UNIVERSITAS
GADJAH MADA
Rencana Bisnis "Sisi Pizza" sebagai Alternatif Coffee Shop bagi Anak Muda di Yogyakarta
Rio Raynaldy, Bayu Sutikno, S.E., M.S.M., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

DAFTAR PUSTAKA

Ahmad, M., & Wilkins, S. (2025). Purposive sampling in qualitative research: A framework for the entire journey. *Quality & Quantity*, *59*(2), 1461-1479.

Amanta, F., & Gupta, K. (2022). *Trade for economic recovery: Import policies to support Indonesia's F&B sector*.

Arisanti, P. (2021). Tren Gaya Hidup Milenial, Identitas Sosial dan Desain Coffe Shop. *Jurnal Manajemen Bisnis*, *18*(4), 579-590.

Aulia, D., & Abdullah, Z. (2025). Coffee shops as learning arenas and spaces of student lifestyle formation: A case study of Hanei Here Coffee in Samarinda City. *DISCOURSE: Indonesian Journal of Social Studies and Education*, *2*(3), 243-252.

Barnes, L. (2024). The Perils of Global Dietary Convergence in Indonesia. *Available at SSRN 4838582*.

Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of management*, *17*(1), 99-120.

Blumberg, B. C., Schindler, D., & Pamela. (2014). *EBOOK: Business research methods*. McGraw Hill.

BPJPH. (2024). *BPJPH: 17 Oktober 2026 Produk Makanan-Minuman UMK Harus Sudah Bersertifikat Halal, Bagaimana dengan Produk Luar Negeri?* https://bpjph.halal.go.id/detail/bpjph-17-oktober-2026-produk-makanan-minuman-umk-harus-sudah-bersertifikat-halal-bagaimana-dengan-produk-luar-negeri

Brigham, E. F. (2016). *Financial management: Theory and practice*. Cengage Learning Canada Inc.

Cayrat, C., & Boxall, P. (2023). The roles of the HR function: A systematic review of tensions, continuity and change. *Human Resource Management Review*, *33*(4), 100984.

Costlow, L., Gilbert, R., Masters, W. A., Ortenzi, F., Beal, T., Deo, A., Sutiyo, W., Noor, S., & Gonzalez, W. (2025). Healthy diets are affordable but often displaced by other foods in Indonesia. *arXiv preprint arXiv:2509.20203*.

Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.

Damodaran, A. (2012). *Investment valuation: Tools and techniques for determining the value of any asset*. John Wiley & Sons.

Daryanto, W. M., Nasution, A. E., & Fadeli, U. P. (2020). Financial Performance Analysis Of Pizza Hut Delivery Before And After The Emergence Of Third Party Online Food Aggregators In. *South East Asia Journal of Contemporary Business, Economics and Law*, *21*(3), 1-8.

DePamphilis, D. (2019). *Mergers, acquisitions, and other restructuring activities: An integrated approach to process, tools, cases, and solutions*. Academic Press.

Heizer, J., Render, B., Munson, C. L., & Griffin, P. (2020). Operations management: Sustainability and supply chain management.

UNIVERSITAS
GADJAH MADA
Rencana Bisnis "Sisi Pizza" sebagai Alternatif Coffee Shop bagi Anak Muda di Yogyakarta
Rio Raynaldy, Bayu Sutikno, S.E., M.S.M., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Huarng, K.-H., Rey-Martí, A., & Miquel-Romero, M.-J. (2018). Quantitative and qualitative comparative analysis in business. In (Vol. 89, pp. 171-174): Elsevier.

Junaidi, J., Ardiya, A., & Anugrah, P. (2022). Coffee shops as space for the cultural production in Urban society. *Wisdom*(2 (22)), 50-58.

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, *65*(10), 1480-1486.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.

Margono, A. G., & Aprianingsih, A. (2024). Understanding the digital customer journey of Indonesian full service restaurants in sourcing food suppliers. *Interdisciplinary Social Studies*, *3*(4).

