

## DAFTAR PUSTAKA

- Abya, H., Khalili, M., Ebrahimi, M., & Movahed, A. (2015). Strategic Planning for Tourism Industry Using SWOT and QSPM. *Management Science Letters*, 5(3), 295–300.
- Ahmadian, S., & Tabibian, M. (2016). A Cultural Tourism Approach Towards Revitalizing Urban Streets (Case Study: Imam Khomeini Street, Tabriz). *Space Ontology International Journal*, 5(4), 61–68.
- Bagir, H. (2019). *Haidar Bagir: Agama di Era Revolusi 4.0*. Kompas.Id. <https://www.kompas.id/baca/utama/2019/10/10/agama-di-era-revolusi-4-0>
- Canals, J., & Heukamp, F. (2019). *The Future of Management in An AI World: Redefining Purpose and Strategy in The Fourth Industrial Revolution*. Springer Nature.
- Candra, S., & Linda. (2014). QSPM And 7C's Strategy for E-SCM Implementation Strategy (Case Study: XYZ Plastic Corporation). *International Journal of Multimedia and Ubiquitous Engineering*, 9(1), 11–18.
- Cennamo, C., Kretschmer, T., Constantinides, P., Alaimo, C., & Santaló, J. (2023). Digital Platforms Regulation: An Innovation-Centric View of The EU's Digital Markets Act. *Journal of European Competition Law & Practice*, 14(1), 44–51.
- David, F. R., & David, F. R. (2017). *Strategic Management: A Competitive Advantage Approach, Concepts and Cases* (16th ed.). Boston : Pearson Education.
- Ghorbani, A., Raufirad, V., Rafiaani, P., & Azadi, H. (2015). Ecotourism Sustainable Development Strategies Using SWOT and QSPM Model: A Case Study of Kaji Namakzar Wetland, South Khorasan Province, Iran. *Tourism Management Perspectives*, 16, 290–297.
- Glavas, C., & Mathews, S. (2014). How International Entrepreneurship Characteristics Influence Internet Capabilities for The International Business Processes of The Firm. *International Business Review*, 23(1), 228–245.
- Greenley, G. E. (1989). *Strategic Management*. New York : Prentice Hall.
- Gregory, G. D., Ngo, L. V., & Karavdic, M. (2019). Developing E-Commerce Marketing Capabilities and Efficiencies for Enhanced Performance in Business-To-Business Export Ventures. *Industrial Marketing Management*, 78, 146–157.
- Gupta, M., Shri, C., & Agrawal, A. (2015). Strategy Formulation for Performance Improvement of Indian Corrugated Industry: an Application of Swot Analysis and QSPM Matrix. *Journal of Applied Packaging Research*, 7(3), 60–75.
- , Candra, I. A., Mauliansyah, F., Wahyudin, Y., & Rizal, M. (2024). *Transformasi Digital (Teori Dan Implementasi Pada Era Revolusi Industri 4.0 Menuju Era Society 5.0)*. Jambi : PT. Sonpedia Publishing Indonesia.
- E., Tatoglu, E., & Kula, V. (2005). An Analysis of The Factors Affecting



