

DAFTAR PUSTAKA

- APJII. (2017). Penetrasi & Perilaku Pengguna Internet Indonesia. Laporan Asosiasi Penyelenggara Jasa Internet Indonesia.
- Ashurst, C. (2015). *Competing with IT: Leading a Digital Business*. London: Macmillan Education.
- BPS. (2018). Statistik Indonesia 2018. Katalog Badan Pusat Statistik.
- Blank, S. (2013). *Why The Lean Start-Up Change Everything*. Harvard Business Review. Vol. 91 (65, 63-72).
- Bowen, G. A. (2009). *Document Analysis as a Qualitative Research Method*. Qualitative Research Journal, Vol. 9 Issue: 2, pp.27-40.
- Claessens, M. (2016). *Market Segmentation Criteria – How to Segment Market*. <https://marketing-insider.eu> diakses tanggal 11 April 2019.
- Cravens, D. W., & Piercy, N. F. (2013). *Strategic Marketing, 10th Edition*. New York: McGraw-Hill Education.
- David, F. R. (2011). *Strategic Management: Concepts and Cases*. New Jersey: Prentice Hall.
- Dwi, R., Parquinda, L., Purwanti, L., Farida, M., Mardiana, M., & Hidayat, T. (2018). Pengembangan *Key Resources* dan *Key Partnership* dalam Aktivitas Bisnis Industri Kreatif UKM Garuda Jaya Malang. *Jurnal Litbang Kebijakan Cakrawala*, Vol. 1 (107-117).
- Fielt, E. (2014). *Conceptualising Business Models: Definitions, Frameworks and Classifications*. *Journal of Business Models*, Vol. 1 (1, 85-105).
- Freund, F. L., Massa, L., Bocken, N., Brent, A., & Musango, J. (2016). *Business Models for Shared Value*. Network for Business Sustainability.
- Gupta, A. (2013). *Resources, Activities, and Costs*. <https://innovation.ucsf.edu> diakses tanggal 13 April 2019.
- Hidayatullah, S., Waris, A., & Devianti, R. C. (2018). Perilaku Generasi Milenial dalam Menggunakan Aplikasi Go-Food. *Jurnal Manajemen Dan Kewirausahaan*, 6(2), 240.
- Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2017). *Strategic Management: Competitiveness & Globalization: Concepts and Cases, 12th Edition*. Singapore: Cengage Learning Asia Pte Ltd.
- IDN. (2019). *Indonesia Millennials Report 2019*. IDN Research Institute.
- Joyce, A., & Paquin, R. L. (2016). The triple layered business model canvas: A tool to design more sustainable business models. *Journal of Cleaner Production*, 135, 1474-1486.
- Kozlowski A., Searcy, C., & Bardecki, M., (2018). *The redesign Canvas: Fashion Design as Tool for Sustainability*.

- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing, 16th Global Edition*. United States: Pearson Education Limited.
- Kotler, P., & Keller, K. (2016). *Marketing Management, 15th Global Edition*. United States: Pearson Education Limited.
- Lim, G. S., Chua, S. B., Usa Skulkerewathana, & Daft, R. L. (2014). *New Era of Management in a Globalized World: An Asian Perspective*. Singapore: Cengage Learning Asia.
- Liozu, S. (2017). *Customer Value is not Just Created, but Formally Managed*. Journal of Creating Value. Sage Publications. Vol. 3 (2 1-10).
- Maurya, A. (2012). *Running Lean, 2nd Edition*. United States: O'Reilly Media, Inc.
- Motter, G. (2010). *Learn 9 Elements of Business Model Canvas*. United States: Michigan State University College of Engineering.
- McGrath, R. G. (2013). *Transient Advantage*. Harvard Business Review. Vol. 91 (6, 62-70).
- Moleong, L. J. (2014). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation*. United States: John Wiley & Sons, Inc.
- Osterwalder, A., & Pigneur, Y. (2016). *Value Proposition Design*. United States: John Wiley & Sons, Inc.
- Payne, A., & Frow, P. (2005). *A Strategic Framework for Customer Relationship Management*. Journal of Marketing, Vol. 69 (167-176).
- Ranjith, V. K. (2016). Business Models and Competitive Advantage. *Procedia Economics and Finance*. Vol. 37 (203-207).
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons, Inc.
- Soon, J. M., Chandia, M., & Regenstein, J. M. (2017). Halal integrity in the food supply chain. *British Food Journal*, 119(1), 39-51.
- Stefan, S., & Richard, B. (2014). *Analysis of Business Models*. Journal of Competitiveness. Vol. 6 (19-40).
- Telkom Indonesia. (2018). *Corporate Strategic Scenario 2018-2023*. Laporan Perencanaan Strategis Perusahaan.
- Telkom Indonesia. (2019). *Customer and Product Validation*. Laporan Proposal Bisnis IndiHome Freedom.
- Telkom Indonesia. (2018). *Pemberian Idea Recognition untuk IndiHome Innovation Center*. Nota Dinas Internal.
- Telkom Indonesia. (2018). *Stronger for Your Digital Experience*. Laporan Tahunan Telkom.
- Tulsian, M. (2014). *Profitability Analysis (A comparative study of SAIL & TATA Steel)*. Journal of Economics and Science. Vol. 3 (2, 19-22).

- Urban M., Klemm, M., Ploetner, K. O., & Hornung, M., (2018). *Airline Categorisation by Applying The Business Model Canvas and Clustering Algorithms*, Journal of Air Transport Management. Vol. 71 (175-192).
- Wallin, J., Chirumalla, K., & Thompson, A., (2013). *Developing PSS Concepts from Traditional Product Sales Situation: The Use of Business Model Canvas*, Lecture Notes in Production Engineering. Springer Berlin Heidelberg, pp. 263-274.
- Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin, M. (2013). *Business Research Methods, 9th Edition*. South-Western Cengage Learning.

- <http://www.kemenperin.go.id/artikel/18581/Tumbuh-10-Persen,-Generasi-Milineal-Dongkrak-Industri-Digital> diakses tanggal 19 Februari 2019;
- <http://marketeers.com/tingkatkan-layanan-biznet-tambah-jaringan-fiber-terbaru> diakses tanggal 20 Februari 2019;
- <https://techno.okezone.com/read/2018/06/08/207/1908255/mnc-play-berikan-paket-free-all-channel-untuk-pelanggan-setia> diakses 20 Februari 2019;
- <https://myrepublic.co.id/blog/2017/08/10/kolaborasi-myrepublic-hp-indonesia-untuk-gamer> diakses tanggal 12 Maret 2019;
- <https://play.google.com/store/apps/details?id=com.IndiHomeFreedom2111.app&hl=en> diakses tanggal 14 Agustus 2019
- https://www.kominfo.go.id/content/detail/18446/siaran-pers-no-96hmkominfo052019-tentang-siapkan-aturan-konsolidasi-untuk-sehatkan-industri-telekomunikasi-indonesia/0/siaran_pers diakses tanggal 14 Agustus 2019
- <http://coverage.gig.id/> diakses tanggal 14 Agustus 2019
- <https://www.biznetnetworks.com/id/company/network/biznet-fiber/> diakses tanggal 14 Agustus 2019
- <https://www.forconstructionpros.com/business/article/10117510/the-importance-of-first-impressions-in-customer-service> diakses tanggal 29 Agustus 2019