

DAFTAR PUSTAKA

- Akbar, Muhammad Jihad, Qurtubi Qurtubi, and Meilinda Fitriani Nur Maghfiroh. 2022. "Perancangan Strategi Pemasaran Menggunakan Metode SWOT Dan QSPM Untuk Meningkatkan Penjualan Beras." *Jurnal INTECH Teknik Industri Universitas Serang Raya* 8(1):61–67. doi: 10.30656/intech.v8i1.4595.
- Amani, Yasir. 2019. "Pemodelan Peramalan Dalam Penentuan Persediaan Jenis Spare Part Mesin Kendaraan." *TECHI: Jurnal Penelitian Teknik Informatika*. Vol. 8, No1, 2016 37–51.
- B, Nur Khariyati, Witono Adiyoga, M. Rifqi Tirta Mudhofir, and Tania Andari. n.d. *The Development of Transportation System for Tourism in Mandalika : A SWOT Analysis*. Vol. 1. Atlantis Press International BV.
- Banka, Michal, Nguyen Hoang Tien, Mai Thi Hong Dao, and Dao Thong Minh. 2022. "Analysis of Business Strategy of Real Estate Developers in Vietnam: The Application of QSPM Matrix." *International Journal of Multidisciplinary Research and Growth Evaluation* 3(1):188–96.
- Beno, Jose, Adhi Pratistha Silen, and Melda Yanti. 2022. "Dampak Pandemi Covid-19 Pada Kegiatan Ekspor Impor (Studi Pada PT. Pelabuhan Indonesia II (Pesero) Cabang Teluk Bayur)." *JURNAL SAINS DAN TEKNOLOGI MARITIM* 22(2):117. doi: 10.33556/jstm.v22i2.314.
- Benzaghta, Mostafa Ali, Abdulaziz Elwalda, Mousa Mousa, Ismail Erkan, and Mushfiqur Rahman. 2021. "SWOT Analysis Applications: An Integrative Literature Review." *Journal of Global Business Insights* 6(1):55–73. doi: 10.5038/2640-6489.6.1.1148.
- Dyfianda, Boma, and Nugraha Pratama. n.d. "Pengujian Fluiditas Aluminium Kendaraan Bermotor." (1210913025):1–7.
- Evilia, Heni. 2022. "Analisis Daur Hidup Produk (Product Life Cycle) Dalam Pengembangan Usaha Budidaya Jamur Tiram Di." *Skripsi*.
- Fakultas Pertanian Muhammadiyah Kendari. 2020. "Straregi Pemasaran Produk

Pertanian.” *Modul Strategi Pemasaran Produk* 1–11.

Fathonah, Nurul. 2021. ““Pengaruh Perputaran Modal Kerja, Ukuran Perusahaan, Likuiditas, Dan Struktur Modal Terhadap Profitabilitas Pada Perusahaan Otomotif Di Bursa Efek Indonesia Tahun 2015 – 2019.” *Reposiitory STIE Indonesia (STIE) Jakarta* 1–9.

Indriarti, Resti, and Nova Rachmawati Chaidir. 2021. “Penerapan Quantitative Strategic Planning Matrix (Qpsm) Untuk Merumuskan Strategi Bisnis.” *Jurnal MANAJERIAL* 20(1):159–70. doi: 10.17509/manajerial.v20i1.41179.

Kurniawan, Rezky, Suyudi Mangunwihardjo, and Mirwan Surya Perdhana. 2019. “ANALISIS PENGARUH KEMAMPUAN PERUSAHAAN, DAYA RESPON RANTAI PASOK, DAN PRAKTIK MANAJEMEN RANTAI PASOK TERHADAP KEUNGGULAN BERSAING DAN KINERJA PERUSAHAAN (Studi Pada Rantai Pasok Pelumas Jawa Tengah).” *Jurnal Bisnis Strategi* 27(2):150. doi: 10.14710/jbs.27.2.150-166.

Mallick, Suraj Kumar, Somnath Rudra, and Riya Samanta. 2020. “Sustainable Ecotourism Development Using SWOT and QSPM Approach: A Study on Rameswaram, Tamil Nadu.” *International Journal of Geoheritage and Parks* 8(3):185–93. doi: 10.1016/j.ijgeop.2020.06.001.

Mardiyana, Mardiyana. 2022. “Strategi Pengembangan Usaha Dengan Metode Analisis SWOT Pada Home Industri Wen-Dang Jahe Di Kabupaten Kukar.” *Jurnal Administrasi Bisnis FISIPOL UNMUL* 10(1):1. doi: 10.54144/jadbis.v10i1.6462.

Muliyah, T. Pipit, Dyah Aminatun, Sukma Septian Nasution, and Tommy Hastomo. 2020. “Setiana Sri Wahyuni Sitepu.” *Irigasi Dan Drainase* 7(2).

Nourbakhsh, Seyed Ahmad, Hossein Hassanpour Darvishi, and Hossein Ebrahimi. 2023. “Develop and Prioritize Domestic Wastewater Use Scenarios with SWOT and QSPM Analytical Matrices — Case Study: Sabzevar City Treatment Plant.” *Desalination and Water Treatment* 285:189–203. doi: 10.5004/dwt.2023.29303.

- Pagot, Giacomo, and Nicola Andrighetto. 2024. "Fuel for Collective Action: A SWOT Analysis to Identify Social Barriers and Drivers for a Local Woody Biomass Supply Chain in an Italian Alpine Valley." *Heliyon* 10(19):e38170. doi: 10.1016/j.heliyon.2024.e38170.
- Phadermrod, Boonyarat, Richard M. Crowder, and Gary B. Wills. 2019. "Importance-Performance Analysis Based SWOT Analysis." *International Journal of Information Management* 44:194–203. doi: 10.1016/j.ijinfomgt.2016.03.009.
- Prayudi, Dicki, and Resti Yulistria. 2020. "Penggunaan Matriks SWOT Dan Metode QSPM Pada Strategi Pemasaran Jasa Wedding Organizer: Studi Kasus Pada UMKM Gosimplifywedding Sukabumi." *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship* 9(2):225. doi: 10.30588/jmp.v9i2.516.
- Qanita, Ariza. 2020. "Analisis Strategi Dengan Metode Swot Dan Qspm (Quantitative Strategic Planning Matrix): Studi Kasus Pada D'Gruz Caffé Di Kecamatan Bluto Sumenep." *Komitmen: Jurnal Ilmiah Manajemen* 1(2):11–24. doi: 10.15575/jim.v1i2.10309.
- Sukamto, Pratama. 2019. "Bab II Landasan Teori." *Journal of Chemical Information and Modeling* 53(9):1689–99.
- Ummah, Masfi Sya'fiatul. 2019. "Analisis Kualitas Pelayanan Dalam Meningkatkan Kepuasan Konsumen Pada PT Astra Internasional Daihatsu Banjarmasin. Sustainability (Switzerland), 11 (1), 1–14."
- Xiao, Huijuan, Zhiwei Li, Xiaoping Jia, and Jingzheng Ren. 2020. *Chapter 2. Waste to Energy in a Circular Economy Approach for Better Sustainability: A Comprehensive Review and SWOT Analysis*. INC.
- Yulianty, Windy, Syanne Oksa Dewi, and Aulia Putra Ahmadnaufal Zainzhilal. 2022. "Perencanaan Pengendalian Produksi Dan Persediaan Industri Sparepart Fabrikasi." *Jurnal LOGIC (Logistics & Supply Chain Center)* 1(1):27–31. doi: 10.33197/logic.v1i1.899.