MediaIndonesia. (2026). *Tren Kuliner Viral 2025 Dorong Pertumbuhan UMKM dan Industri Makanan Minuman*. https://mediaindonesia.com/kuliner/849225/tren-kuliner-viral-2025-dorong-pertumbuhan-umkm-dan-industri-makanan-minuman

Mukti, B. S., Priyambodo, T. K., & Irwan, S. N. R. (2024). Impact of Coffee Tourist Attractions on Visit Intentions of Generation Y and Z. *Indonesian Journal of Tourism and Leisure*, *5*(2), 155-169.

Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: A handbook for visionaries, game changers, and challengers*. John Wiley & Sons.

Payne, A., & Frow, P. (2005). A strategic framework for customer relationship management. *Journal of marketing*, *69*(4), 167-176.

Ramadhani, F. K., Habsari, S. K., Abdullah, W. (2021). Food aesthetics: How images of food communicate economic and social value. *International Journal of Multicultural and Multireligious Understanding*, *8*(6), 47-55.

Schindler, L. (2018). The ethnomethods of ethnography: A trans-situational approach to the epistemology of qualitative research. *Human Studies*, *41*(1), 103-120.

Septa, I., & Dyan Tiana, P. (2025). Kuliner sebagai Ekspresi Gaya Hidup: Studi Preferensi Restoran Modern di Kalangan Generasi Z dan Milenial. *Jurnal Publikasi Sistem Informasi dan Manajemen Bisnis*, *4*(2), 497-508. https://doi.org/10.55606/jupsim.v4i2.5039

Statistik, B. P. (2025). *Jumlah penduduk menurut kelompok umur dan jenis kelamin di Provinsi DI Yogyakarta, 2025*. https://yogyakarta.bps.go.id/en/statistics-table/3/WVc0MGEyMXBkVFUxY25KeE9HdDZkbTQzWkVkb1p6MDkjMw%3D%3D/population-by-age-groups-and-sex-in-di-yogyakarta-province--2022.html

Suryani, S., Mardani, A., Anggraini, R., & Safitri, P. (2026). Peran Media Sosial dalam Membentuk Tren Makanan di Kalangan Remaja. *Jurnal Ilmiah Teknik Informatika dan Komunikasi*, *6*, 163-175. https://doi.org/10.55606/juitik.v6i1.1962

Teece, D. J. (2010). Business models, business strategy and innovation. *Long Range Planning*, *43*(2-3), 172-194.

Times, F. (2025). *Indonesia's shrinking middle class rattles consumer sectors.*

UNIVERSITAS
GADJAH MADA

Rencana Bisnis "Sisi Pizza" sebagai Alternatif Coffee Shop bagi Anak Muda di Yogyakarta
Rio Raynaldy, Bayu Sutikno, S.E., M.S.M., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

TvOneNews. (2024). *Usung Konsep Unik, Satu Lagi Produk Pizza Siap Gebrak Pasar Indonesia*. https://www.tvonenews.com/lifestyle/192145-usung-konsep-unik-satu-lagi-produk-pizza-siap-gebrak-pasar-indonesia#:~:text=%E2%80%9CKami%20melihat%20industri%20pizza%20di,diminati%20di%20sini%2C%E2%80%9D%20ujar%20Abdullah

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing: introduction to the special issue on multi-channel retailing. *Journal of retailing*, *91*(2), 174-181.

Windarsari, W. R. (2025). Café Lifestyle And Identity Among Young Coffee Consumers In Makassar. *Management, Economics, Trade, and Accounting Journal (META-JOURNAL)*, *2*(4), 157-166.

Wu, C., Zhu, H., Huang, C., Liang, X., Zhao, K., Zhang, S., He, M., Zhang, W., & He, X. (2022). Does a beautiful environment make food better - The effect of environmental aesthetics on food perception and eating intention. *Appetite*, *175*, 106076. https://doi.org/https://doi.org/10.1016/j.appet.2022.106076

Zott, C., & Amit, R. (2010). Business Model Design: An Activity System Perspective. *Long Range Planning*, *43*(2), 216-226. https://doi.org/https://doi.org/10.1016/j.lrp.2009.07.004