.id/id/blog/whatsapp-marketing/>. Diakses pada tanggal 14 Oktober 2019.
- McLeod, Raymond Jr., and George Schell. 2007. *Management Informastion Systems*. Pearson Education International. New Jersey.
- Misirlis, N., and Vlachopoulou, M. 2018. *Social media metrics and analytics in marketing—S3M: A mapping literature review*. International Journal of Information Management, Vol. 38, No. 1: 270–276.
- Mitra, Anusree. 1995. *Price Cue Utilization in Product Evaluations the Moderating Role of Motivation and Attribute Information*. Journal of Business Research, Vol. 33, No. 3: 187-195.
- Neslin S.A., D. Grewal., R. Leghorn., S.S. Venkatesh., M.L. Teerling., J.S. Thomas., and P.C. Verhoef. 2006. *Challenges and opportunities in multichannel customer management*. Journal of Service Research, Vol. 9, No. 2: 95–112.
- Newman, Isadore., Janine Lim., and Fernanda Pineda. 2013. *Content Validity Using a Mixed Methods Approach: Its Application and Development Through the Use of a Table of Specifications Methodology*. Journal of Mixed Methods Research, Vol. 7, No. 3: 243-260.
- Nicholson, Michael., Ian Clarke., and Michael Blakemore. 2011. *One brand, three ways to shop: situational variables and multichannel consumer behaviour*. The International Review of Retail, Distribution, and Consumer Reseach, Vol. 12, No. 2: 131-148.
- Perdana, Sukma Adi. 2018. *Penduga Rataan Geometrik pada Sampel Himpunan Terurut Untuk Distribusi Normal*. Jurnal Gantang, Vol. III, No. 1: 9-15.
- Republik Indonesia. 2007. *Peraturan Menteri Dalam Negeri No. 42 Tahun 2007 tentang Pengelolaan Pasar Desa*. Jakarta: Kementrian Dalam Negeri.
- Raj, Micahel.; dan Priyalakshmi M T. 2018. *Decison Making in Construction Management using AHP and Expert Choice Approach*. International Journal of Engineering and Technology (IRJET). Vol. 5, No. 11: 552-556.
- Rajamma, Rajasree K., Audesh K. Paswan., and Gopala Ganesh. 2007. *Services purchased at brick and mortar versus online stores, and shopping motivation*. Journal of Services Marketing, Vol. 21, No. 3: 200-121.
- Rivas, Juan Camilo Mazo., Melanie Dietze., Susann Zahn., Yvonne Schneider., and Herald Rohm. 2018. *Diversity of sensory profiles and physicochemical characteristics of commercial hot chocolate drinks from cocoa powders and block chocolates*. European Food Research and Technology, Vol. 244: 1407-1414.
- Rubio, Ricardo Sellers., and Fransisco Mas Ruiz. 2006. *Economic efficiency in supermarkets: evidence in Spain*. International Journal of Retail & Distribution Management, Vol. 34, No. 2: 155-171.
- Saaty, T.L., and Luis G. Vargal. 2006. *Decision Making With The Analytical Network Process. Economic, Political, Social, and Technological Applications with Benefits, Opportunities, Costs, and Risks*. New York. Springer.

- Saaty, T.L. 2008. *Decision making with the analytic hierarchy process*. International Journal of Services Sciences, Vol. 1, No. 1: 83-98.
- Salvatore, Dominick. 2014. *Ekonomi Internasional Buku 2*. Jakarta: Salemba Empat.
- Sarkar, Raja., dan Sabyasachi Das. 2017. *Online Shopping vs Offline Shopping : A Comparative Study*. International Journal of Scientific Research in Science and Technology, Vol. 3, No. 1: 424-431.
- Sasongko, Aji., Indah Fitri Astuti., and Septya Maharani. 2017. *Pemilihan Karyawan Baru dengan Metode AHP (Analytical Hierarchy Process)*. Jurnal Informatika Mulawarman, Vol. 12, No. 12: 88-93.
- Spizman, Lawrence., and Marc A. Weinsten. 2008. *A Note on Utilizing the Geometric Mean: When, Why and How the Forensic Economist Should Employ the Geometric Mean*. Journal of Legal Economic, Vol. 15, No. 1: 43-55.
- Stanton, William J. 2006. *Manajemen Pemasaran*. Jakarta: Penerbit Erlangga.
- Sugiyono. 2014. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Swastha, Basu. 2008. *Menejemen Pemasaran Modern Edisi 2*. Yogyakarta: Penerbit Liberty.
- Szopa, P., and Pekala W. 2012. *Distribution Channels and Their Roles in the Enterprise*. Polish Journal of Management Studies, Vol. 6: 143-150.
- Tjiptosoepomo, Gembong. 2013. *Taksonomi tumbuhan (Spermatophyta)*. Yogyakarta: Gadjah Mada University Press.
- Uma, Sekaran. 2003. *Research Methods for Business : a skill-building approach*. John Wiley & Sons. New Jersey.
- Verhoef, P.C., Neslin, S.A., and Vroomen, B. 2007. *Multichannel Custome Management: Understanding the Research Shopper Phenomenon*. International Journal of Research in Marketing, Vol. 24, No. 2: 129-4.
- Wahyudi, T. 2009. *Panduan Lengkap Kakao*. Jakarta: Penebar Swadaya.
- Yu, Chian-Son. 2007. *What Drives Enterprises to Trading via B2B E-marketplaces?*. Journal of Electronic Commerce Research, Vol. 8, No.1: 84-100.
- Yunus, Rodzyah Mohd., Zalina Samadi., Norezatty Mohd Yusop., and Dasiman Omar. 2013. *Experct Choice for Ranking Heritage Streets*. Procedia-Social and Behavioral Sciences, Vol. 101: 465-475.
- Zaffou, Madiha., and Benaissa Chidmi. 2011. *The effect of variety offering on demand and supermarket competition: yogurt in the Houston metropolitan area*, Vol. 7, No. 3: 8-18.