

DAFTAR TABEL

Tabel 1. 1 Penjualan Produk Juli-Desember.....	8
Tabel 2. 1 Kriteria UMKM.....	13
Tabel 2. 2 Penelitian Terdahulu	29
Tabel 2. 3 Kerangka Pemikiran.....	Error! Bookmark not defined.
Tabel 3. 1 Karakteristik Penelitian.....	32
Tabel 3. 2 Operasional Variabel <i>BMC</i>	38
Tabel 3. 3 Operasional Variabel <i>VPC</i>	42
Tabel 3. 4 Informan	45
Tabel 4. 1 Karakteristik Responden.....	51
Tabel 4. 2 Kutipan Wawancara Business Model Canvas	56
Tabel 4. 3 Kutipan Wawancara Customer Profile	64
Tabel 4. 4 Pains Relivers.....	66
Tabel 4. 5 Gains Creators.....	66
Tabel 4. 6 Data Pesaing	71
Tabel 4. 7 Data Pemasok Sumber.....	72
Tabel 4. 8 Market Forces Sumber	81
Tabel 4. 9 Industry Forces Sumber.....	82
Tabel 4. 10 Key Trends Sumber	83
Tabel 4. 11 Macroeconomics	83
Tabel 4. 12 Penjelasan BMC Usulan.....	91