

## DAFTAR PUSTAKA

- Agus Rahayu, (2010). Analisis Sumber Daya Sekolah dan Program Penciptaan Nilai dalam Meningkatkan Daya Saing Sekolah. *Management Strategic Review*, 50.
- Arli, Daryanto, A., & Hendarawan, D.S. (2012). Strategi Peningkatan Daya Saing Rumah Potong Ayam PT XYZ. *Manajemen & Agrobisnis Review*, 70, 41-45.
- Blink, E. (2011). Dasar-dasar Otomotif (general). Retrieved from <http://sahrurrodi.blogspot.com/2011/12/dasar-dasar-otomotif-general.html>.
- Charles W. Hill, Gareth R. Jones, and Melissa A. Schilling (2013). *Strategic Management*, 11<sup>th</sup> Edition, Cengage Learning.
- Christine V. Bullen, John F. Rockart (1981). A Primer on Critical Success Factors. Center for Information System Research Sloan. School of Management Massachusetts Institute of Technology.
- David, Fred. R. (2005). *Strategic Management*, Edisi ke-10. Jakarta: Salemba Empat.
- Donald R.Cooper & Pamela S.Schindler. (2006), *Bussines Research Methods*, 9th edition. McGraw-Hill International Edition.
- Erlina (2011). *Metodologi Penelitian Bisnis*. Medan: USU Press.
- Gower, John et al., (2010). Perceptual Maps: The Good, The Bad and The Ugly. Erasmus University. February 25.

- Haming, Murdifin & Nurnajamuddin, Mahfud (2014). *Manajemen Produksi Modern Operasi Manufaktur dan Jasa*. Jakarta: Bumi Aksara.
- Hill, C.W.L., & Jones, G.R. (2008). *Strategic Management*. Boston: Houghton Mifflin Company.
- Hitt, Michael A, and Ireland, R. Duanne, Hoskisson. (2011). *Manajemen Strategis, Konsep Daya Saing dan Globalisasi*. Jakarta: Penerbit Salemba Empat.
- J.D., Hunger. & T.L, Wheelen. (2000). *Strategic Management*. Edisi ke-7. New York: Prentice-Hall International.
- Japarianto, Edwin (2015). *Analisa Perbandingan Store Image Konsumen antara Hypermarket, Toko Independen dan Hypermarket di Pusat Perbelanjaan*. Jurnal Manajemen Pemasaran. Surabaya: Universitas Kristen Petra. 2015: 64-70).
- Kotler, Philip dan Amstrong. (2006: 193). *Dasar-dasar Pemasaran*. Jakarta: PT. Indeks.
- Kotler, Philip & Keller, Kevin Lane (2019). *Marketing Management*, Edisi ke -13. Jakarta: Erlangga.
- Kluyver, C.A. de., & Pearce II, J.A. (2006). *Strategy: a view from the top*. New Jersey: Pearson Prentice Hall.
- Kriyantoro, Rachmat. (2008). *Teknik Praktis Riset Komunikasi : Disertai contoh praktis riset media, public relation, advertising, komunikasi organisasi, komunikasi pemasaran*. Jakarta: Kencana.

- Michaels E, Dobbs. (2014). *Guidelines for Applying Porter's five frameworks: a set of industry analysis templates*. Competitiveness Review Emerald Group Publishing Limited Vol.24 No.1.
- Mintzberg, Henry et al. (1998). *Strategy Safari: A Guided Tour Through the Wilds of Strategic Manajement*. New York: The Free Press, hal. 262.
- Muhardi (2007). *Strategi Operasi Untuk Keunggulan Bersaing*. Yogyakarta: Graha Ilmu.
- Mullins, J.W. & Walker Jr, Orville C. (2013), *Marketing Management (8ed), A Strategic Decision - Making Approach*, New York: McGraw Hill.
- Normann, R. 1971. Organizational Innovativeness: Product Variation and Reorientation. *Administrative Science Quarterly*, Vol. 16, No. 2, pp. 203-215.
- Oktavia, Miftahur R. (2017). Analisis Perceptual Mapping Value Proposition Dalam Pemilihan Produk-Produk Berbasis E-Commerce, Studi pada Konsumen Uber, Grab dan Go Jek di Surabaya. *Administrasi Bisnis Review*, Vol.50 no.1 September 2017..
- Pearce, J.A. & Robinson, R.B. (2011). *Strategic Management: Formulation, Implementation, and Control*, (12th Ed.). New York: McGraw Hill
- Porter, M. E. (2008). *On competition, updated and expanded edition*. New York (USA): A Harvard Business Review Book, hal.53, 57, 62-63.
- Porter, M. E. (2007). The Understanding Industry Structure. *Harvard Business Review*, 9-707-493 Revaugust 13.

