

DAFTAR PUSTAKA

- Adimo, A. A. (2018). *"Relationship Between Product Differentiation Strategies and Organizational Performance in Sameer AFRICA KENYA LIMITED"*. 6(3), 60–72.
- Aghdaie, M. H., & Alimardani, M. (2015). *"Target market selection based on market segment evaluation : A multiple attribute decision making approach Target market selection based on market segment evaluation : a multiple attribute decision making approach Mohammad Hasan Aghdaie * Maryam Alimardan"*. August. <https://doi.org/10.1504/IJOR.2015.072231>
- Ahmed, A. K., & Kenyatta, J. (2019). Effects of Strategic Management Practices on Firm Performance of Medium and Large Telecommunication Companies in Mogadishu, Somalia. *INTERNATIONAL JOURNALS OF ACADEMICS & RESEARCH (IJARKE Business & Management Journal) Effects*, 1(2). <https://doi.org/10.32898/ibmj.01/1.2article05>
- Akintokunbo, O. O. (2018). Market Focus Strategy And Organizational Performance Of Telecommunication Companies In Port Harcourt. *International Journal of Innovative Research and Advanced Studies (IJIRAS)*, 5(3).
- Ali, M., & Qun, W. (2019). Strategic Management Practices and Performance of the SME ' s in Bangladesh. *International Journal of Advanced Research*, (January). <https://doi.org/10.21474/IJAR01/8298>
- Aliyu, A. H. G. D. M. S. (2018). *"Cost Leadership, Market Orientation and Business Performance: An Empirical Investigation"*. *Journal of Quantitative Methods*, 2(2), 28–42. <https://doi.org/10.29145/2018/jqm/020203>.
- Awino, B. A., Mise, J. K., & Aliata, V. L. (2017). *"Association of Cost Leadership Strategy With Performance of Radio Broadcasting Firms Based in KISUMU COUNTY , KENYA"*. 4(3), 80–85.
- Babafemi, D. (2018). Investment in Research and Development and Firms' Productivity in Manufacturing Sector: the Case of SMEs in Southwest Nigeria. *International Journal of Operational Research in Management, Social Sciences & Education*, 4(1), 151–165.

- Cahyani, P. D. (2016). "Tingkat Kepuasan Nasabah Terhadap Kualitas Layanan Perbankan Syariah di Yogyakarta". *Jurnal Bisnis Dan Manajemen*, 6(September), 151–162. <https://doi.org/10.15408/ess.v6i2.3570>.
- Chege, J. (2018). "Effectiveness of Differentiation Strategy on Business Performance of Kenyan Betting Companies". 20(7), 22–27. <https://doi.org/10.9790/487X-2007062227>.
- Darmawan, A., Suharyono, & Iqbal, M. (2015). "Pengaruh R&D Expenditure Terhadap Penjualan (Studi Kasus Pada Nissan Motor Company Ltd)". *Jurnal Administrasi Bisnis (JAB)*, 2(2), 1–11.
- David, F. R. (2017). *Strategic Management Concepts And Cases*.
- Guimarães, J., Severo, E., & Vasconcelos, C. (2017). "Sustainable Competitive Advantage: A Survey of Companies in Southern Brazil". *Brazilian Business Review*, 14(3), 352–367. <https://doi.org/10.15728/bbr.2017.14.3.6>
- Hair, Joseph F., Hult, G. Tomas M., Ringle, Christian M., & Sarstedt Marko. (2017). "A Primer On Partial Least Square Structural Equation Modeling (PLS-SEM) (2nd ed.)". California: SAGE.
- Hanafi. (2017). *Konsep Penelitian R&D dalam Bidang Pendidikan*. 4(1989), 129–150.
- HiLL, cHarLeS W. L., ScHiLLing, M. a., & JOneS, garethH r. (2017). *Strategic Management an Integrated Approach Theory & Cases*. Cengage Learning.
- Hossain, S., Kabir, S. B., & Mahbub, N. (2019). Competitive Strategies and Organizational Performance: Determining the Influential Factor Conquer Over the Rivals in the Food Industry of Bangladesh. *International Review of Management and Marketing*, 9(3), 100–105.
- Hosseini, A. S., Soltani, S., & Mehdizadeh, M. (2018). "Competitive advantage and its impact on new product development strategy (Case study: Toos Nirro technical firm)". *Journal of Open Innovation: Technology, Market, and Complexity*, 4(2), 1–12. <https://doi.org/10.3390/joitmc4020017>
- Indah Agustina Wynarti. (2018). *Pengembangan Permainan Charades Sebagai Media Pembelajaran Materi Jenis-jenis Bisnis Ritel Kelas XI Pemasaran di SMK Negeri 2 Buduran*. 06.
- Kamaludin, R. (2018). *Competitiveness and Exports Sustainability of The*

Indonesian Natural Rubber. 2(1), 85–98.