- the Adoption of Electronic Commerce by Smes: Evidence from An Emerging Market. *International Marketing Review*, 22(6), 623–640.
- Kotler, P. (2012). *Manajemen Pemasaran*. Jakarta : Erlangga.
- Majlessi, M., Vaezi, A., & Mehdipour Rabori, M. (2015). Strategic Management of Solid Waste in Tehran: A Case Study in District No. 1. *Environmental Health Engineering and Management Journal*, 2(2), 59–66.
- Panggabean, A. N. (2021, October 22). MEMAHAMI DAN MENGELOLA TRANSFORMASI DIGITAL. <https://doi.org/10.31219/osf.io/s36wq>
- Anggoro, S., Nurhayati, S., Ismail, A., & Yakub. (2024). *Transformasi Digital Panduan Praktis Manajemen Berbasis Teknologi*. Medan : PT Media Penerbit Indonesia.
- Pearce, J. A., & Robinson, R. (1997). *Manajemen Strategis (Jilid 1)*. Jakarta : Binarupa Aksara.
- Porter, M. E. (1985). *Competitive Advantage Creating and Sustaining Superior Performance*. New York : The Free Press.
- Priyono, A., Moin, A., & Putri, V. N. A. O. (2020). Identifying Digital Transformation Paths in the Business Model of SMEs during the COVID-19 Pandemic. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(104), 1–22.
- Purba, N., Yahya, M., & Nurbaiti, N. (2021). Revolusi Industri 4.0: Peran Teknologi Dalam Eksistensi Penguasaan Bisnis Dan Implementasinya. *Jurnal Perilaku Dan Strategi Bisnis*, 9(2), 91–98.
- Purwoko, B., Gamal, A., & Kunhadi, D. (2016). The Leather Industry Development in Tanggulangin in Facing Asean Economic Community (AEC) 2015 with Quantitative Strategic Planning Matrix (QSPM). *Archives of Business Research*, 4(6), 153–162.
- Rachmat. (2014). *Manajemen Strategik*. Bandung : Pustaka Setia.
- Ramadhani, A. R., & Ruchba, S. M. (2024). Analisis Ekspor Udang Di Indonesia 1993-2022. *Jurnal Kebijakan Ekonomi Dan Keuangan*, 3(1), 90–97.
- Rangkuti, F. (2014). *Analisis SWOT: Teknik Membedah Kasus Bisnis*. Jakarta : Gramedia Pustaka Utama.
- Ritson, N. (2017). *Strategic Management* (2nd ed.). Bookboon.
- Rizki, M. R., & Nawangwulan, S. (2018). *Buku Ajar Metodologi Penelitian Kesehatan*. Sidoarjo : Indomedia Pustaka.
- Robbins, S. P., & Coulter, M. (2016). *Manajemen Jilid 1* (13th ed.). Jakarta : Erlangga.
- Sarma, P. K. (2014). An Agribusiness Development Approach of Beef Cattle in Selected Areas of Bangladesh. *Journal of the Bangladesh Agricultural University*, 12(2), 351–358.
- Shojaie M., Hamidian, M., & Basiji, A. (2014). Strategy Planning Using SWOT analysis and QSPM Model A Case Study of Baridsoft Company (One of the top and leader companies of Iranian software industry). *International Journal of Scientific Management and Development*, 2(7), 252–257.
- A., Ramanathan, H. N., & Šostar, M. (2024). From catch to consumer: Enhancing seafood processing management with Industry 4.0 innovations.



- Discover Food, 4(43). <https://doi.org/10.1007/s44187-024-00115-6>
- Supratikta, H., & Rusilowati, U. (2016). Analysis Strategy Management and Development of Ocean Fishing Ports Nizam. *IJABER*, 14(13), 9343–9358.
- Supriyadi. (2019). *Metodologi Penelitian Dan Teknik Penulisan Karya Ilmiah*. Pekalongan : Penerbit NEM.
- Taslimi, M. S., Oneyr, A. K., & Arabkooshar, S. (2014). Formulating A Strategy Through Quantitative Strategic Planning Matrix (QSPM) Based on SWOT Framework (Case Study: Industrial Group of Barez Tires). *International Journal of Economy, Management and Social Sciences*, 3(8), 451–457.
- Taufiqurokhman, & Satispi, E. (2022). *Teori Dan Perkembangan Manajemen Pelayanan Publik*. Jakarta : UMJ Press.
- Valacich, J., & Schneider, C. (2018). *Information Systems Today: Managing the Digital World* (8th ed.). New York : Pearson.
- Viryawan, A., Astawan, M., & Kirbrandoko. (2016). PT Perusahaan Gas Negara (Persero) Tbk Strategic Development Facing Natural Gas Business Competition in Indonesia. *International Journal of Scientific and Research Publications*, 6(3), 66–71.
- Walukow, M. I., & Pangemanan, S. A. (2015). Developing Competitive Strategic Model Using Quantitative Strategic Planning Matrix (QSPM) Approach for Handicrafts Ceramic Industry in Pulutan, Minahasa Regency. *Procedia-Social and Behavioral Sciences*, 211, 688–695.
- Wijayanto, H., & Harsadi, P. (2021). *Modul Transformasi Digital*. Kampus Merdeka.
- Winarno, H. Z., & Hidayatulloh, D. S. (2025). Evaluasi Model Bisnis Dengan Kerangka Swot Studi Kasus Rumah Makan Alam Pilemburan Kabupaten Bandung Barat. *EProceedings of Management*, 12(2), 367–376.
- Yip, G., & Dempster, A. (2005). Using the Internet to Enhance Global Strategy. *European Management Journal*, 23(1), 1–13.

