

DAFTAR PUSTAKA

- Alrubaice. 2012. *Exploring the relationship between ethical sales behavior, relationship quality and customer loyalty*. New York: Routledge.
- Aprilia, R., Ramadhani, A. M., Labibah, B., & Adiprawira, I. F. (2023). "Keunggulan dan Strategi Model Bisnis Mixue". *Oikos-Nomos Jurnal Kajian Ekonomi dan Bisnis*, 16(2), 71.
- Arief, Rudi Kurniawan. 2017. *Diktat Mata Kuliah Proses Manufaktur - I*. Bukittinggi: Modul Pembelajaran fakultas Teknik Universitas Muhammadiyah Sumatera Barat.
- Bakker, A., & Zubair, A. C. (1990). *Metodologi Penelitian Filsafat*. Yogyakarta. Kanisius.
- Bertens, K. (1993). *Etika* (1st ed.). Jakarta. Gramedia Pustaka Utama.
- Clark, T., Osterwalder, A., & Pigneur, Y. (2012). *Business Model You: A One-Page Method For Reinventing Your Career*. New Jersey: John Wiley & Sons.
- Ekasari, Kurnia. 2019. *Etika Bisnis*. Malang: Polinema Press.
- Feri, Sulianta. 2014. *Terobosan Berjualan online ala Dropshipping*. Yogyakarta: ANDI
- Geissdoerfer, M., Vladimirova, D., & Evans, S. (2018). "Sustainable business model innovation: A review". *Journal of Cleaner Production*, 198, 401–416. <https://doi.org/10.1016/j.jclepro.2018.06.240>
- Ghani, Abdul., Hanafiah, M., Matisa, R., Hamid, Abdul., 2022. "A Preliminary Study: Exploring Franchising Growth Factors of Franchisor and Franchisee". *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 70.
- Hadi, Purnomo. 2012. *Jualan Online Tanpa Repot Dengan Dropshipping*. Jakarta: Elex Media Komputindo
- Hakim, Arif Rahman. & Wardha Nilawati. 2020. *Pengantar Bisnis dan Manajemen*. Banyuwangi: UNTAG
- Hess, David. 1995. "The Iowa Franchise Act : Toward Protecting Reasonable Expectations of Franchisees and Franchisors" (80)2. 341-342.
- Keraf, S. 1998. *Etika Bisnis Tuntunan dan Relevansinya*. Yogyakarta. Kanisius.
- Kopp, Carol M., 2022. *What is a Business Model with Types and Example*. [Online] Available at: <https://www.investopedia.com/terms/b/businessmodel.asp> [Accessed 2 June 2024].

- Listianto, Naelul Muna. 2023. *Pengaruh Labelisasi Halal, Harga, dan Variasi Produk Terhadap Minat Beli Ulang Mixue Purwokerto*. Purwokerto: Skripsi Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Prof. K.H. Saifuddin Zuhri.
- Majid, Ziemans Hendratama. 2018. *Analisis Penerapan Pola Freemium Dalam Model Bisnis Aplikasi Streaming Musik*. Malang: Skripsi Fakultas Ilmu Administrasi Universitas Brawijaya.
- Najla, Dewanthi, Y., & Permana, E. (2022). “Strategi Mempertahankan Usaha Franchise di Indonesia”. *Journal of Business Finance and Economic*, 3(2), 5.
- Osterwalder, A., & Pigneur, Y. (2012). *Business Model Generation*. Jakarta: Elex Media Komputindo
- Osterwalder, A., & Pigneur, Y. (2014). *Business Model Generation*. Jakarta: Elex Media Komputindo.
- Putri, S. A., Shalsyabila, M., Bhayangkara, A., & Nofrida, F. A. (2023). “Analisis Manajemen Strategi: Perbandingan Manajemen Strategi Antara PT. Zhisheng Pacific Trading (Mixue Indonesia) dan PT. Junyi Jaya Indonesia (Momoyo)”. *Jurnal Pendidikan Tambusai*, 7(3), 28192.
- Richardson, J. (2008). “The business model: an integrative framework for strategy execution. *Strategic Change*,” 17(5–6), 133–144. <https://doi.org/10.1002/jsc.821>
- Selden, Andrew C. (2008). *An introduction to franchising*. St. Paul, MN: Minnesota Department of Employment and Economic Development.
- Slamet, Sri Rejeki. 2011. *Waralaba (franchise) Di Indonesia*. Lex Jurnalica. 8(2). 127-139.
- Subawa, N., S., & Widhiasthini, N., W. 2020. *Waralaba 4.0 Isu, tren dan Evolusi bisnis Waralaba di Era Digital*. Badung: Nilacakra.
- Suharnoko, “*Hukum Perjanjian : Teori dan Analisa Kasus*”, Cet. 1, Kencana, Jakarta, 2004.
- Suprpto, Y., Maitri, B., Larissa, J., & Liana, J. (2023). Integrasi Model Bisnis Franchise MXBC dan Peluang Ekspansi ke Kawasan Asia Timur Tengah. *SEIKO : Journal of Management & Business*, 6(1), 353.
- Suryani, Ni Kadek. 2021. *Pengantar Manajemen dan Bisnis*. Bandung: Widina Bhakti Persada.
- Taufik, A. (2018). “Perjanjian Waralaba Dalam Perspektif Bisnis Syari’ah”. *Jurnal Qawanin*, 2(1), 1.

Ramelan. (2012). *Business Model Canvas: Penerapan di Indonesia*. Jakarta: Penerbit PPM.

Tsabitah, A. N. D. 2023. *Types of Business Model*.
<https://doi.org/10.31219/osf.io/j2nb4>

Velasquez, M. G. (2002). *Business Ethics: Concepts and Cases* (5th ed.). New

Wijoyo, Hadion, dkk 2021. *Pengantar Bisnis*. Sumatra Barat: Insan Cendekia Mandiri.

Yusniar Mendo, Andi, dkk. 2022. *Pengantar Manajemen Bisnis*. Lombok: Yayasan Hamjah Diha.