

DAFTAR PUSTAKA

- Badan Pusat Statistik. (2018). *Penggunaan dan Pemanfaatan Teknologi Informasi dan Komunikasi (P2TIK) Sektor Bisnis 2018*. Jakarta: BPS.
- Barney, J.B., dan Clark, D.N. (2015). *Resource-Based Theory: Creating and Sustaining Competitive Advantage*. New York: Oxford University Press.
- Barney, J.B. dan Hesterly, W.S. (2007). *Strategic Management and Competitive Advantage*. Essex: Pearson Education Limited.
- Boar, B.H. (2001). *The Art of Strategic Planning for Information Technology*. New York: John Wiley & Sons, Inc.
- Campbell, A., Goold, M., dan Alexander, M. (1995). *Corporate Strategy: Quest for Parenting Advantage*. Harvard Business Review.
- Campbell, A., Goold, M., dan Alexander, M. (2014). *Strategy for The Corporate Level*. UK: Jossey Bass.
- Campbell, A., Goold, M., dan Alexander, M. (1995). *The Value of Parent Company*. California Management Review.
- Collis, D.J. dan Montgomery, C.A. (2005). *Corporate Strategy: A Resource-Based Approach*. New York: McGraw-Hill Irwin.
- Cooper, D.R. dan Schindler, P.S. (2014). *Business Research Methods*. New York: McGraw-Hill/Irwin.
- Darmawan, D.P. dan Widia, I.B. (2005). Strategi PT. Nanda Bangun Nusa untuk Mempertahankan Posisinya Sebagai Market Leader dalam Agribisnis Pertamanan pada Hotel Berbintang Lima di Bali. *Jurnal Fakultas Pertanian Universitas Udayana*. 1-18.
- David, F.R. (2011). *Strategic Management*. New Jersey: Pearson Prentice Hall.
- Galavan, R. (2004). *Doing Business Strategy*. Cork: NuBooks.
- Grant, R.M. (2010). The Resource-Based Theory of Competitive Advantage: Implications for Strategy Formulation. *California Management Review*. 114-135.
- Grant, R.M. (2016). *Contemporary Strategy Analysis 9th edition*. West Sussex: John Wiley & Sons.
- Guiltinan, J.P. (1994). *Strategi dan Program Pemasaran*. Jakarta: Erlangga.
- Hennink, M., Hutter, I., dan Bailey, A. (2011). *Qualitative Research Methods*. Canada: Sage Publication.

- Newswire, P.R. (2017). *Global Managed Services (Managed Security, Managed Network, Managed Data Center Services) Market 2017-2022*. New York: PR Newswire Association LLC.
- Noe, R.A. (2009). *Manajemen Sumber Daya Manusia: Mencapai Keunggulan Bersaing*. Jakarta: Salemba Empat.
- Peppard, J.W. dan Joe. (2002). *Strategic Planning for Information Systems*. England : John Wiley & Sons Ltd.
- Porter, M.E. (1980). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. New York: The Free Press.
- Porter, M.E. (2008). *Strategi Bersaing (Competitive Strategy)*. Tangerang: Karisma Publishing Group.
- PT Telekomunikasi Indonesia Tbk. (2016). *Corporate Strategic Scenario Telkom 2016-2020*. Jakarta: PT Telekomunikasi Indonesia Tbk.
- PT Telekomunikasi Indonesia Tbk. (2017). *Penerapan Strategi Customer Facing Unit pada Telkom Group*. Nota Dinas, Jakarta: PT Telekomunikasi Indonesia Tbk.
- PT Teltranet Aplikasi Solusi. (2018). *Laporan Tahunan 2018*. Keuangan Perusahaan, Jakarta: PT Teltranet Aplikasi Solusi.
- Rangkuti, F. (2006). *Analisis SWOT Teknik Membelah Kasus Bisnis*. Jakarta: PT. Gramedia Pustaka Utama.
- Singh, D., dan Kohli, G. (2006). Evaluation of private sector banks in India: A SWOT analysis. *Journal of Management Research*. 84-101.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: CV. Alfabeta.
- Supomo, B. dan Indriantoro, N. (2002). *Metodologi Penelitian Bisnis*. Yogyakarta: BPFE.
- Thompson, A.A., Peteraf, A.M., Strickland, A.J., dan Gamble, J.E. (2014). *Crafting and Executing Strategy the Quest for Competitive Advantage: Concepts and Cases Nineteenth Edition*. New York: McGraw Hill International Edition.
- Yudiaris, I.G. (2015). Analisis Lingkungan Internal dan Eksternal dalam Menghadapi Persaingan Bisnis pada CV. Puri Lautan Mutiara." *Jurnal Ekonomi dan Bisnis Universitas Pendidikan Ganesha*. 1-10.