

## REFERENCES

- Adom, A., Nyarko, I., & Som, G. N. (2016). Competitor analysis in strategic management: Is it a worthwhile managerial practice in contemporary times. *Journal of Resources Development and Management*, 24(1), 116-127.
- Badan Pusat Statistik Provinsi Jawa Barat. (n.d.). Retrieved December 05, 2020, from <https://jabar.bps.go.id/>
- Bank Central Asia. (2020). Pilihan Produk Obligasi. Retrieved from <https://www.bca.co.id/individu/produk/investasi-dan-asuransi/obligasi/pilihan-produk-obligasi>.
- Bank Central Asia. (2020). Pilihan Produk Reksa Dana. Retrieved from <https://www.bca.co.id/individu/produk/investasi-danasuransi/reksadana/pilihan-produk-reksadana>.
- Bank Indonesia. (2020). BI 7-day (Reverse) Repo Rate. Retrieved from <https://www.bi.go.id/en/moneter/bi-7day-RR/data/Contents/Default.aspx>.
- Bank Indonesia. (2020). Laporan Inflasi (Indeks Harga Konsumen). Retrieved from <https://www.bi.go.id/id/moneter/inflasi/data/Default.aspx>
- BPJS Ketenagakerjaan. (2017). Jaminan Hari Tua. Retrieved from <https://www.bpjsketenagakerjaan.go.id/jaminan-hari-tua.html>
- BPJS Ketenagakerjaan. (2017). Jaminan Kecelakaan Kerja. Retrieved from <https://www.bpjsketenagakerjaan.go.id/jaminan-kecelakaan-kerja.html>
- BPJS Ketenagakerjaan. (2017). Jaminan Kematian. Retrieved from <https://www.bpjsketenagakerjaan.go.id/jaminan-kematian.html>
- BPJS Ketenagakerjaan. (2017). Jaminan Pensiun. Retrieved from <https://www.bpjsketenagakerjaan.go.id/jaminan-pensiun.html>
- Bragg, S. (2018, December 11). Cost of goods sold definition. Retrieved December 05, 2020, from <https://www.accountingtools.com/articles/2017/5/4/cost-of-goods-sold>
- DeFranco, A. L., & Lattin, T. W. (2007). *Hospitality Financial Management*. New Jersey: John Wiley & Sons.
- Dessler, G. (2017). *Human Resource Management* (Fifteenth). United States of America: Pearson Education.
- Dessler, G. (2017). *Human Resource Management* (Fifteenth). United States of America: Pearson Education.
- Evans, N. (2015). *Strategic Management for Tourism, Hospitality and Events*. Florence: Taylor and Francis.
- Fitzsimmons, J. A., Fitzsimmons, M. J., & Bordoloi, S. (2014). *Service management: Operations, Strategy, Information Technology*. New York, NY: McGraw-Hill.
- Gregoire, M. B. (2016). *Foodservice Organizations: A Managerial and Systems Approach*. Boston, MA: Pearson.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis* (Seventh). Essex: Pearson Education.

