

DAFTAR PUSTAKA

- Alamanda, D. T., Anggadwita, G., Raynaldi, M., Novani, S., & Kijima, K. (2019). Designing Strategies using IFE, EFE, IE, and QSPM analysis: Digital Village Case. *The Asian Journal of Technology Management (AJTM)*, 12(1), 48–57. <https://doi.org/10.12695/ajtm.2019.12.1.4>
- Anggrayana Nurzanah, D., Rimawan, E., Kholil, M., Industri Universitas Mercu Buana Jakarta Jl Raya Meruya Selatan No, T., & Barat, J. (2015). FORMULASI STRATEGI PEMASARAN MARCKS' VENUS DALAM MENGHADAPI PERSAINGAN PRODUK KOSMETIK DENGAN MENGGUNAKAN METODE SWOT, IE DAN QUANTITATIVE STRATEGIC PLANNING MATRIX (QSPM). *JISI: JURNAL INTEGRASI SISTEM INDUSTRI VOLUME*, 2. <https://doi.org/10.24853/jisi.4.1.pp-pp>
- Aprilianti, N., Surtiani, A., & Johan, A. (2023). Business Performance MSMEs Bandung City: The Role Of Marketing Mix Strategy And Service Quality (Study At Sambel Mitoha Restaurant Bandung) Pelayanan (Studi Pada Rumah Makan Sambel Mitoha Bandung). In *Management Studies and Entrepreneurship Journal* (Vol. 4, Issue 6). <http://journal.yrpipku.com/index.php/msej>
- Azzahra, Q., Wahyuningtyas, R., Firli, A., Magister, P., Pjj, M., Ekonomi, F., & Bisnis, D. (2019). Marketing Strategy Analysis Using Swot And Qspm Matrix (Case Study On Guzzini Msme). In *International Journal of Science*. <http://ijstm.inarah.co.id863>
- data.bandung.go.id. (2024, January 16). *Jumlah UMKM di Kota Bandung Berdasarkan Jenis Usaha*.
- David, F., & David, F. (2017). *Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition* (S. Wall & D. Tylman, Eds.; 16th ed.). Pearson education Limited 2017.
- Dinas Koperasi dan Usaha Kecil Menengah. (2024, May 29). *Jumlah Usaha Mikro, Kecil dan Menengah Berdasarkan Jenis Usaha di Kota Bandung*.

Diskominfo Bandung. (2024, January 30). *Pj. Wali Kota Bandung Bertekad Bawa UMKM Jadi Indonesian Next Top Seller.*

Esterberg, K. G. (2002). *Qualitative Methods in Social Research.*

Fadhian Budiman, M., Pasaribu, R. D., Sutjipto, M. R., & Tricahyono, D. (n.d.).
Strategic Formulation Towards A Prosperous Mosque : Case Study Of Izzatul Mu'minin Mosque Lembang.
<http://ijsr.internationaljournallabs.com/index.php/ijsr>

Fauziah, U. N., Rismayani, R., & Romadhon, H. (2019). *ANALISIS FORMULASI STRATEGI BISNIS MENGGUNAKAN QUANTITATIVE STRATEGIC PLANNING MATRIX (QSPM) PADA PRODUSEN BENIH UD. SUJINAH BUSINESS STRATEGY FORMULATIONS ANALYSIS BY USING QUANTITATIVE STRATEGIC PLANNING MATRIX (QSPM) IN SEED PRODUCER OF UD. SUJINAH.*

Galabova, L., & Ahonen, G. (2011). Is intellectual capital-based strategy market-based or resource-based? *Journal of Human Resource Costing & Accounting*, 15(4), 313–327. <https://doi.org/10.1108/14013381111197243>

Harianto, M. (2024). *Kemenperin: Industri makanan-minuman penopang ekonomi Indonesia.*

Haq, N. S., Yunita, T., Sayeti, A. B., & Prasetyo, R. B. (2023). Analisis SWOT pada UMKM Bola Ubi Lumer Crispy dalam meningkatkan strategi dan daya saing. *Jurnal Ilmiah Wahana Pendidikan*, 9(13), 444–453. <https://doi.org/10.5281/zenodo.8153065>

Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi.*

Islam, M. A. (2017). SWOT Mix and PESTEL Analysis: Effective Tools of Risk Management of Leasing Companies. *The Millennium University Journal*, 2(1). <http://mpra.ub.uni>

Isniati, & Fajriansyah, R. M. (2019). *Manajemen Strategik, Intisari Konsep dan Teori*.

Kadin Indonesia. (2024). *Data dan Statistik UMKM Indonesia*.

Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis* (2nd ed.).

Moko, W., & Wulandari, D. D. (2022). ANALISIS STRATEGI PENGEMBANGAN BISNIS PADA UMKM MENGGUNAKAN PENDEKATAN ANALISIS SWOT DAN QSPM MATRIKS. *Jurnal Kewirausahaan Dan Inovasi*, 1(1), 1–12.
<https://doi.org/10.21776/jki.2022.01.1.01>

Nurhayati, H., & Wolff. (2024, June 26). *Gross domestic product (GDP) from manufactures of food products and beverages in Indonesia from 2014 to 2023*.

Pangastuti, R. D., Angka, B. U., Lakhwani, M. A., Behuku, J., & Putra, J. L. (2019). Strategy Formulating Using IFE, EFE, SWOT and QSPM Matrix Case study: PT Total Bangun PersadaTbk. *International Journal of Innovative Research and Development*, 8(4). <https://doi.org/10.24940/ijird/2019/v8/i4/apr19056>

Peraturan.bpk.go.id. (n.d.). *Usaha Mikro, Kecil, dan Menengah*.

Porter, M. E. (1985). *Competitive Advantage Creating and Sustaining Superior Performance*.

Rangkuti, F. (2017). *Teknik Membedah Kasus Bisnis ANALISIS SWOT*.

Sari, N. A. (2022, October 31). *Kondisi Industri Pengolahan Makanan dan Minuman di Indonesia*.

Sedarmayanti. (2014). *Manajemen Strategi* (R. Aditama, Ed.).

Shahrullah, R. S., Jaya, F., & Arifin, I. (2021). The Challenges of Micro, Small and Medium Enterprises in Indonesia in the Era of the ASEAN Economic Community. *Syiah Kuala Law Journal*, 5(1), 124–138.
<https://doi.org/10.24815/sklj.v5i1.19695>

- Siahaan, M. (2024). *GDP from manufacturing sector Indonesia 2014-2023*. Statista.
- Statista. (2023). *Number of employees in micro to medium-sized businesses ASEAN 2022, by country*.
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D*.
- Wardhani, F. K., & Dini, A. (2020). Strategy Formulation Using SWOT Analysis, SPACE Matrix And QSPM : A Conceptual Framework. *International Journal of Innovative Science and Research Technology*, 5(5), 1520–1527.
- Wang, L., Damdinsuren, M., Qin, Y., Gonchigsumlaa, G., Zandan, Y., & Zhang, Z. (2024). Forest Wellness Tourism Development Strategies Using SWOT, QSPM, and AHP: A Case Study of Chongqing Tea Mountain and Bamboo Forest in China. *Sustainability (Switzerland)*, 16(9). <https://doi.org/10.3390/su16093609>
- Wernerfelt, B. (1984). A Resource-Based View of the Firm. In *Strategic Management Journal* (Vol. 5, Issue 2).
- Wheelen, T., Hunger, D., Hoffman, A., & Bamford, C. (2015). *Strategic Management and Business Policy Globalization, Innovation, and Sustainability* (14th ed.).