

## BIBLIOGRAPHY

- Aldillah, R. (2016). Indonesia Agricultural Mechanization and Its Implications for Food Production Acceleration in Indonesia. *Forum Penelitian Agro Ekonomi*, 34(2), 163–177. Microsoft Word - FAE SET-34\_2e\_RIZMA\_proofreading.doc (pertanian.go.id)
- Anugrah, A. P. (2010). Pengaruh Atribut Produk terhadap Niat Beli Kembali Dimediasi Oleh Persepsi Nilai (Studi Pada Bluder Cokro Madiun). *Journal of International Marketing*, 18(1), 1-11. <http://repository.ub.ac.id/id/eprint/191718>
- Anggana, H.D., Saefuddin A., & Sartono, B. (2018). Modeling of Dengue Hemorrhagic Fever in Bogor using Bayesian SUR-SAR. *Conference paper*, Bogor Agricultural University.
- Buonincontro, J.K. & Anderson, R.C. (2018). A Review of Articles Using Observation Methods to Study Creativity in Education (1980-2018). *The Journal of Creative Behavior*, 0(0), 1-17. [https://www.researchgate.net/publication/328884152\\_A\\_Review\\_of\\_Articles\\_Using\\_Observation\\_Methods\\_to\\_Study\\_Creativity\\_in\\_Education\\_1980-2018](https://www.researchgate.net/publication/328884152_A_Review_of_Articles_Using_Observation_Methods_to_Study_Creativity_in_Education_1980-2018).
- David, F. R. (2011). *Strategic Management*. Edisi 13. Pearson Education.
- Dewita, A. (2022). *Analisis Strategi Pemasaran Sayuran Hidroponik pada Usaha Blasta Urban Farming di Kota Padang*. Universitas Andalas.
- Duncan, R. B. (1972). Characteristics of organizational environments and perceived environmental uncertainty. *Administrative Science Quarterly*, 17(3), 313–327. <https://doi.org/10.2307/2392145>
- Gustafsson J. (2017). Single case studies vs. multiple case studies: a comparative study (Thesis). Halmstad, Sweden: Halmstad University.
- Juwita, A. (2019). *Analisis SWOT dalam Menentukan Strategi Pemasaran pada Usaha Furniture di Some Renders Madiun*. Institut Agama Islam Negeri Ponorogo.
- Kiumarsi, S., Isa, S.M., Krishnaswamy, J., & Varastegani, A. (2014). Marketing Strategies to Improve the Sales of Bakery Products of Small-medium EnteIDRrise (SMEs) in Malaysia. *International Food Research Journal*, 21(6), 2101-2107. <http://www.ifrj.upm.edu.m>
- Kotler, P. & Amstrong G. (2008). *Prinsip-prinsip Pemasaran*. Sabran, B., penerjemah. Erlangga. Terjemahan dari: *Principles of Marketing*.
- Lemeshow, S. & David W.H. (1997). *Besar Sampel Dalam Penelitian Kesehatan*. Gadjah Mada Univesity Press.
- Mayang, A., Astuti, I., & Ratnawati, S. (2020). Analisis SWOT Dalam Menentukan Strategi Pemasaran (Studi Kasus di Kantor Pos Kota Magelang 56100).

- Jurnal Ilmu Manajemen*, 17(2), 58–70.  
<http://dx.doi.org/10.21831/jim.v17i2.34175>
- Mentari, A.E. (2021). *Apa Bedanya Roti Bluder dan Roti Biasa.* <https://www.kompas.com/food/read/2021/11/06/131300775/apa-bedanya-roti-bluder-dan-roti-biasanya-?>
- Munif, B. (2018). *Perencanaan Strategi Pemasaran Kaos Guna Meningkatkan Volume Penjualan Produk di UKM CV Sukses Makmur Jaya “Lawang”.* Institut Teknologi Nasional Malang.
- Nabilla, A. G., & Tuasela, A. (2021). Strategi Pemasaran dalam Upaya Meningkatkan Pendapatan pada Diva Karaoke Rumah Bernyanyi di Kota Timika. *Jurnal Kritis*, 5(2), 21–40. Garuda - Garba Rujukan Digital (kemdikbud.go.id)
- Noer, C. H. (2015). *Roti Bluder Enak Khas Madiun.* <https://jatim.antaranews.com/berita/165040/roti-bluder-enak-khas-madiun>.
- Novita, D., & Husna, N. (2020). Competitive Advantage in The Company. *Jurnal TECHNOBIZ*, 3(1), 14–18. DOI:10.33365/TB.V3I1.643
- Pratiwi, K. E. (2021). Keputusan Diversifikasi Tanaman untuk Mengejar Pembangunan Pertanian di Indonesia. *Jurnal Litbang Sukowati*, 5(1), 63–77. <http://dx.doi.org/10.32630/sukowati.v5i1.240>
- Steviani, A., & Samuel, H. (2015). Pengaruh Customer Value Terhadap Loyalitas Konsumen dengan Customer Satisfaction Sebagai Variabel Intervening Terhadap Salon Shinjuku. *Jurnal Manajemen Pemasaran Petra*, 1(1), 1–11. <https://www.neliti.com/publications/132579/pengaruh-customer-value-terhadap-loyalitas-konsumen-dengan-customer-satisfaction>
- Sugiyono. (2011). *Metoda Penelitian Kuantitatif, Kualitatif, dan R & D.* PT Alfabeta.
- Strauss A. & Corbin J. (1990). *Qualitative Research: Grounded Theory Procedure and Techniques.* Sage Publication.
- Tagiuri, R., & Davis, J. 1982. Bivalent attributes of the family firms. Working paper, Harvard Business School, Cambridge, MA. Reprinted in Family Business Review, 1996, 9(2): 199-208.
- Tarek, G., Tampi, D.L., & Keles, D. (2018). Analisis Perhitungan Harga Pokok Produksi Dengan Menggunakan Metode Full Costing Sebagai Dasar Penentuan Harga Produksi Rumah Panggung Pada CV Manguni Perkasa Kakaskasen Dua Tomohon. *Jurnal Administrasi Bisnis*, 7(1), 42 – 49.
- Taherdoost, H. (2016). Sampling Methods in Research Methodology: How to Choose a Sampling Technique for Research. *International Journal of Academic Research in Management (IJARM)*, 5(2), 2296–1747. <http://dx.doi.org/10.2139/ssrn.3205035>
- Tjiptono, F. (1997). *Strategi Pemasaran.* Andi Press.
- Varadarajan, R. (2010). Strategic marketing and marketing strategy: Domain, definition, fundamental issue, and foundational premises. *Journal of the*

*Academy of Marketing Science*, 38(2), 119–140.  
<http://dx.doi.org/10.1007/s11747-009-0176-7>

Wahyudi. (2003). *Memproduksi Roti*. Departemen Pendidikan Nasional.

