

DAFTAR PUSTAKA

- Ali, S., Haider Hashmi, S., & Mehmood, T. (2016). Corporate diversification and firm performance: An inverted U-shaped hypothesis. *International Journal of Organizational Leadership*, 5(4), 393–410. <https://doi.org/10.33844/ijol.2016.60389>
- Armstrong, G. (2017). Marketing : an introduction. In *Pearson Canada: Vol. №3*.
- Arora, A. K., & Raju, M. S. S. (2015). The effect of product diversification on the adoption and implementation of Activity Based Costing. *OJAS*, 8–10.
- Arta, A., & Hamsal, M. (1387). *ANALISIS PENETAPAN STRATEGI BISNIS DAN POSISI PERSAINGAN PT. WOM FINANCE JAKARTA*. 8(1), 97–121.
- Bilgili, B., Özkul, E., & Candan, B. (2016). An Outlook on “all Inclusive” System as a Product Diversification Strategy in Terms of Consumer Attitudes. *Procedia - Social and Behavioral Sciences*, 235(October), 493–504. <https://doi.org/10.1016/j.sbspro.2016.11.060>
- Dewi Faeni. (2015). KARAKTERISTIK MANAJER, PEMBARUAN SDM, STRATEGI PEMASARAN, MOTIVASI BERMITRA, ORIENTASI KERJA, STANDARISASI KERJA, TERHADAP KETAHANAN BISNIS UKM DALAM PERSAINGAN USAHA: STUDY UKM DI JAKARTA INDONESIA. *Jurnal Ekonomika Dan Manajemen*, 4(1), 1689–1699.
- Fitrio, T. (2019). Strategi Bisnis Rumah Bolu Za Rengat. *Media Mahardhika*, 17(2), 360. <https://doi.org/10.29062/mahardhika.v17i2.88>
- Gozgor, G., & Can, M. (2017). Export Product Diversification and the Environmental Kuznets Curve: Evidence from Turkey. *Environmental Science and Pollution Research*, 78410.
- Hardjono, & Utari, R. A. (2016). *PENGARUH STRATEGI DIVERSIFIKASI DAN DIFERENSIASI PRODUK TERHADAP LOYALITAS KONSUMEN PADA KEDAI PISSBROO DI KABUPATEN SITUBONDO*.
- Hilman, H. (2015). Significance of studying product diversification, geographic diversification, and their interaction impacts for malaysian companies: A literature review. *Asian Social Science*, 11(10), 238–250. <https://doi.org/10.5539/ass.v11n10p238>

- Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2017). STRATEGIC MANAGEMENT Competitiveness & Globalization Concepts and Cases. In *Cengage learning* (12th ed., Vol. 143, Issue 1878). Cengage. <https://doi.org/10.2307/1004421>
- Hu, G., Can, M., Paramati, S. R., Doğan, B., & Fang, J. (2020). The effect of import product diversification on carbon emissions: New evidence for sustainable economic policies. *Economic Analysis and Policy*, 65(January), 198–210. <https://doi.org/10.1016/j.eap.2020.01.004>
- J. Paul Peter, & Donnelly, J. H. (2015). A PREFACE TO MARKETING MANAGEMENT. In *McGraw-Hill Education* (4th ed.).
- Karthik, D., George, R., & Singla, C. (2015). International Diversification and Firm Performance : The Contingent Influence of Product Diversification. *INDIAN INSTITUTE OF MANAGEMENT*.
- Kerin, R. A., & Hartley, S. W. (2017). *Marketing* (13th ed.). McGraw-Hill Education. <http://lcn.loc.gov/2015046552>
- Kotler, Philip,; Armstrong, G., & Parment, A. (2016). Principles of Marketing. In *pearson education* (2nd ed.). <https://doi.org/10.1017/CBO9781107415324.004>
- Kotler, Philip, Armstrong, G., Ang, S. H., Tan, C. T., Yau, O. H.-M., & Leong, S. M. (2017). Principles of Marketing (An Asian Perspective). In *Efikasi Diri dan Pemahaman Konsep IPA dengan Hasil Belajar Ilmu Pengetahuan Alam Siswa Sekolah Dasar Negeri Kota Bengkulu* (16th ed., Vol. 6). Pearson Education. <https://doi.org/10.1017/CBO9781107415324.004>
- Kotler, Philip, Armstrong, G., Harris, L. C., & Piercy, N. (2017). Principles of Marketing. In *Pearson Education Limited* (16th ed., Vol. 53, Issue 9). <https://doi.org/10.1017/CBO9781107415324.004>
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2018). *Mktg11*. Cengage Learning.
- Leza, T., Rajan, S., & Kuma, B. (2016). *Determinants of Product Diversification Among Micro and Small Enterprises in Wolaita Zone, Ethiopia: An Econometric Analysis*. 16(4).
- Lynch, R. (2015). *Strategic Management* (7th ed., Issue January). Pearson.
- Miyanoshita, T., & Kanama, D. (2017). *INTERNATIONALIZATION STRATEGIES*

AND PRODUCT DIVERSIFICATION IN THE JAPANESE FOOD INDUSTRY. 5, 506–516.