- Porter, M. E. (1990). *The Competitive Advantage of Nation*. First Edition, New York: Free Press.
- Porter, M. E. (1989). *Strategi Bersaing Teknik Menganalisa Industri dan Pesaing*. Alih Bahasa : Ir. Agus Maulana, Erlangga.
- Porter, M. E. (1986). *Competitive Advantage: Creating and Sustaining Superior Performance*, Published by Simon and Schuster Newyork.
- Rangkuti, Freddy (2015). *Analisis SWOT: Teknik Membedah Kasus Bisnis*. Jakarta: Gramedia, h.13.
- Retno Indriartiningtias (2007). Analisis Key Success Factors dalam menunjang pencapaian keunggulan bersaing di LBB X Surabaya. *Jurnal Ilmiah Teknik dan Manajemen Industri*. Madura: Universitas Trunojoyo Madura.
- Saptana (2010). Micro-macro Conceptual Review of Competitiveness and Agricultural Development Strategy. *Economic Review*, 3, 40-46.
- Satori, D. & Komariah, A. (2011). *Metodologi Penelitian Kualitatif*. Bandung: Alfabeta.
- Schiffman, L., & Kanuk, L.L. (2005:122). *Consumer Behavior*. 10th Edition. New Jersey: Pearson Prentice Hall.
- Setiyadi, Budi (2018, Juli), Direktur Jenderal Perhubungan Darat Kementerian Perhubungan. Mulai 1 Agustus truk kelebihan muatan akan ditindak tegas. Retrieved from <https://nasional.kontan.co.id/news/mulai-1-agustus-truk-kelebihan-muatan-akan-ditindak-tegas>.

- Srivastana, Rajendra K., Fahey, Liam and Christensen, H. Kurt (2001). The Resources-Based View and Marketing: The role of Market-Based Assets in Gaining Competitive Advantage. *Journal of Management* 27, 777-802.
- Sugiyono (2012). *Statistika Untuk Penelitian*. Bandung: Penerbit Alfabeta.
- Sugiyono. (2010). *Metode penelitian kuantitatif kualitatif dan r&d*. Bandung: CV. Alfabeta.
- Sumarwan, Ujang (2015). *Perilaku Konsumen. Teori dan Penerapannya dalam Pemasaran*. Edisi Kedua Agustus 2015. Bogor: Ghalia Indonesia.
- Sunyoto, Danang (2013). *Teori, Kuesioner & Analisis Data, untuk pemasaran dan perilaku konsumen*. Edisi Pertama. Yogyakarta: Graha Ilmu.
- Sunyoto, Danang (2018). *Konsep Dasar Riset Pemasaran & Perilaku Konsumen*. Cetakan ketiga. Jakarta: P.T. Buku Seru.
- Sumiharjo, Tumar. (2008). *Penyelenggaraan Pemerintah Daerah Melalui Pengembangan Daya Saing Berbasis Potensi Daerah*. Bandung: Penerbit Fokusmedia.
- Supranto, J. (2010). *Analisis Multivariant: Arti dan Interpretasi*. Jakarta: Rineka Cipta.
- Thompson et al. (2008). Higgins, Christopher A., & Howwel, Jane M., Influence of Experience on Personal Computer Utilization: Testing A Conceptual Model. *Journal of Management Information System*
- Xuan, Zhang (2011). The Competitive Advantage Analysis of the Telecommunication Corporation After The Restructuring of China's

Telecommunications Industry in 2008: A Case study of China Mobile Communication Corporation.

Yuniardi, Dewa (2015, Februari 27). Ketua Bidang Pemasaran dan Hubungan Asosiasi Industri Automotive Nusantara (Asia Nusa). Retrieved from <https://www.kompasiana.com/dewayuniardi/54f33e65745513a32b6c6d07/industri-otomotif-nasional>.

<https://www.motoris.id/manufaktur/14066/truk-asal-china-faw-makin-pede-di-pasar-indonesia/> **Diakses Pebruari 2019.**

<https://truckmagz.com/poin-penting-tentang-penertiban-truk-odol/> **Diakses Pebruari 2019.**

<https://megapolitan.kompas.com/read/2018/11/14/18305321/ada-aturan-baru-jam-operasional-truk-di-tangerang-dibatasi> **Diakses Pebruari 2019.**