

DAFTAR PUSTAKA

- Cooper, Donald R. *Business research methods* / Donald R. Cooper, Florida Atlantic University, Pamela S. Schindler, Wittenberg University. Twelfth edition
- David, Fred R. 2009. *Strategic Management*. Twelfth edition, Harlow: Pearson Education, Inc.
- Gamble, Peteraf, Strickland and Thompson. *Crafting and Executing Strategy the Quest for Competitive Advantage*, Twentieth Edition. McGraw Hill 20th. New York.
- Hitt et. Al., 2011. *Strategic Management: Competitiveness and Globalization*, Ninth Edition. South-Western. United States.
- Porter, Michael E. (1980), Strategi Bersaing: Teknik Menganalisis Industri dan Pesaing, New York, The Free Press.
- Porter, Michael E. (2007), Keunggulan Bersaing, Menciptakan dan Mempertahankan Kinerja Unggul, New York, The Free Press.
- Slamet, Franky. 2016. Pengantar Manajemen waralaba. Indeks. Indonesia
- Thompson, A.A., dan Strickland, A.J. III, dan Gamble, J.E., 2016, *Crafting and Executing Strategy: The Quest For Competitive Advantage*. Twentieth Edition. McGraw-Hill International Edition
- Saputro, Anke D. 2016. *The Death of Franchise* : Penyebab Matinya Waralaba dan Solusinya. Alex Media Komputindo. Jakarta.
- Ika, Desi. 2014. Determinasi Kepuasan *Franchisee* Di Kota Medan. Jurnal Riset Akuntansi dan Bisnis, 4 dan 207-208.
- The Indonesian Institute, (2017). Analisis Peta Industri Makanan dan Minuman di Indonesia, 4. Tersedia: http://www.pesonabumiparahyangan.com/wp-content/uploads/2017/03/Analisis-Peta-Industri-Makanan-dan-Minuman-di-Indonesia_TII.pdf. (10 Desember 2017)
- Fadlyanur, (2010). Penelitian Historis (Sejarah). Tersedia: <http://www.penalaran-unm.org/index.php/artikel-nalar/penelitian/162-penelitian-historis-sejarah.html>