- Munyiri, M. W., Kariuki, D. P., & Opiyo, M. O. (2016). Influence of Financial Policy on Financial Performance of Commercial Banks Listed in Nairobi Securities Exchange, Kenya. *The Strategic Journal of Business & Change Management*, 5(2), 1592–1614. <https://doi.org/10.21474/ijar01/1485>
- Nurbaiti, A., & Gunawan, B. (2015). *Pengaruh Kepemilikan Keluarga Terhadap Kinerja Perusahaan: Strategi Bisnis Sebagai Variabel Pemoderasi*. 1–10.
- Oh, C. H., Sohl, T., & Rugman, A. M. (2015). Regional and product diversification and the performance of retail multinationals. *Journal of International Management*, 21(3), 220–234. <https://doi.org/10.1016/j.intman.2015.04.002>
- Overchenko, N. (2019). Impact of corporate diversification on company performance and risk. *Instituto Politécnico de Bragança*.
- Perreault, W. D., Cannon, J. P., & McCarthy, E. J. (2017). *Essentials of Marketing: A Marketing Strategy Planning Approach* (12th ed.). McGraw-Hill Education.
- Prada, P. G., Rodriguez, M. J. D., & Jordán, D. R. (2017). *A deeper look into the geographic and product diversification-performance relationship*. November.
- Pride, W. M., & Ferrell, O. C. (2016). *Marketing* (18th ed.). Cengage Learning.
- Puente Riofrio, M., & Andrade Dominguez, F. (2016). Relación entre la diversificación de productos y la rentabilidad empresarial / Relationship between product diversification and corporate profitability. *Revista Ciencia UNEMI*, 9(18), 73. <https://doi.org/10.29076/issn.2528-7737vol9iss18.2016pp73-80p>
- Putra, Y. S. (2014). Analisis Matriks Boston Consulting Grup (Bcg) Pada Sepeda Motor Merek Honda (Studi Kasus Pada PT. Astra Honda Motor Tahun 2013). *Among Makarti*, 2(1), 1–22. [alt-mkq-mck-oth-1805&hlkid=145b6](https://doi.org/10.21474/ijar01/1485)
- Shi, B., Baranoff, E., & Sager, T. (2016). Product Diversification in Health Insurance With Comprehensive Coverage Benefits U.S. Health Insurers. *Journal of International & Interdisciplinary Business Research*, 3(1), 14.
- Srinivasan, S., Thenmozhi, M., & Vijayaraghavan, P. (2016). Product diversification Deciphered. *Global Business and Management Research: An International Journal*, 8, 16–19. <https://doi.org/10.1108/eb000799>

- Sulasih. (2020). Metode Boston Consulting Group (Bcg) Sebagai Dasar Menentukan Strategi Pemasaran Pada Ud. Putra Bangun Furniture Production. *Muslim Heritage*, 5(1), 133-154.
- Sun, W., & Govind, R. (2017). Geographic diversification , product diversification , and firm cash flow volatility : the moderating effect of firm dynamic capability. *Journal of Strategic Marketing*, 4488(February), 1–22. <https://doi.org/10.1080/0965254X.2017.1293136>
- Svend Hollensen. (2015). Marketing management : a relationship approach. In *Pearson Education Limited* (3rd ed.).
- Taneja, R., & Joshi, R. M. (2019). An Enquiry into India's Export Market and Product Diversification. *Indianjournals*.
- Tang, C., Tang, Y., & Su, S. (2019). R&D internationalization, product diversification and international performance for emerging market enterprises: An empirical study on Chinese enterprises. *European Management Journal*, 37(4), 529–539. <https://doi.org/10.1016/j.emj.2018.11.003>
- Villagra, E. S., Easdale, M. H., Giraudo, C. G., & Bonvissuto, G. L. (2015). Productive and income contributions of sheep, goat, and cattle, and different diversification schemes in smallholder production systems of Northern Patagonia, Argentina. *Springer Science Business Media Dordrecht*, 47(7), 1373–1380. <https://doi.org/10.1007/s11250-015-0873-9>
- Wang, X. A., Wan, W. P., & Yiu, D. W. (2019). Product diversification strategy, business group affiliation, and IPO underpricing: A study of Chinese firms. *Strategic Entrepreneurship Journal*, 13(2), 179–198. <https://doi.org/10.1002/sej.1297>
- Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2018). Strategic Management and Business Policy. In *Journal of the Operational Research Society* (15th ed., Vol. 41, Issue 1). <https://doi.org/10.1057/jors.1990.13>