

DAFTAR PUSTAKA

- Abdelkafi, N., Raasch, C., Roth, A., & Srinivasan, R. (2019). Multi-sided platforms. *Electronic Markets*, 29(4), 553–559. <https://doi.org/10.1007/s12525-019-00385-4>
- Accenture. (2023). *MyPertamina Strategy and Blueprint*.
- Alphabet Inc. (2024). *Alphabet Inc. Form 10-K for the Fiscal Year Ended December 31, 2023*.
- Amit, R., & Zott, C. (2001). Value Creation in e-Business. *Strategic Management Journal*, 22, 493–520.
- Campbell, A., & Gutierrez, M. (2021). *Why You Need an Operating Model: To Align Your People and Deliver Your Strategy - MBR Journal*. <https://mbrjournal.com/2021/11/01/why-you-need-an-operating-model-to-align-your-people-and-deliver-your-strategy/>
- Chen, L. (2010). Business–IT Alignment Maturity of Companies in China. *Information & Management*, 47, 9–16.
- de Best, R. (2024). *Market share of cash, credit cards, and other payment methods at point of sale (POS) in Indonesia from 2017 to 2023, with a forecast for 2027*. Statista. <https://www-statista-com.ezproxy.ugm.ac.id/statistics/1296701/preferred-payment-methods-indonesia/>
- Fisher, J. D. (2022). *Chevron Drills Into Data to Refine Customer Experience*. Wall Street Journal. <https://deloitte.wsj.com/cio/chevron-drills-into-data-to-refine-customer-experience-01656617997>
- Gutierrez, A., & Serrano, A. (2008). Assessing strategic, tactical and operational alignment factors for SMEs: Alignment across the organisation’s value chain. *International Journal of Value Chain Management*, 2(1), 33. <https://doi.org/10.1504/IJVCM.2008.016117>
- Hagiu, A. (2006). Multi-sided platforms: From microfoundations to design and expansion strategies. *Harvard Business School, Working Paper*, 07(094). <https://www.hbs.edu/faculty/Publication%20Files/07-094.pdf>
- Henderson, J. C., & Venkatraman, H. (1993). Strategic alignment: Leveraging information technology for transforming organizations. *IBM Systems Journal*, 32(1).

- Henderson, J. C., & Venkatraman, N. (1990). Strategic Alignment: A Model for Organizational Transformation via Information Technology. *Working Paper 3223-90, Cambridge, MA: Sloan School of Management, Massachusetts Institute of Technology.*
- Huda, M. M. N., Chumaidiyah, E., & Hasun, F. (2019). Design of Business Model on Digital Printing Startup Using Business Model Canvas Approach. *Atlantis Highlights in Engineering (AHE)*, 2, 307–313.
- Kwan, A., Schroeck, M., & Kawamura, J. (2019). Architecting an Operating Model: A Platform for Accelerating Digital Transformation. *Deloitte Insights.*
- Luftman, J. (1996). *Competing in the Information Age: Strategic Alignment in Practice* (First Edition). Oxford University Press.
- Luftman, J. (Ed.). (2000). Assessing Business—IT Alignment Maturity. *Communications of the Association for Information Systems*, 4(14). <https://doi.org/10.4018/978-1-87828-987-2>
- Luftman, J., Dorociak, J., Kempaiah, R., & Rigoni, E. E. (2008). Strategic Alignment Maturity: A Structural Equation Model Validation. *AMCIS 2008 Proceedings.*
- Luftman, J., Papp, R., & Brier, T. (1999). Enablers and Inhibitors of IT-Business Alignment. *Communications of the Association for Information Systems*, 1. <https://doi.org/10.17705/1CAIS.00111>
- Magretta, J. (2002). Why business models matter. *Harvard Business Review*, 80(5), 86–92.
- Osterwalder, A., & Pigneur, Y. (2013). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers.* Wiley.
- PT Pertamina Patra Niaga. (2023a). *Laporan Tahunan PT Pertamina Patra Niaga 2022: Together Stronger Embracing Positive Energy.* PT Pertamina Patra Niaga.
- PT Pertamina Patra Niaga. (2023b). *Rencana Kerja dan Anggaran Perusahaan Tahun 2024 PT Pertamina Patra Niaga.*
- Schindler, P. S. (2022). *Business Research Method* (14th ed.). McGraw Hill.
- Strulak-Wójcikiewicz, R., Wagner, N., Lapko, A., & Hacia, E. (2020). Applying the Business Model Canvas to Design the E-platform for Sailing Tourism. *Procedia Computer Science*, 176, 1643–1651.

- Teece, D. J. (2010). Business Models, Business Strategy and Innovation. *Long Range Planning*, 43(2–3), 172–194.
<https://doi.org/10.1016/j.lrp.2009.07.003>
- Thompson, A. A., Peteraf, M. A., Gamble, J. E., & Strickland, A. J. (2022). *Crafting and Executing Strategy: The Quest for Competitive Advantage* (23rd ed.). McGraw Hill.
- Zott, C., & Amit, R. (2010). Designing Your Future Business Model: An Activity System Perspective. *Long Range Planning*, 43, 216–226.
- Zott, C., Amit, R., & Massa, L. (2011). The Business Model: Recent Developments and Future Research. *Journal of Management*, 37(4), 1019–1042.
<https://doi.org/10.1177/0149206311406265>