

**THESIS REVISION APPROVAL**

**REDEFINING BUSINESS MODEL OF BAGI KOPI BY  
ADOPTING SOUTH KOREAN COFFEE SHOP CONCEPTS  
TO ENHANCE RESILIENCE AND  
COMPETITIVENESS**

prepared and compiled by

**Steven Andianto**

22/509376/PEK/28988

Thesis revision:	
1.	Ensure all table/figure sources are placed directly below their respective tables/figures
2.	Add clear explanation for using the standard BMC instead of tripe-layered BMC
3.	Apply distinct color coding for new BMC, capex, and income statement
4.	Add Chapter 5.4 Risk Mitigation
5.	Revise the research methodology → qualitative + supported by quantitative
6.	Add the Bagi Kopi mobile application prototype (APPENDIX B)

*Approved on*

Yogyakarta, \_\_\_\_\_

Examiner I

Examiner II

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**REDEFINING BUSINESS MODEL OF BAGI KOPI BY  
ADOPTING SOUTH KOREAN COFFEE SHOP  
CONCEPTS TO ENHANCE RESILIENCE  
AND COMPETITIVENESS**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



Submitted by

**Steven Andianto**

22/509376/PEK/28988

to

**FACULTY OF ECONOMICS AND BUSINESS**

**UNIVERSITAS GADJAH MADA**

**2025**

## AUTHORIZATION

# REDEFINING BUSINESS MODEL OF BAGI KOPI BY ADOPTING SOUTH KOREAN COFFEE SHOP CONCEPTS TO ENHANCE RESILIENCE AND COMPETITIVENESS

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**Steven Andianto**

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Has been defended before the Board of Examiners

On November 18, 2025

Board of Examiners

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The Thesis has been accepted  
as a partial fulfillment to achieve a Master of Business Administration degree  
**Yogyakarta, November 18, 2025**

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Mengetahui,  
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