- Hopkin, P. (2017). *Fundamentals of risk management: Understanding, evaluating and implementing effective risk management*. London, United Kingdom: Kogan Page Limited.
- Kim, H., Caulfield, L. E., Garcia-Larsen, V., Steffen, L. M., Coresh, J., & Rebholz, C. M. (2019). Plant-Based diets are associated with a lower risk of incident cardiovascular disease, cardiovascular disease mortality, and All-Cause mortality in a general population of Middle-Aged adults. *Journal of the American Heart Association*, 8(16), e012865.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Boston: Pearson.
- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017). *Marketing for Hospitality and Tourism* (Seventh). Essex: Pearson Education.
- Longenecker, J. G., Petty, J. W., Palich, L. E., & Hoy, F. (2017). *Small business management: Launching & growing entrepreneurial ventures*. Boston, MA: Cengage Learning.
- McEachern, W. A. (2017). *Macroeconomics: A Contemporary Introduction*. Boston, MA: Cengage Learning.
- McMacken, M., & Shah, S. (2017). A plant-based diet for the prevention and treatment of type 2 diabetes. *Journal of geriatric cardiology: JGC*, 14(5), 342.
- Morrison, A. M. (2010). *Hospitality and Travel Marketing* (Fourth). United States of America: Delmar.
- Otoritas Jasa Keuangan. (2020). Suku Bunga Dasar Kredit. Retrieved from <https://www.ojk.go.id/id/kanal/perbankan/Pages/Suku-Bunga-Dasar.aspx>.
- Republik Indonesia. Kementerian Keuangan Republik Indonesia Direktorat Jenderal Pajak. (2013) Peraturan Direktur Jenderal Pajak Nomor PER- 38/PJ/2013 Tentang Perubahan Atas Peraturan Direktur Jenderal Pajak No. PER-20/PJ/2013 Tentang Tata Cara Pendaftaran Dan Pemberian Nomor Pokok Wajib Pajak, Pelaporan Usaha Dan Pengukuhan Pengusaha Kena Pajak, Penghapusan Nomor Pokok Wajib Pajak Dan Pencabutan Pengukuhan Pengusaha Kena Pajak, Serta Perubahan Data Dan Pemindahan Wajib Pajak. Retrieved from [https://www.pajak.go.id/sites/default/files/2019-04/PER%20-%2038.PJ\\_.2013%20tg%20Perubahan%20PER%2020%20PJ%202013.PDF](https://www.pajak.go.id/sites/default/files/2019-04/PER%20-%2038.PJ_.2013%20tg%20Perubahan%20PER%2020%20PJ%202013.PDF)
- Republik Indonesia. Menteri Kesehatan Republik Indonesia. (2011) Peraturan Menteri Kesehatan Republik Indonesia Nomor 1096/MENKES/PER/VI/2011 Tentang Higiene Sanitasi Jasaboga. Retrieved from <http://pelayanan.jakarta.go.id/download/regulasi/permen-kesehatan-nomor-1096-menkes-per-vi-2011-tentang-higiene-sanitasi-jasaboga.pdf>
- Republik Indonesia. Menteri Ketenagakerjaan Republik Indonesia. (2016) Peraturan Menteri Ketenagakerjaan Republik Indonesia Nomor 6 Tahun 2016 Tentang Tunjangan Hari Raya Keagamaan Bagi Pekerja/Buruh Di Perusahaan. Retrieved from [https://jdih.kemnaker.go.id/data\\_wirata/Wirata\\_4-1\\_2016.pdf](https://jdih.kemnaker.go.id/data_wirata/Wirata_4-1_2016.pdf)
- Republik Indonesia. Menteri Pariwisata Republik Indonesia. (2016) Peraturan Menteri Pariwisata Republik Indonesia Nomor 18 Tahun 2016 Tentang Pendaftaran Usaha Pariwisata. Retrieved from <https://pariwisata.bantulkab.go.id/filestorage/dokumen/2017/08/PERMEN%20>

