



## DAFTAR PUSTAKA

- Aoun, I. & Tournis, L. (2015). "Building Holistic Brands: an exploratory study of halal cosmetics". *Journal of Islamic Marketing*, Vol. 6 Iss 1 PP. 109 - 132.
- Chen, Y. (2006). Marketing Innovation. *Journal of Economics & Management Strategy*, 102.
- Cooper , D. R. & Schindler, P. S. (2014). Business Research Methods, 12<sup>th</sup> ed. New York, NY: McGraw-Hill/Irwin.
- Creswell, J. W. & Creswell, D. (2018). Research Design Qualitative, Quantitative, and Mixed Methods Approaches. Los Angeles, CA: SAGE Publications Inc..
- Cunliff, C. (2020). Beyond the Energy Techlash: The Real Climate Impacts of Information Technology.
- Dahl, S; Eagle, L & Low, D. (2015). "Integrated marketing communications and social marketing", *Journal of Social Marketing*, Vol. 5 Iss 3 PP. 226 - 240
- DailySocial. (2020, September 29). Dukung Upaya Kemenparekraf Pulihkan Sektor Pariwisata, PT XYZ Berperan Aktif dengan Menggiatkan Edukasi dan Inovasi Berbasis Teknologi. Diambil kembali dari DailySocial.ID: <https://dailysocial.id/wire/dukung-upaya-kemenparekraf-pulihkan-sektor-pariwisata-PT-XYZ-berperan-aktif-dengan-menggiatkan-edukasi-dan-inovasi-berbasis-teknologi>
- Dessler, G. (2013). Human Resources Management, 13<sup>th</sup> Ed. New Jersey, NJ: Pearson Education, Inc.
- Hooley, G; Piercy, N. F; Nicoulaud, B & Rudd, J. M. (2020). *Marketing Strategy & Competitive Positioning*. Harlow, Essex, UK: Pearson Education Limited.
- Kennard, M. (2021). Innovation and Entrepreneurship. New York, NY: Taylor & Francis.
- Kotler, P. & Keller, K. L. (2016). *Marketing Management*, 15<sup>th</sup> Harlow, Essex, UK: Pearson Education Ltd.
- Lin, B. & Darling, J. (1999). An analysis of the formulation of strategic alliances: a



- focus on the pharmaceutical industry. Vol. 99 No. 3, pp. 121-127.
- Mada, O. U. (2020, December). Inovasi dan Keinovatifan. Diambil kembali dari Fisipol UGM Creative Hub:<https://chub.fisipol.ugm.ac.id/2020/12/15/inovasi-dan-keinovatifan/>.
- Miles, M. B; Huberman, A. M; & Saldana, J. (2014). Qualitative Data Analysis: A Methods Sourcebook. Tempe, AZ: SAGE Publications, Inc.
- Mothersbaugh, D. L. & Hawkins, D. I. (2016). Consumer Behavior: Building Marketing Strategy, 13<sup>th</sup> ed. New York, NY: McGraw-Hill Education.
- Papasolomou-Doukakis, I. and Kitchen, P.J. (2004), "Internal marketing in UK banks: conceptual legitimacy or window dressing?", *International Journal of Bank Marketing*, Vol. 22 No. 6, pp. 421-452.
- Purchase, S. & Volery, T. (2020). "Marketing Innovation: A Systematic Review". *Journal of Marketing Management*, Vol. 36, Nos. 9–10, 763–793.
- PwC Indonesia. PT XYZ Impact Study by PwC. September 2023. [https://www.pwc.com/id/en/media-centre/pwc-in-news/2023/english/PT\\_XYZ-impact-study-by-pwc-seas-leading-travel-platform-propels-global-exposure-and-growth-for-indonesias-tourism-ecosystem.html](https://www.pwc.com/id/en/media-centre/pwc-in-news/2023/english/PT_XYZ-impact-study-by-pwc-seas-leading-travel-platform-propels-global-exposure-and-growth-for-indonesias-tourism-ecosystem.html)
- Schindler, P. S. (2019). Business Research Methods, 13<sup>th</sup> Ed. New York, NY: Mc Graw-Hill/Irwin.
- Sekaran, U. & Bougie, R. (2016). Research Methods for Business: A Skill Building Approach, 7th ed. Chichester, West Sussex, UK: John Wiley & Sons Ltd.
- Similarweb LTD. Website Performance PT XYZ vs Tiket.com. 2023.[https://www.similarweb.com/website/PT\\_XYZ.com/vs/tiket.com/#demographics](https://www.similarweb.com/website/PT_XYZ.com/vs/tiket.com/#demographics)
- Soliman, H. S. (2016). "An Analytical Study of the Relationship between the Holistic Marketing and Overall Organizational Performance". *International Journal of Business and Social Science*, Vol. 7, No. 7, PP. 42-56.
- PT XYZ. Investor Relation PT XYZ Life, Your Way. 2023. [https://www.PT\\_XYZ.com/id-id/about-us](https://www.PT_XYZ.com/id-id/about-us)



Yin, R. K. (2018). Case Study Research and Applications: Design and Methods, 6th Ed. Los Angeles, CA: SAGE Publications, Inc.