

## DAFTAR PUSTAKA

- Aghazadeh. (2015). Strategic marketing management : achieving superior business performance through intelligent marketing strategy. *Procedia - Social and Behavioral Sciences*, 207(21), 125–134. <https://doi.org/10.1016/j.sbspro.2015.10.161>
- Aminul. (2016). *Studi Kasus Pada PT . Trifoli Kayakarya Menurut Tata Sutabri , S . Kom ., MM Sistem informasi adalah suatu sistem di dalam suatu organisasi yang mempertemukan kebutuhan.*
- Antonio. (2015). The ( r ) evolution of wine marketing mix : From the 4Ps to the 4Es ☆. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2015.10.015>
- Astina. (2016). *ANALISIS SEGMENTATION, TARGETING, DAN POSITIONING DALAM RANGKA MENINGKATKAN DAYA SAING MELALUI STRATEGI PEMASARAN DI TOKO PIA CAP MANGKOK CABANG SEMERU*. 39(2).
- Azhar. (2017). *ANALISIS STRATEGI MARKETING MIX DALAM MENINGKATKAN PENGIRIMAN BARANG DAN JASA DITINJAU DARI ETIKA BISNIS ISLAM (Studi Pada PT. JNE Express Cabang Utama Kota Bandar Lampung) SKRIPSI*.
- David, F. (2016). *The quantitative strategic planning matrix : a new marketing tool*. 4488(April). <https://doi.org/10.1080/0965254X.2016.1148763>
- Devina. (2015). *ANALISIS PENGARUH MARKETING MIX (PRODUK, HARGA, PROMOSI, LOKASI) TERHADAP MINAT BELI KONSUMEN PADA GUEST HOUSE DI SURABAYA*. 55–69.
- Elyarni. (2016). *Analisis SWOT Terhadap Strategi Pemasaran Layanan SAP Express pada PT . SAP*. 17, 81–88.
- Fakhriyan. (2016). *STRATEGI BAURAN PEMASARAN ( MARKETING MIX ) 7P ( PRODUCT , PRICE , PLACE , PROMOTION , PEOPLE , PROCESS , PHYSICAL EVIDENCE ) DI CHERRYKA BAKERY*. (Marketing Mix), 1–10.
- Gruber. (2017). *Managing Customer Touchpoints and Customer Satisfaction in B2B Mass Customization : A Case Study*. 8(3), 131–140.
- Hall. (2017). *Innovative B2B Marketing\_ New Models, Processes and Theory oleh Simon Hall - Buku di Google Play*. Retrieved from

<https://play.google.com/books/reader?id=KI8uDwAAQBAJ&hl=id&pg=GBS.PA2>

Hardianti. (2016). *ANALISIS STRATEGI 4P (PRODUCT, PRICE, PLACE, PROMOTION) DAN STP (SEGMENTING, TARGETING, POSITIONING) PT. CIPTA MASTER PERKASA STRATEGY*. 3(2), 1149–1154.

Hasanah. (2016). *Teknik-teknik observasi*. 8, 21–46.

hermawan. (2015). *ANALISIS PENGARUH BAURAN PEMASARAN TERHADAP KEPUTUSAN, KEPUASAN DAN LOYALITAS KONSUMEN DALAM PEMBELIAN ROTI CERIA DI JEMBER Haris*. 1(2), 143–161.

<https://katadata.co.id>. (2019). *Startup E-Commerce , Mbiz Catat Transaksi Naik 65 % per Semester I. 2019*. Retrieved from <https://katadata.co.id/berita/2019/08/30/startup-e-commerce-mbiz-catat-transaksi-naik-65-per-semester-i>

khan. (2013). *STP strategy for New Product Launch-a Work in Progress*. 2(3), 56–65.

Kim. (2016). *The effects of internal marketing capability on export marketing strategy , B2B marketing mix and export performance*. 9159(January). <https://doi.org/10.1080/21639159.2015.1122956>

Kotler. (2012). *Marketing Management*.

