UNIVERSITAS
GADJAH MADA
Analisis Strategi Diversifikasi PT AFG Pada Industri Personal Care ke Industri Food and Beverages
Shania Yara Salsabila, Dr. Rangga Almahendra, S.T,M.M
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

DAFTAR PUSTAKA

Ansoff, H. I. (1957). Strategies for diversification. *Harvard Business Review*, 35(5), 113–124.

Arte, P., & Larimo, J. (2022). Moderating influence of product diversification on the international diversification-performance relationship: Insights from meta-analysis. *Journal of Business Research*, 139, 1–12. https://doi.org/10.1016/j.jbusres.2021.09.015

Badan Pusat Statistik. (2024). *Statistik penyediaan makanan dan minuman 2023*. BPS. https://www.bps.go.id/id/publication/2024/12/23/f2c7743c4712aaeaa4abf694/statistik-penyediaan-makanan-dan-minuman-2023.html

Brealey, R. A., Myers, S. C., & Allen, F. (2020). *Principles of corporate finance* (13th ed.). McGraw-Hill Education.

Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.

Ego, O. (2023). Build, buy, or partner: Choosing the right strategic growth mode. *Journal of Strategy and Management*, 16(2), 215–231. https://doi.org/10.1108/JSMA-05-2022-0088

Fernandes, C. I., Ferreira, J. J., Raposo, M. L., Sanchez-Hernandez, M. I., & Guedes, M. J. (2022). The impact of external partnerships on process innovation: Industry 4.0 and the servitization of manufacturing. *Business Process Management Journal*, 28(2), 329–352. https://doi.org/10.1108/BPMJ-06-2021-0399

Lim, C. S. (2024). *Southeast Asia specialty coffee and tea shops: Market outlook 2023–2028*. World Coffee Portal.

Ljubownikow, G., & Ang, S. H. (2020). Competition, diversification and performance. *Journal of Business Research*, 116, 483–492. https://doi.org/10.1016/j.jbusres.2019.12.013

Porter, M. E. (1985). *Competitive advantage: Creating and sustaining superior performance*. Free Press.

Porter, M. E. (1987). From competitive advantage to corporate strategy. *Harvard Business Review*, 65(3), 43–59.

Porter, M. E. (2008). The five competitive forces that shape strategy. *Harvard Business Review*, 86(1), 78–93.

Sakhartov, A. V. (2022). Why related diversification fails to deliver expected risk reduction? *Strategic Management Journal*, 43(5), 989–1027. https://doi.org/10.1002/smj.3369

Snapcart. (2023). *A cup of tasty coffee: Indonesian coffee consumption report 2023*. Snapcart. https://snapcart.global/a-cup-of-tasty-coffee/

UNIVERSITAS
GADJAH MADA
Analisis Strategi Diversifikasi PT AFG Pada Industri Personal Care ke Industri Food and Beverages
Shania Yara Salsabila, Dr. Rangga Almahendra, S.T,M.M
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Snapcart. (2024). *Indonesian coffee preference report 2024*. Snapcart.

Suryaningrum, D. H., Fachrurrozie, F., Ardiyani, M., & Agustini, A. T. (2023). Merger and acquisition: Impact on firm value in Indonesian capital market. *International Journal of Financial Studies*, 11(1), 33. https://doi.org/10.3390/ijfs11010033

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 Education.

Top Brand Award. (2026). *Top Brand Index 2026: Kategori kedai kopi*. Frontier Research. https://www.topbrand-award.com

USDA Foreign Agricultural Service. (2025). *Coffee Annual Indonesia 2025 (Gain Report ID2025-0021)*. USDA. https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Coffee+Annual_Jakarta_Indonesia_ID2025-0021.pdf

Wang, C., Hong, J., Kafouros, M., & Boateng, A. (2023). What drives outward FDI of Chinese firms? Testing the explanatory power of three theoretical frameworks. *International Business Review*, 32(2), 102004. https://doi.org/10.1016/j.ibusrev.2022.102004

Yin, R. K. (2018). *Case study research and applications: Design and methods* (6th ed.). SAGE Publications.