- Kampamba, J. (2015). "An Analysis of the Potential Target Market through the Application of the STP Principle / Model An Analysis of the Potential Target Market through the Application of the STP Principle / Model. October". <https://doi.org/10.5901/mjss.2015.v6n4s3p324>
- Kharroub, A. O. D., & COthmanMansour, M. M. (2019). The Impact of Strategic Planning in Palestinian Municipalities on the Quality of Service Provided to Its Citizens. *International Business Research*, 12(5), 69–85. <https://doi.org/10.5539/ibr.v12n5p69>
- Kopp, T., Dalheimer, B., Alamsyah, Z., Yanita, M., & Brummer, B. (2019). *Can the Tripartite Rubber Council manipulate international*.
- Lantang, T., Soegoto, A. S., & Mandagie, Y. (2018). "Analisis Penentuan Strategi Bersaing Pada Usaha Pengolahan Ikan PT. Deho Canning Company Bitung". 6(4).
- Lita, R. P., & Faisal, R. F. (2018). Model Keterkaitan Orientasi Pasar , Kepemimpinan Transformasional , Inovasi dan Kinerja Organisasi pada Industri Kerajinan di Sumatera Barat. *J u r n a l S i a s a t B i s n i s*, 22(1), 38–61. <https://doi.org/10.20885/jsb.vol22.iss1.art3>
- Mahfod, J., Al-Haddad, A., & Upadhyaya, M. (2017). "An exploratory study of cost leadership and differentiation strategy: The case of lulu hypermarket. *International Journal of Civil Engineering and Technology*", 8(10), 1288–1297.
- Mariam, B. (2019). "Influence of cost leadership strategy on performance of medium scale miners in Taita Taveta County, Kenya. *International Journal of Development and Management Review*", 14(1), 151–163. <https://doi.org/10.4314/ijdmr.v14i1>
- Martianingtiyas, E. D. (2019). *Research and Development (R & D) : Inovasi Produk dalam Pembelajaran*. (August).
- Maryam, R., Haseeb, J., Tayyab, M., Naseem, A., Hameed, K., & Shahzaad, B. (2017). "Introducing Time based Competitive Advantage in IT Sector with Simulation. *International Journal of Advanced Computer Science and Applications*", 8(7), 401–406. <https://doi.org/10.14569/ijacsa.2017.080754>

- Millicent, A. B. E. and A.-D. (2018). *"The Impact of a Sustainable Competitive Advantage on a Firm's Performance: Empirical Evidence From COCA-COLA GHANA LIMITED"*. *Journal of Chemical Information and Modeling*, 6(9), 1689–1699. <https://doi.org/10.1017/CBO9781107415324.004>
- Mori, S., Msinga, S., & Sciences, S. (2018). *ISSN : 2278-6236 "Differentiation Strategies and Performance of Insurance Companies in NAIROBI , KENYA" ISSN : 2278-6236*. 7(11), 15–29.
- Nahuway, V. F., Rofiaty, & Noermijati. (2018). Analysis of Cost Leadership Strategy and Differentiation Strategy in Creating Competitive Advantages and their Impact on Performance. *International Journal of Science and Research*, 7(3), 665–670. <https://doi.org/10.21275/ART2018279>
- Nuryanta, N. (2018). The Implementation of Strategic Management on Competitive Aadvantage in Islamic University of Indonesia (UII) Yogyakarta. *Indonesian Journal of Interdisciplinary Islamic Studies*, 2(1), 1–30.
- Nyauncho Josiah & Nyamwenya Nyagara. (2015). *"Assessment of the effect of Cost Leadership Strategy on the performance of Liquefied Petroleum Gas Companies in Eldoret town, Uasin Gishu County, Kenya"*. *International Journal of Business and Management Invention* ISSN, 4(4), 1–7.
- Okeke, T.-, & Onyemachi, U. C. (2018). *"Differentiation Strategy and Impact on Bussines"*. 1, 1–20.
- Petrovski, D., Pedro, J., & Neto, P. (2017). *The Importance of Target Audience Selection for Kano Model Effectiveness*. 1–10.
- Prihadyanti, D., & Laksani, S. (2015). R & D dan Inovasi di Perusahaan Sektor Manufaktur Indonesia. *Jurnal Manajemen Teknologi*, 14(2), 187–198.
- Qarashay, D. S., World, T., & Science, I. (2018). *"The Effect of Strategic Management on the Organizational Performance Using the Balance Scorecards Approach to Measure Performance : A Case Study in The Effect of Strategic Management on the Organizational Performance Using the Balance Scorecards Approach"*. 5(March), 2318–2325. <https://doi.org/10.5539/ijbm.v13n4p259>.
- Rabiah, S. (2015). *Penggunaan Metode Research and Development dalam Penelitian Bahasa Indonesia di Perguruan Tinggi*. (April 2015), 1–7.

- Riduwan, & Kuncoro. (2017). *"Cara Menggunakan dan Memaknai Path Analysis (Analisis Jalur)"*. Bandung: Alfabeta.
- Semuel, H., Siagian, H., & Octavia, S. (2016). *"The effect of leadership and innovation on differentiation strategy and company performance"*. *Procedia - Social and Behavioral Sciences*, 237(June 2016), 1152–1159. <https://doi.org/10.1016/j.sbspro.2017.02.171>
- Sugiyono. (2017). *"Metode Penelitian Kuantitatif, Kualitatif, dan R&D"*. Bandung: Alfabeta, CV.
- Thompson, Petraf, Gamble, & Strickland. (2019). *Crafting and Executing Strategy* (Twentieth).
- Vahdati, H., Nejad, S. H. M., & Shahsiah, N. (2018). *"Generic competitive strategies toward achieving sustainable and dynamic competitive advantage. Espacios"*, 39(13).