PAR% 20No\_18% 20Thn% 202016% 20ttg% 20PENDAFTARAN% 20  
USAHA% 20PARIWISATA.pdf

- Republik Indonesia. Menteri Perdagangan Republik Indonesia. (2017) Peraturan Menteri Perdagangan Republik Indonesia Nomor 07/M-DAG/PER/2/2017 Tentang Perubahan Ketiga Atas Peraturan Menteri Perdagangan Nomor 36/M-DAG/PER/9/2007 Tentang Penerbitan Surat Izin Usaha Perdagangan. Retrieved from <https://www.kemendag.go.id/files/regulasi/2017/02/17/07m-dagper22017-id-1487744862.pdf>
- Republik Indonesia. Menteri Perdagangan Republik Indonesia. (2017) Peraturan Menteri Perdagangan Republik Indonesia Nomor 08/M-DAG/PER/2/2017 Tentang Perubahan Kedua Atas Peraturan Menteri Perdagangan Nomor 37/M-DAG/PER/9/2007 Tentang Penyelenggaraan Pendaftaran Perusahaan. Retrieved from <http://ditjenpp.kemenumham.go.id/arsip/bn/2017/bn322-2017.pdf>
- Republik Indonesia. Menteri Perdagangan Republik Indonesia. (2019) Peraturan Menteri Perdagangan Republik Indonesia Nomor 25 Tahun 2019 Tentang Perubahan Keenam Atas Peraturan Menteri Perdagangan Nomor 20/M-DAG/PER/4/2014 Tentang Pengendalian Dan Pengawasan Terhadap Pengadaan, Peredaran, dan Penjualan Minuman Beralkohol. Retrieved from [http://jdih.kemendag.go.id/backendx/image/regulasi/13020402\\_Permendag\\_No\\_25\\_Th\\_2019.PDF](http://jdih.kemendag.go.id/backendx/image/regulasi/13020402_Permendag_No_25_Th_2019.PDF)
- Republik Indonesia. Pemerintah Republik Indonesia. (2011) Peraturan Pemerintah Republik Indonesia Nomor 43 Tahun 2011 Tentang Tata Cara Pengajuan Dan Pemakaian Nama Perseroan Terbatas. Retrieved from [http://hukum.unsrat.ac.id/pp/pp2011\\_43.pdf](http://hukum.unsrat.ac.id/pp/pp2011_43.pdf)
- Republik Indonesia. Presiden Republik Indonesia. (2001) Undang-Undang Republik Indonesia Nomor 15 Tahun 2001 Tentang Merek. Retrieved from <https://www.wipo.int/edocs/lexdocs/laws/in/id/id046in.pdf>
- Republik Indonesia. Presiden Republik Indonesia. (2003) Undang-Undang Republik Indonesia Nomor 13 Tahun 2003 Tentang Ketenagakerjaan. Retrieved from [https://kemenperin.go.id/kompetensi/UU\\_13\\_2003.pdf](https://kemenperin.go.id/kompetensi/UU_13_2003.pdf)
- Republik Indonesia. Presiden Republik Indonesia. (2007) Undang-Undang Republik Indonesia Nomor 40 Tahun 2007 Tentang Perseroan Terbatas. Retrieved from <https://www.perumnas.co.id/download/prodhukum/undang/UU-40-2007%20PERSEROAN%20TERBATAS.pdf>
- Republik Indonesia. Presiden Republik Indonesia. (2013) Peraturan Presiden Republik Indonesia Nomor 109 Tahun 2013 Tentang Penahapan Kepesertaan Program Jaminan Sosial. Retrieved from [https://www.bpjsketenagakerjaan.go.id/assets/uploads/peraturan/09012015\\_111102\\_Perpres\\_1092013\\_Penahapan.pdf](https://www.bpjsketenagakerjaan.go.id/assets/uploads/peraturan/09012015_111102_Perpres_1092013_Penahapan.pdf)
- Republik Indonesia. Presiden Republik Indonesia. (2019) Peraturan Presiden Republik Indonesia Nomor 75 Tahun 2019 Tentang Perubahan Atas Peraturan Presiden Nomor 82 Tahun 2018 Tentang Jaminan Kesehatan. Retrieved from <https://www.hukumonline.com/pusatdata/detail/lt5db91109ea0e2/node/534/peraturan-presiden-nomor-75-tahun-2019>

- Robbins, S. P., & Judge, T. A. (2017). *Organizational Behavior* (Seventeenth). Essex: Pearson Education.
- Ross, S. A., Westerfield, R. W., & Jordan, B. D. (2017). *Essentials of Corporate Finance* (Ninth). New York: McGraw-Hill Education.
- Sarsby, A. (2016). *SWOT analysis*. Leadership Library.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (Seventh). Sussex: John Wiley & Sons.
- The Authority on Travel & Tourism. (n.d.). Retrieved December 05, 2020, from <https://wttc.org/>
- Walker, J. R. (2014). *Introducing Hospitality* (Sixth). Essex: Pearson Education.
- Walker, J. R. (2014). *The Restaurant: From Concept to Operation* (Seventh). New Jersey: John Wiley & Sons.
- Weygandt, J. J., Kieso, D. E., Kimmel, P. D., & DeFranco, A. L. (2009). *Hospitality Financial Accounting* (Second). New Jersey: John Wiley & Sons.
- Yulianto, N. A. B., Maskan, M., & Utaminingsih, A. (2018). *Metode Penelitian Bisnis*. Malang: Polinema Press.

