

DAFTAR PUSTAKA

- Alamanda, Dini Turipan; Anggadwita, Grisna; Raynaldi, Mochammad; Novani, Santi; Kijima, Kyoichi (2019), *Designing Strategies Using IFE, EFE, IE and QSPM analysis; Digital Village Case*, The Asian Journal of Technology Management Vol 12 No.1
- Arthur A, Thompson. (2018). *Crafting Strategy: The Quest for competitive advantage, concepts and cases. Twenty-First Edition*. New York: McGraw-Hill Education.
- Badan Pusat Statistik (2019), Jumlah Penduduk Kelompok Usia dan Jenis Kelamin. https://www.bps.go.id/indikator/indikator/view_data_pub/0000/api_pub/58/da_03/1 (diakses 21 November 2020)
- Bharadwaj, G, Varadarajan R and Fahy, John (1993), *Sustainable Competitive Advantage in Service dIndustries: A Conceptual Model and Research Propositions*.
- Cooper, D.R. and P.S Schindler. (2018). *Business Research Methods*, Edisi 11 dan 12. Alih Bahasa: Gina Gania, Jakarta, Salemba Empat.
- Dieng Culture (2019). Dieng Culture Festival 2019 Digelar 2-4 Agustus 2019. <https://www.gatra.com/detail/news/424370/gaya%20hidup/dieng-culture-festival-2019-digelar-24-agustus-2019>. (Diakses 22 November 2020).
- Irene Saw, Alec Yu. (2004). *An Analysis of the impact of the internet on competition in the bank industry, using Porter's Five Forces Model*. International Journal of Management. Vol. 21 No.4.
- Layanan Finansial (2019), Jumlah Penduduk Dewasa Indonesia yang Sudah dan Belum Tersentuh Layanan Finansial. <https://databoks.katadata.co.id/datapublish/2019/10/08/92-juta-penduduk-dewasa-indonesia-belum-tersentuh-layanan-finansial>. (diakses 21 November 2020)
- Merk Bernilai (2020). BRI jadi Merek Bank Paling Bernilai di Indonesia. <https://katadata.co.id/timpublikasikatadata/finansial/5ed0bd8e73733/bri-jadi-merek-bank-paling-bernilai-di-indonesia>. (diakses 22 November 2020)
- Porter, M.E (2008). *The Five Competitive Forces That Shape Strategy*, Harvard Business Review, Januari.
- Porter, M.E. (2017). *Strategi Bersaing Teknik Menganalisis Industri dan Pesaing*, Alih Bahasa: Ir. Agus Maulana, Jakarta: Erlangga.
- Potensi Ekonomi Digital (2019), *Potensi Ekonomi Digital di Indonesia 2015 – 2025*. <https://databoks.katadata.co.id/datapublish/2019/10/04/inilah-potensi-ekonomi-digital-indonesia-2015-2025>. (diakses 22 November 2020)

Transaksi elektronik (2019), Transaksi *E-Commerce* Indonesia Terbesar di Asia Tenggara. <https://databoks.katadata.co.id/datapublish/2019/10/10/nilai-transaksi-digital-perdagangan-elektronik-indonesia-terbesar-di-asia-tenggara> (diakses 21 November 2020)

Treacy, M and Wiersema, F. (1996). *The Discipline of Market Leader* (terjemahan). Jakarta: PT.Gramedia Pustaka Utama.

Survei APJII (2020). Laporan Survei Internet APJII Tahun 2019 – 2020 (Q2). Asosiasi Penyelenggara Jasa Internet Indonesia. Indonesia.

Survei APJII (2017). Penetrasi dan Perilaku Pengguna Internet Indonesia Tahun 2017. Asosiasi Penyelenggara Jasa Internet Indonesia. Indonesia.

Yavas, U and Shmewelsdl, J (1997). *Analyzing a Bank's Competitive Position and Apropriate Strategy*.