

DAFTAR PUSTAKA

- Amrin, Abdullah. 2007. *Strategi Pemasaran Asuransi Syariah*. Jakarta: Grasindo.
- Auerbach, Alan J. and Laurence J. Kotlikoff. 1991. "The Adequacy of Life Insurance Purchases". *Journal of Financial Intermediation* 1 (3): 215-241.
- Barney, Jay B., and Delwyn N. Clark. 2007. *Resource-Based Theory: Creating and Sustaining Competitive Advantage*. New York: Oxford University Press.
- Barney, Jay B., and William Hesterly. 2015. *Strategic Management and Competitive Advantage Concepts and Cases* (Fifth Edition). Harlow: Pearson Education Limited.
- Barney, Jay. 1991. "Firm Resource and Sustained Competitive Advantage". *Journal of Management* 17 (1): 99-120.
- Besanko, David, David Dranove, and Scott Schaefer. 2013. *Economics of Strategy* (Sixth Edition). Singapore: John Wiley & Sons Inc
- Bigler, William R..2001. "The New Science Of Strategy Execution:How Incumbents Become Fast, Sleek Wealth Creators". *Strategy & Leadership* 29 (3): 29-34.
- Cameron, Kim S., Robert E. Quinn, Jeff DeGraff. and Anjan V. Thakor. 2006. *Competing Values Leadership: Creating Value in Organizations*. Cheltenham: Edward Elgar Publishing Limited.
- Cooper, Donald R., and Pamela S. Schindler. 2014. *Business Research Methods*. New York: McGraw-Hill/Irwin.
- Coughlan, Anne, Erin Anderson, Louis W. Stern, and Adel El-Ansary. 2014. *Marketing Channels* (New International Edition). Harlow: Pearson Education Limited.
- Creswell, John W. 2014. *Research Design : Qualitative, Quantitative, and Mixed Methods Approaches 4th*. Los Angeles: SAGE Publications.
- Fadhillah, Nur Intan. 2015. *Efektivitas Pemasaran Produk Asuransi Melalui Keagenan Branch Office System Dalam Peningkatan Jumlah Premi*

- Pada AJB Bumiputera 1912 Divisi Syariah* (Skripsi). Jakarta: Universitas Islam Negeri Syarif Hidayatullah.
- Forsyth, Patrick. 2002. *Channel Management*. Oxford: John Wiley and Sons Ltd.
- Getz, Gary, and Joe Lee. 2011. "Why Your Strategy Isn't Working". *Business Strategy Series* 12 (6): 303-307.
- Grant, Robert M. 2010. *Contemporary Strategy Analysis* (Seventh Edition). Chichester: John Wiley and Sons Ltd.
- Havaldar, Krishna K., and Vasant M Cavale. 2007. *Sales and Distribution Management*. India: Tata McGraw-Hill Education India.
- Heizer, Jay and Barry M. Render. et al. 2016. *Operations Management: Sustainability and Supply Chain Management* (Twelfth Edition). Upper Saddle River: Prentice Hall.
- Kinicki, Angelo, and Mel Fugate. 2016. *Organizational Behavior: A Practical, Problem-Solving Approach*. New York: McGraw-Hill Education.
- Knott, Paul J. 2015. "Does VRIO Help Managers Evaluate a Firm's Resources?". *Management Decision* 53 (8): 1806-1822.
- Kotler, Philip, and Kevin Lane Keller. 2015. *Marketing Management* (Fifteenth Edition). Harlow: Pearson Education Limited.
- Light, Donald H. 1986. "A Guide For New Distribution Channel Strategies For Service Firms". *Journal of Business Strategy* 7 (1): 56-64.
- Nyaga, Stella W. 2012. *Distribution Strategies as A Source of Competitive Advantage by Nestle Kenya Limited*. Research Project. School of Business. University of Nairobi.
- Orsina, Miriam A., and Gene Stone. 2005. *Insurance Company Operations* (Second Edition). United States: LOMA.
- Outreville, J. Francois. 1998. *Theory and Practice of Insurance*. New York: Springer Science & Business Media.
- Palmatier, Robert W., Lois Stern, and Adel El-Ansary. 2015. *Marketing Channel Strategy* (Eight Edition). New Jersey: Pearson Education, Inc.
- Porter, Michael E. 1985. *Competitive Advantage: Creating and Sustaining Superior Performance*. New York: Free Press.

- Ross, David F. 2015. *Distribution Planning and Control. Managing in the Era of Supply Chain Management* (Third Edition). New York: Springer Science and Business Media.
- Robbins, Stephen P., and Timothy A. Judge. 2017. *Organizational Behavior* (Seventeenth Edition). Harlow: Pearson Education Limited.
- Rothaermel, Frank T. 2016. *Strategic Management* (Third Edition). New York: McGraw-Hill Education.
- Siddiqui, Masood H. 2010. "Measuring the Customer Perceived Service Quality for Life Insurance Services: An Empirical Investigation". *International Business Research* 3 (3): 171-186.
- Srivastava, Amit Kumar, and Sushil. 2013. "Modeling Strategic Performance Factors for Effective Strategy Execution". *International Journal of Productivity and Performance Management* 62 (6): 554-582.
- Teece, David J., Gary Pisano, and Amy Shuen. 1997. "Dynamic Capabilities and Strategic Management". *Strategic Management Journal* 18 (7): 509-533.
- Thakore, Digvijaysinh. 2013. "Conflict and Conflict Management". *Journal of Business and Management* 8(6): 7-16.
- Thompson, Arthur A., Margaret A. Peteraf, John E. Gamble, A. J. Strickland III. 2015. *Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases* (Twentieth Edition). New York: McGraw-Hill Education.
- Yin, Robert K. 2009. *Case Study Research: Design and Methods* (Fourth Edition). Los Angeles: SAGE Publications.
- Sari, Elisa Valenta. "OJK: Baru 11,81 persen Masyarakat yang Berasuransi". *CNN Indonesia*, www.cnnindonesia.com/ekonomi/20161017175450-78-166075/ojk-baru-1181-persen-masyarakat-yang-berasuransi. Diakses 12 Januari 2017.
- Setiawan, Sakina Rakhma Diah, Aprillia Ika. "Tahun 2017, Industri Asuransi Jiwa Nasional Raup Pendapatan Rp 254,22 Triliun". *Kompas*, ekonomi.kompas.com/read/2018/03/16/125725626/tahun-2017-

industri-asuransi-jiwa-nasional-raup-pendapatan-rp-25422-triliun.

Diakses 23 September 2018.

Setyaningsih, Lilis, Max Agung Pribadi. “Agen Asuransi Tetap Diperlukan di Indonesia. *Tribun News*. wartakota.tribunnews.com/2018/08/03/agen-asuransi-tetap-diperlukan-di-indonesia?page=all. Diakses 15 November 2018

Alfi, Azizah Nur, Anggi Oktarinda. “Penetrasi Asuransi Jiwa Tembus 7%”. *Bisnis.com*. finansial.bisnis.com/read/20180319/215/751384/penetrasi-asuransi-jiwa-tembus-7. Diakses 16 November 2018