UNIVERSITAS
GADJAH MADA
STRATEGI MENINGKATKAN PENGGUNA AKTIF BLANJA.COM .
YURI NUGRAHATI PURBA, B.M Purwanto, Dr., M.B.A.,
Universitas Gadjah Mada, 2020 | Diunduh dari http://etd.repository.ugm.ac.id/

DAFTAR PUSTAKA

Andersen, T.J. 2000. Strategic Planning, Autonomous Actions and Corporate Performance. Long Range Planning. Vol 33. https://doi.org/10.1016/S0024-6301(00)00028-5, diakses pada 9 September 2019.

Ayankola, A.A. & Adeleke, B.S. 2018. Strategic Advantage of Service Differentiation on The Competitive Sustainability of Telecom Firms in Nigeria. European Journal of Management and Marketing Studies. Vol. 3 Issue 3.

Barney, Jay. 2014. Gaining and Sustaining Competitive Advantage. 4th Edition. United Kingdom: Pearson Education Limited.

Chakaravarty, S. (2018). Indonesia - PESTEL Analysis . Lewes, Delaware, USA: Market Research report,Inc.

Colla, Enrico & Lapoule, Paul. 2012. *E-commerce*: Exploring the critical success factors. International Journal of Retail & Distribution Management. https://www.researchgate.net/publication/263606699, diakses 27 Mei 2020.

Cooper,Schindler (2014), Business Reasearch Methods. 12th edition, McGraw-Hill International Edition.

Creswell, J. W. (2012). Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research (4th ed.). London: Pearson.

Dadhe, Archana. 2016. Strategic Management 2nd Edition. India: Department of Management Sciences & Research, G.S. College of Commerce & Economics.

Danso, S.A. 2014. Adopting Competitive Strategies in the Telecommunications Industry. Journal of Information Engineering and Application. Vol. 4, No. 11.

David, Fred R. 2015. Strategic Management Concept a Cases: A competitive Advantage Approach. New Jersey: Pearson Education Inc.

Iprice. 2019. Peta Persaingan *E-commerce* Indonesia. URL: https://iprice.co.id/insights/mapofecommerce diakses 20 April 2020.

UNIVERSITAS
GADJAH MADA
STRATEGI MENINGKATKAN PENGGUNA AKTIF BLANJA.COM .
YURI NUGRAHATI PURBA, B.M Purwanto, Dr., M.B.A.,
Universitas Gadjah Mada, 2020 | Diunduh dari http://etd.repository.ugm.ac.id/

Katadata.co.id. (2019, February 6). Katadata.co.id. Retrieved from Berapa Konsumsi Rumah Tangga 2018: https://databoks.katadata.co.id/datapublish/2019/02/06/berapa-konsumsi-rumahtangga-2018

Kominfo. (2018, October). Siaran Pers: Regulasi Tepat Untuk Tingkatkan Ekonomi Digital. Retrieved from KOMINFO: https://kominfo.go.id/content/detail/14999/siaran-pers-no-272hmkominfo102018tentang-regulasi-tepat-untuk-tingkatkan-ekonomi-digital/0/siaran_pers

Kumar, D., & V., R. P. (2016). Value Chain: A Conceptual Framework. International Journal of Engineering and Management Sciences, 7, 74-77.

Kinasih, R. (2016, October 4). Indonesia's Ecommerce Landscape: 6 Takeaways from Indonesia's Online Battle Field. Retrieved from ecommerceiq: https://ecommerceiq.asia/indonesia-ecommerce-landscape-ecommerceiq/

Pearce, John A. dan Robinson, Richard B. 2013. Cases in Strategic Management, 4th Edition. Chicago: IL: Richard D. Irwin, Inc.

Pearce, J. A., & Robinson, R. B. (2013). Manajemen Strategis: Formulasi, Implementasi dan Pengendalian. Jakarta: Salemba Empat.

Porter, M. E. (1985). Competitive Advantage: Creating and Sustaining Superior Performance. New York: Free Press.

Porter, Michael E. 1998. Competitive Strategy: Techniques for Analyzing Industries and Competitors. Brookline: The Free Pass.

Social, Daily. 2018. Tren Perkembangan Mobile Payment di Indonesia .URL:https://dailysocial.id/post/perkembangan-mobile-payment-indonesia, diakses 19 April 2019.

Thompson, Arthur A., Peteraf, M.A., Gamble, J.E., Strickland, A.J. 2018. Crafting & Executing Strategy: The Quest For Competitive Advantage, Concepts And Cases. New York: McGraw-Hill Education.

Williams, K. 2009. Strategic Management. New York: DK Publishing.

UNIVERSITAS
GADJAH MADA
STRATEGI MENINGKATKAN PENGGUNA AKTIF BLANJA.COM .
YURI NUGRAHATI PURBA, B.M Purwanto, Dr., M.B.A.,
Universitas Gadjah Mada, 2020 | Diunduh dari http://etd.repository.ugm.ac.id/

Wheelen TL., Hunger JD. 2012. Strategic Management and Business Policy: Toward Global Sustainability. 13th edition. United States of America: Pearson Education Inc.

Zhang, Huilan & Okoroafo, Sam C. 2014. An *E-commerce* Key Success Factors Framework for Chinese SME. International Journal of Economics and Finance. Vol. 6 No. 1. https://anyflip.com/srrn/aopu/basic, diakses 27 Mei 2020