

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu	13
Tabel 3. 1 Metode Penelitian	27
Tabel 3. 2 Operasionalisasi Variabel	28
Tabel 4. 1 Karakteristik Responden	38
Tabel 4. 2 Hasil Wawancara Customer Segments	39
Tabel 4. 3 Hasil Wawancara Value Porposition	41
Tabel 4. 2 Hasil Wawancara Channels	43
Tabel 4. 5 Hasil Wawancara Customer Relationship	45
Tabel 4. 6 Hasil Wawancara Revenue Streams	47
Tabel 4. 7 Hasil Wawancara Key Resource	49
Tabel 4. 8 Hasil Wawancara Key Activities	50
Tabel 4. 9 Hasil Wawancara Key Partner	51
Tabel 4. 10 Hasil Wawancara Cost Structure	53
Tabel 4. 11 Analisis SWOT Terhadap Customer Segment.....	56
Tabel 4. 12 Analisis SWOT Terhadap Value Propositions.....	57
Tabel 4. 13 Analisis SWOT Terhadap Channels	58
Tabel 4. 14 Analisis SWOT Terhadap Customer Relationship	59
Tabel 4. 15 Analisis SWOT Terhadap Revenue Streams	60
Tabel 4. 16 Analisis SWOT Key Resources	60
Tabel 4. 17 Analisis SWOT Key Activities	61
Tabel 4. 18 Analisis SWOT Key Partnership	62
Tabel 4. 19 Analisis SWOT Cost Structure	62