

DAFTAR PUSTAKA

- Akhaya, P. 2020. *Tjetak raises Series A led by Vertex to bring in innovation to the US\$6B business packaging industry in Indonesia* | e27.
- Barney, J. 1991. *Firm Resources and Sustained Competitive Advantage*. Journal of Management, 17(1), pp.99-120.
- Barney, J. and Hesterly, W. 2008. n.d. *Strategic management and competitive advantage*. 2nd ed. New Jersey: Pearson, pp.74 - 108.
- Barney, J.B., *Gaining and sustaining competitive advantage*. 2nd ed. 2002, Upper Saddle River, New Jersey: Prentice-Hall, Inc. 600.
- Chatzoglou, P., Chatzoudes, D., Sarigiannidis, L., & Theriou, G. 2018. *The role of firm-specific factors in the strategy-performance relationship: Revisiting the resource-based view of the firm and the VRIO framework*. Management Research Review, 41(1), 46-73.
- Cooper, R. D. dan Schindler, S.P. 2014. *Business Research Methods*. New York: McGrawHill
- Creswell, Jhon W. 2016. *Research Design: Pendekatan Kualitatif, Kuantitatif, dan Campuran*. Yogyakarta: Pustaka Pelajar.
- DataReportal – Global Digital Insights. 2021. *Digital in Indonesia: All the Statistics You Need in 2021 — DataReportal – Global Digital Insights*.
- Deloitte Indonesia. 2021. *Deloitte Consumer Insights 2020 | Deloitte SEA | Consumer*.
- Jugdev, K. 2005. *The VRIO Framework of Competitive Advantage: Preliminary research implications for innovation management*.
- Julianti Abu Bakar, L. and Ahmad, H., 2010. *Assessing the relationship between firm resources and product innovation performance*. Business Process Management Journal, 16(3), pp.420-435.
- Knott, P. J. 2015. *Does VRIO help managers evaluate a firm's resources?* Management Decision, 53(8), 1806-1822.
- Lin, C., Tsai, H., Wu, Y. and Kiang, M., 2012. *A fuzzy quantitative VRIO-based framework for evaluating organizational activities*. Management Decision, 50(8), pp.1396-1411.
- Mata, F., Fuerst, W., & Barney, J. 1995. *Information Technology and Sustained Competitive Advantage: A Resource-Based Analysis*. MIS Quarterly, 19(4), 487-505. doi:10.2307/249630.

- McKnight, B. and Zietsma, C. 2018. Finding the threshold: *A configurational approach to optimal distinctiveness*. Journal of Business Venturing, 33(4), pp.493-512.
- Miler, M.B. dan Huberman, M.A. 1984. *Qualitative Data Analysis: A Sourcebook of New Methods*. London: Sage Publications, Inc.
- Pesic, M. A., Milic, V. J., & Stankovic, J. 2013. *Application of VRIO framework for analyzing human resources role in providing competitive advantage*. Tourism & Management Studies, 575-586.
- Porter, M. 1980. *Industry Structure and Competitive Strategy: Keys to Profitability*. Financial Analysts Journal, 36(4), 30-41.
- Runyan, R., Huddleston, P. and Swinney, J., 2007. *A resource-based view of the small firm*. Qualitative Market Research: An International Journal, 10(4), pp.390-402.
- Thompson, A.A., Strickland, A.J., Gamble, J.E. dan Peteraf, M.A. 2016. *Crafting and Executing Strategy: The Quest For Competitive Advantage, Vol. 20*. New York: McGraw Hill Education.
- Tjetak.com. 2021. *Cetak Kemasan Produk & Packaging Online. Harga Terbaik Tjetak*.
- www.bps.go.id. 2021. *Badan Pusat Statistik*.