

DAFTAR PUSTAKA

- Butt, I., Kumar, U., & Kumar, V. (2017). An Empirical Investigation of Factors Influencing the Development of Positioning Strategy. *Procedia Computer Science*, 122, 629–633. <https://doi.org/10.1016/j.procs.2017.11.416>
- Booms, B. H., & Bitner, M. J. (1981). *Marketing Strategies and Organization Structures for Service Firms*. In J. H. Donnelly & W. R. George (Eds.), *Marketing of Services*. Chicago: American Marketing Association.
- Cegliński, P. (2017). THE CONCEPT OF C ADVANTAGES . LOGIC , SOURCES AND DURABILITY. *Journal of Positive Management*, 7(3), 57–70. <https://doi.org/10.12775/JPM.2016.016>
- Devina, A. P., Raharja, S. J., & Muhyi, H. A. (2024). Marketing Mix 7P Strategy Analysis at PT. Ayo Media Network Bandung. *Eduvest: Journal of Universal Studies*, 4(2), 448–458. <https://doi.org/10.59188/eduvest.v4i2.1030>
- Ernestivita, G., & Subagyo. (2023). Digital Transformation, Marketing, Business Size, Financial Literation on SMEs' Competitive Advantage. *Trikonomika*, 22(2), 100–107. <https://doi.org/10.23969/trikononika.v22i2.4357>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25* (9 ed.). Badan Penerbit Universitas Diponegoro.
- Gie, T. L. (2009). *Administrasi Perkantoran Modern* (4 ed.). Liberty.
- Kotler, P. & Armstrong, G. (2016). *Principles of Marketing*. Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15 ed.). Pearson Education Limited.
- Mubarok, T. M. S., Setiawan, R., Hamdani, N. A., Maulani, G. A. F., Dahlena, A., Isnawati, & Adiansyah, A. (2024). Brand Positioning Strategy in Increasing the Competitiveness of Local Products. *Business Innovation and Entrepreneurship Journal*, 6(4), 281–287. <https://doi.org/10.35899/biej.v6i4.964>
- Porter, M. E. (1985). *The Competitive Advantage: Creating and Sustaining Superior Performance*. Free Press.
- Siagian, S. P. (2014). *Filsafat Administrasi*. Bumi Aksara.

- Sugiyono, P. D. (2013). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Alfabeta.
- Supriyanto. (2016). *Retrospektif Ilmu Administrasi Bisnis* (1 ed.). Mitra Wacana Media.
- Timotius, E. (2023). The Role of Innovation in Business Strategy as a Competitive Advantage: Evidence from Indonesian MSMEs. *Problems and Perspectives in Management*, 21(1), 92–106.
[https://doi.org/10.21511/ppm.21\(1\).2023.09](https://doi.org/10.21511/ppm.21(1).2023.09)