

DAFTAR PUSTAKA

- Amelinda, C., & Charly, S. (2017). *PERUMUSAN STRATEGI PEMASARAN MENGGUNAKAN METODE QSPM PADA BISNIS SAMBAL NOESANTARA*. 2(April).
- David. (2012). *DIMEMBE KABUPATEN MINAHASA UTARA ANALYSIS OF GOLDFISH SUPPLY CHAIN MANAGEMENT IN TATELU VILLAGE , DIMEMBE DISTRICT , NORTH MINAHASA REGENCY*. 8(1), 332–341.
- Effendi, U., Astuti, R., & Candra Melati, D. (2017). Development Strategies Of Chocolate Business Using Quantitative Strategic Planning Matrix (QSPM) And Multi Attribute Utility Theory (MAUT) At “Kampung Coklat”, Blitar. *Industria: Jurnal Teknologi Dan Manajemen Agroindustri*, 6(1), 31–40. <https://doi.org/10.21776/Ub.Industria.2017.006.01.5>
- Rengkuhi. (2010). *Jurnal Sosial Ekonomi Dan Kebijakan Pertanian*. 4(1), 125–134.
- Saiful Efendi. (2021). *Analisis Strategi Pemasaran Guna Meningkatkan Penjualan Pupuk Non Subsidi Dengan Menggunakan Sebuah Metode (QSPM) Quantitative Strategic Planning Matrix (Studi Kasus Kios Pupuk DEWI SRI)*. 7–26.
- Setyorini, H., & Santoso, I. (2016). *Analisis Strategi Pemasaran Menggunakan Matriks SWOT Dan QSPM (Studi Kasus : Restoran WS Soekarno Hatta Malang) Marketing Strategy Analysis Using SWOT Matrix And QSPM (Case Study : WS Restaurant Soekarno Hatta Malang)*. 5(1), 46–53.
- Shri, C., Gupta, M., & 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.
- Tafti, Jalili, & Yahyaeian, L. (2013). Assessment And Analysis Strategies According To Space Matrix-Case Study: Petrochemical And Banking Industries In Tehran Stock Exchange (TSE). *Procedia - Social And Behavioral Sciences*, 99, 893–901. <https://doi.org/10.1016/J.Sbspro.2013>.
- Wahyuni, R. S., Nursubiyantoro, E., & Awaliah, G. (2020). *Perancangan Dan Pengembangan Produk Helm Menggunakan Metode Quality Function Deployment (QFD)*. 13(1).
- Yamawidura, E. (N.D.). *PERUMUSAN STRATEGI PENGEMBANGAN BERDASARKAN STRATEGI QSPM (STUDI PADA PERUSAHAAN PERSEWAAN ALAT PESTA YAMA)*.
- Abdul Malik, S., Saad Al Kahtani, N., & Naushad, M. (2013). Integrating AHP, SWOT And QSPM In Strategic Planning- An Application To College Of Business Administration In Saudi Arabia. *International Journal Of Academic Research*, 5(5), 373–379. <https://doi.org/10.7813/2075-4124.2013/5-5/B.58>
- Rangkuhi Freddy, Analisis Swot Teknik Membedah Kasus Bisnis Reorientasi KonsepPerencanaan Strategi untuk Menghadapi Abad 21: Gramedia Pustaka Utama Jakarta. 1997