

## DAFTAR PUSTAKA

- Albert Caruana, B. Rarnaseshan, Michael T. Ewing. 1999. "Market Orientation and Performance in the Public Sector: The Role of Organizational Commitment". *Journal of Global Marketing*, Vol. 12(3) 1999
- Andika Putra Pratama et all. 2015. "Civil Servants' Competence in Indonesia: Suggestions for Future Research in the Context of Business". *Procedia - Social and Behavioral Sciences* 169 ( 2015 ) 371 – 377 doi: 10.1016/j.sbspro.2015.01.322
- Andreea Mihaela Barbu. 2011. "Public Sector Marketing: Importance and Characteristics". *International Journal of Economic Practices and Theories*, Vol. 1, No. 2, 2011 (October), e-ISSN 2247 – 7225 [www.ijepc.org](http://www.ijepc.org)
- Andreas M. Kaplan & Michael Haenlein. 2009. "The increasing importance of public marketing: Explanations, applications and limits of marketing within public administration". *European Management Journal* (2009) 27, 197– 212 doi:10.1016/j.emj.2008.10.003
- Angus Laing. 2013. "Marketing in the public sector: Towards a typology of public services". *Marketing Theory Articles Volume* 3(4): 427–445 DOI: 10.1177/1470593103042005
- Assauri, Sofjan. 1987. *Manajemen Pemasaran: Dasar, Konsep, dan Strategi*. Jakarta: Rajawali Press
- Center for Integrated Services of SMESCO Pusat Layanan Usaha Terpada – KUMKM melalui [www.cis-nasional.id/](http://www.cis-nasional.id/)
- Creswell, John W. 2016. *Research Design: Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran*. Yogyakarta: Pustaka Pelajar.
- Evangelia K. Blery & Efstatia Katseli & Nertilda Tsara. 2010. "Marketing for a non-profit organization". *Int Rev Public Nonprofit Mark* (2010) 7:57–68 DOI 10.1007/s12208-010-0049-2
- Firamita Yuliasari. 2016. "Strategi Pemasaran Pt. Pegadaian(persero):(studi Kasus Di Pt. Pegadaian(persero) Cp Lempuyangan Kota Yogyakarta)". Skripsi Manajemen Kebijakan Publik UGM.
- Graham Jackson and Vandana Ahuja. 2016. "Dawn of the digital age and the evolution of the marketing mix". *Journal of Direct, Data and Digital Marketing Practice*, 17(3), 170-186. DOI <https://doi.org/10.1057/dddmp.2016.3>
- Isti Raafaldini, Togar M. Simatupang, Dwi Larso. 2015. "Mapping on Entrepreneurship Policy in Indonesia". *Procedia – Social and Behavioral Sciences* 169 (2015) 346 – 353 doi:10.1016/j.sbspro.2015.01.319



UNIVERSITAS  
GADJAH MADA

ANALISIS PEMASARAN SEKTOR PUBLIK PUSAT LAYANAN USAHA TERPADU KOPERASI DAN

USAHA MIKRO KECIL MENENGAH

(PLUT-KUMKM) KOTA SURAKARTA

Alisha Rahminda Risadi, Dr.Phil.Ag Subarsono, M.Si., M.A.

Universitas Gadjah Mada, 2019 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Jahja Hamdani & Christina Wirawan. 2012. "Open Innovation Implementation to Sustain Indonesia SMEs". *Procedia Economics and Finance* 4 (2012) 223 – 233  
doi:10.1016/S2212-5671(12)00337-1

James H. Mintz, Doug Church, and Bernie Colterman. 2006. "The Case for Marketing in the Public Sector". *Optimum: The Journal of Public Sector Management*. Vol. 36, Issue 4, Dec 2006, Page 40

Jaroslava Bučková. 2015. "Knowledge Management In Public Administration Institutions". *Procedia Economics and Finance* 34 ( 2015 ) 390 – 395 doi: 10.1016/S2212-5671(15)01645-7

Judith J. Madill. 1998. "Marketing in Government". *Optimum, The Journal of Public Sector Management* Vol. 28, No. 4 (9-18)

Kotler, Philip (diterjemahkan oleh AB Susanto). 1999. *Manajemen Pemasaran di Indonesia Edisi Pertama*. Jakarta: Salemba Empat.

Kotler, Philip (diterjemahkan oleh Adi Zakaria Afiff). 1993. *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi dan Pengendalian*. Jakarta: Lembaga Penerbit Fakultas Ekonomi Universitas Indonesia.

Kotler, Philip; Lee, Nancy R. 2007. Marketing in the Public Sector: The Final Frontier. *Public Manager*; Spring 2007; 36, 1; ProQuest pg. 12

Lupiyoadi, Rambat dan A. Hamdani. 2006. *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.

Lupiyoadi, Rambat. 2013. *Manajemen Pemasaran Jasa: Berbasis Kompetensi Edisi 3*. Jakarta: Salemba Empat.

Mamoun N. Akroush. 2011. "The 7Ps Classification of the Services Marketing Mix Revisited: An Empirical Assessment of their Generalisability, Applicability and Effect on Performance - Evidence from Jordan's Services Organisations". *Jordan Journal of Business Administration*, Volume 7, No. 1, 2011

Mohammed Rafiq and Pervaiz K. Ahmed. 1995. "Using the 7Ps as a generic marketing mix: an exploratory survey of UK and European marketing academics". *Marketing Intelligence & Planning*, Vol. 13 No. 9, 1995, pp. 4-15  
<https://doi.org/10.1108/02634509510097793>

Olivier Serrat. 2010. "Marketing in the Public Sector". Washington, DC: Asian Development Bank.

Open Data Kota Surakarta. 2016. Jumlah UMKM di Kota Surakarta per Kecamatan Tahun 2016 melalui [www.data.surakarta.go.id/](http://www.data.surakarta.go.id/)

Pusat Layanan Usaha Terpadu Jawa Tengah melalui [www.plutjateng.or.id/](http://www.plutjateng.or.id/)



UNIVERSITAS  
GADJAH MADA

ANALISIS PEMASARAN SEKTOR PUBLIK PUSAT LAYANAN USAHA TERPADU KOPERASI DAN

USAHA MIKRO KECIL MENENGAH

(PLUT-KUMKM) KOTA SURAKARTA

Alisha Rahminda Risadi, Dr.Phil.Ag Subarsono, M.Si., M.A.

Universitas Gadjah Mada, 2019 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Rizki Surya Putra. 2017. "Pemasaran Sektor Publik Dalam Internasionalisasi Pendidikan Tinggi Di Universitas Gadjah Mada Untuk Mendatangkan Mahasiswa Asing". Skripsi Manajemen Kebijakan Publik UGM.

Simamora, Bilson. 2001. Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel. Jakarta: Gramedia Pustaka Utama.

Sugiyono. 2011. *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: CV Alfabeta.

Sukardi. 2006. *Penelitian Kualitatif-Naturalistik dalam Pendidikan*. Yogyakarta: Usaha Keluarga.

Swastha, Basu dan Irawan. 1985. *Menejemen Pemasaran Modern*. Yogyakarta: Liberty.

Wikipedia Images.

Yan-Song LI, Wen-Qin JIANG. 2017. Study on the Marketing Strategy of Government Public Service Based on People's Livelihood Demand Orientation. Advances in Economics, Business and Management Research, volume 21.

Yazid. 2015. "Strategi Pemasaran Sistem Informasi Dalam Unit Pelayanan Informasi Dan Keluhan (si Upik) Kota Yogyakarta". Tesis Administrasi Publik UGM.