Lovelock. (2015). *Services Marketing - Christopher Lovelock, Paul Patterson*. Retrieved from [https://books.google.co.id/books?hl=id&lr=&id=BqyaBQAAQBAJ&oi=fnd&pg=PP1&dq=marketing&ots=eIARIICXAI&sig=ddogFR74QJLEizop3AUc\\_YVcsfc&redir\\_esc=y#v=onepage&q=marketing&f=false](https://books.google.co.id/books?hl=id&lr=&id=BqyaBQAAQBAJ&oi=fnd&pg=PP1&dq=marketing&ots=eIARIICXAI&sig=ddogFR74QJLEizop3AUc_YVcsfc&redir_esc=y#v=onepage&q=marketing&f=false)

MCamilleri. (2017). *Market Segmentation , Targeting and Positioning*. 69–83. Retrieved from [https://sci-hub.tw/https://doi.org/10.1007/978-3-319-49849-2\\_4](https://sci-hub.tw/https://doi.org/10.1007/978-3-319-49849-2_4)

Nurlisah. (2018). *PENGARUH BAURAN PEMASARAN TERHADAP PENINGKATAN VOLUME PENJUALAN LIPAQ SAQBE MANDAR PADA MALOLO GROUP KABUPATEN POLEWALI MANDAR DALAM PERSPEKTIF EKONOMI ISLAM Skripsi*.

Phadermrod. (2017). Importance-Performance Analysis based SWOT analysis. *International Journal of Information Management*, 1–10. <https://doi.org/10.1016/j.ijinfomgt.2016.03.009>

Rehman. (2018). How multiple strategic orientations impact brand equity of B2B

- SMEs. *Journal of Strategic Marketing*, 4488, 0.  
<https://doi.org/10.1080/0965254X.2018.1482943>
- Rianto. (2018). *Pemasaran Strategik Pada Asuransi Syariah*. (February).
- Siyoto. (2015). *dasar metodologi penelitian*. Retrieved from  
file:///C:/Users/MKhoirulUmmam/Downloads/DASAR METODOLOGI  
PENELITIAN.pdf
- Sudian. (2015). *The Dimensions of Marketing Mix*. 2(1), 136–142.  
<https://doi.org/10.5430/mos.v2n1p136>
- Susandi. (2017). *Sistem Penjualan Berbasis E-Commerce Menggunakan Metode  
Objek Oriented pada Distro Dlapak Street Wear*. 5–8.
- Triyanto. (2015). *ALGORITMA K-MEDOIDS UNTUK PENENTUAN STRATEGI  
PEMASARAN*. 6(1), 183–188.
- Wibowo. (2015). *ANALISIS STRATEGI PEMASARAN UNTUK MENINGKATKAN  
DAYA SAING UMKM ( Studi pada Batik Diajeng Solo )*. 29(1), 59–66.
- Wiyada. (2015). *Developing a Conceptual Framework to Evaluate Public B2B E-  
Marketplaces*. Retrieved from <http://aisel.aisnet.org/pacis2015> Recommended
- Yovan. (2018). *strategi komunikasi pemasaran pada perusahaan Mbiz*. 5(3), 4232–  
4242. Retrieved from  
[https://openlibrary.telkomuniversity.ac.id/pustaka/files/146530/jurnal\\_eproc/strategi-komunikasi-pemasaran-pada-perusahaan-mbiz.pdf](https://openlibrary.telkomuniversity.ac.id/pustaka/files/146530/jurnal_eproc/strategi-komunikasi-pemasaran-pada-perusahaan-mbiz.pdf)
- Yusuf. (2016). *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*.
- ZEVI. (2018). *ANALISIS STRATEGI PEMASARAN DALAM MENINGKATKAN  
VOLUME PENJUALAN PRODUK PADA PT. PRODERMA SUKSES MANDIRI*.
- Zolkiewski. (2017). *Strategic B2B customer experience management : the importance  
of outcomes-based measures*. <https://doi.org/10.1108/JSM-10-2016-0350>