

## DAFTAR PUSTAKA

- Ahmad. (2020). *Manajemen Strategis*. CV. Nas Media Pustaka.
- Alanzi, S. (2018). *Pestle Analysis Introduction*.
- Arlinta, D. (2024, Juni 17). Ramai-ramai berobat ke luar negeri saat layanan kesehatan dalam negeri tak sesuai harapan. Kompas.id. <https://www.kompas.id/baca/humaniora/2024/06/17/ramai-ramai-berobat-ke-luar-negeri-saat-layanan-kesehatan-dalam-negeri-tak-sesuai-harapan>
- Awaludin, A. A., & Hakim, A. K. (2023). Analisis Strategi Survival Pada Bisnis Travel Haji dan Umrah Saat Pandemi Covid-19 Di Shafira Tour & Travel. *Journal of Islamic Management*, 3(1), 1–13. <https://doi.org/10.15642/jim.v3i1.1198>
- Badan Kebijakan Pembangunan Kesehatan. (2023). *Survei Kesehatan Indonesia Tahun 2023 dalam angka*. Kementerian Kesehatan Republik Indonesia.
- Christodoulou, A., & Cullinane, K. (2019). Identifying the Main Opportunities and Challenges from the Implementation of a Port Energy Management System: A SWOT/PESTLE Analysis. *Sustainability*, 11(21), 6046. <https://doi.org/10.3390/su11216046>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design qualitative, quantitative, and mixed method approach: Fifth edition*.
- Demirkol, M. E., Yorgun, S., Esen, H., Şafak, F. İ., Öztürk, B., Baysal, Z., & Orman, H. (2020). An evaluation of hospital practices using SWOT analysis during COVID-19. *JAREN*, 6(2), 341-351. <https://doi.org/10.5222/jaren.2020.90958>
- Dwiputranti, M. I. (2020). Pengembangan model bisnis halal logistik transportasi berbasis Business Model Canvas (BMC). *Competitive*, 15(2), 115-128. <http://ejurnal.poltekpos.ac.id/index.php/competitive>
- Hole, Y., Pawar, S., & Bhaskar, M. P. (2019). *Porter's Five Forces Model: Gives You A Competitive Advantage*. Cihan University-Erbil, Kurdistan Region, Iraq.

- Merriam, S. B., & Tisdell, E. J. (2015). *Qualitative research: A guide to design and implementation* (4th ed.). Jossey-Bass.
- Ninditya, F. (2022, November 3). JK: Fenomena industri rumah sakit berjaringan ciptakan efisiensi. *Antaranews.com*.  
<https://www.antaranews.com/berita/3220689/jk-fenomena-industri-rumah-sakit-berjaringan-ciptakan-efisiensi>
- Noor. (2020). *Manajemen Strategi Konsep dan Model Bisnis*. La Tansa Mashiro Publisher.
- Noviaristanti, S., Yunita, S. C., & Triono, S. P. H. (2023). Social media usage impacts on sme's firm performance: evidence from west java, indonesia. *Indonesian Journal of Business and Entrepreneurship (IJBE)*, 9(2), 285-285.
- Osterwalder, & Pigneur. (2010). *Business Model Generation* (Tim Clark, Ed.).
- Pasaribu, R. D., Shalsabila, D., & Djatmiko, T. (2023). Revamping business strategy using Business Model Canvas (BMC), SWOT analysis, and TOWS matrix. *Heritage and Sustainable Development*, 5(1), 1–18.  
<https://doi.org/10.37868/hsd.v5i1.125>
- Rabbani, N., & Alfanur, F. (2024). Analisis Strategi Pengembangan Bisnis Menggunakan Business Model Canvas (BMC)(Studi Kasus Pada Siliwangi Car Wash). *eProceedings of Management*, 11(5).
- Regina, R. Y., & Alfanur, F. (2016). Business Model Analysis of TKD Consumer to Consumer (C2C) Online Marketplace by Using Business Model Canvas. *Advanced Science Letters*, 22(5), 1222–1226.  
<https://doi.org/10.1166/asl.2016.6717>
- Sibaliya, J., Barrett, D., Subasri, M., Bitacola, L., & Kim, R. B. (2021). Understanding value in a healthcare setting: An application of the business model canvas. *Methodological Innovations*, 14(3).  
<https://doi.org/10.1177/20597991211050477>

Silverman, D. (2014). *Interpreting qualitative data* (5th ed.). SAGE Publications.

Tricahyono, D., Turipanam Alamanda, D., Anggadwita, G., Prabowo, F. S. A., & Yuldinawati, L. (2018). The role of business incubator on cultivating innovation on start-ups: The case study of Bandung techno park (BTP) Indonesia. In *International Journal of Engineering & Technology* (Vol. 7, Issue 2). [www.sciencepubco.com/index.php/IJET](http://www.sciencepubco.com/index.php/IJET)

Wheelen, Hunger, Hoffman, & Bamford. (2018). *Strategic management and business policy : globalization, innovation, and sustainability*. Pearson.

Yin, R. K., & Campbell, D. T. (2018). *Case study research and applications: Design and methods* (6th ed.). SAGE Publications.