

DAFTAR TABEL

| | |
|--|-----|
| Tabel 2. 1 Penelitian Terdahulu..... | 30 |
| Tabel 3. 1 Karakteristik Penelitian | 38 |
| Tabel 3. 2 Panduan Pertanyaan Business Model Canvas | 40 |
| Tabel 3. 3 Variabel Penelitian Strength, Weakness, Opportunity, Threat..... | 42 |
| Tabel 3. 4 Variabel Penelitian Porter’s Five Force Model | 47 |
| Tabel 3. 5 Variabel Penelitian Analisis PESTEL..... | 48 |
| Tabel 3. 6 Narasumber Wawancara | 51 |
| Tabel 4.1 Karakteristik Narasumber | 57 |
| Tabel 4. 2 Uji Triangulasi Internal Business Model Canvas | 60 |
| Tabel 4. 3 Uji Triangulasi Internal Business Model Canvas | 65 |
| Tabel 4. 4 Uji Triangulasi Eksternal Business Model Canvas | 73 |
| Tabel 4. 5 Uji Triangulasi Eksternal Business Model Canvas | 81 |
| Tabel 4. 6 Business Model Canvas Siliwangi Car Wash saat ini | 82 |
| Tabel 4. 7 Uji Triangulasi Internal Analisis Porter’s Five Force Model | 86 |
| Tabel 4. 8 Uji Triangulasi Internal Analisis PESTEL | 90 |
| Tabel 4. 9 Identifikasi Kekuatan Siliwangi Car Wash..... | 103 |
| Tabel 4. 10 Identifikasi Kelemahan Siliwangi Car Wash..... | 103 |
| Tabel 4. 11 Identifikasi Peluang Siliwangi Car Wash | 104 |
| Tabel 4. 12 Identifikasi Ancaman Siliwangi Car Wash..... | 104 |
| Tabel 4. 13 Matriks TOWS | 106 |
| Tabel 4. 14 Business Model Canvas Baru Siliwangi Car Wash..... | 123 |