

DAFTAR PUSTAKA

- Alamanda, D. T., Grisna, A., Mochammad, R., Santi, N., & Kyoichi, K. (2019). Designing Strategies using IFE, EFE, IE, and QSPM analysis: Digital Village Case. *The Asian Journal of Technology Management*, Vol. 12 No. 1:48-57.
- BAPPEDA. (2021). Data Sensus Jumlah Restoran dan Rumah makan di DIY. Tersedia di http://bappeda.jogjaprovo.go.id/dataku/data_dasar/index/218-restoran-dan-rumah-makan?id_skpd=23 diakses pada 5 Januari 2021.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods* (12th Edition). In Business Research Methods.
- Creswell, J. W. (2016). *Research Design: Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran* (Edisi 4). Pustaka Pelajar, Yogyakarta.
- David, F. R. (2011). *Strategic Management: Concepts and Cases*. Prentice Hall.
- David, F. R., & David, F. R. (2017). *Strategic Management Concept and Cases* (versi elektronik), 16th Edition. Pearson Education Limited, United States.
- Garthinda, D. & Aldianto, L. (2012). *Business Strategy Recommendation For Warung Lepak Restaurant Using Quantitative Strategic Planning Matrix (QSPM)*. Institute Teknologi Bandung, Bandung.
- Irfan, M., Hao, Y., Panjwani, M. K., Khan, D., Chandio, A. A., & Li, H. (2020). *Competitive assessment of South Asia's wind power industry: SWOT analysis and value chain combined model*. *Energy Strategy Reviews*, 32(June), 100540. Tersedia di <https://doi.org/10.1016/j.esr.2020.100540> diakses pada 3 Februari 2021.
- Marsum, W. (2005). *Restoran dan Segala Permasalahannya* (Edisi 4). Andi, Yogyakarta.
- Mirzakhani, M., Elahe P., & Abolghasem G. (2014). *Strategy Formulation with SWOT Matrix: A Case Study of an Iranian Company*. *An International Journal* Vol. 6, No. 2. Global Business and Management Research, Tehran.
- Moleong, Lexy J. (2012). *Metodologi Penelitian Kualitatif*. PT. Remaja Rosdakarya, Bandung.
- Pearce, J. A., & Robinson, R. B. (2013). *Strategic Management: Planning for Domestic Global Competition*. McGraw-Hill/Irwin, New York.



Rangkuti, Freddy. (2009). *Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication*. PT. Gramedia Pustaka Utama, Jakarta.

Restofocus. (2019). Ghost Kitchen dan Dampaknya Bagi Restoran. Tersedia di <https://www.restofocus.com/2019/11/ghost-kitchen-dan-dampaknya-bagi.html> diakses pada 28 Maret 2021.

Thompson, A. A., Gamble, E. J., Peteraf, A. M., & Strickland III, A. J. (2018). *Crafting and Executing Strategy The Quest for Competitive Advantage*. McGraw-Hill, New York.