

DAFTAR PUSTAKA

Buku

- Assauri, S. (2014). *Manajemen Pemasaran*. Jakarta: Rajawali Pers.
- Effendy, R. (2001). *Marketing Manajemen*. Malang: Institut Ekonomi dan Manajemen.
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gitman, L. G., & Zutter, C. J. (2015). *Principles of Managerial Finance 14th Edition*. Boston: Pearson Education, Inc.
- Haberberg, A., & Rieple, A. (2008). *Strategic Management Theory and Application*. Oxford: Oxford University Press.
- Hery. (2017). *Auditing dan Asurans*. Jakarta: Grasindo.
- Kasmir. (2010). *Pengantar Manajemen Keuangan*. Jakarta: Kencana Prenada Media Grup.
- Nachrowi, N. D., & Usman, H. (2006). *Pendekatan Populer dan Praktis Ekonometrika Untuk Analisis Ekonomi dan Keuangan*. Jakarta: Lembaga penerbit Fakultas Ekonomi Universitas Indonesia.
- Setiawan, & Kusriani, D. E. (2010). *Ekonometrika*. Yogyakarta: ANDI.
- Sugiyono. (2012). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Tjiptono, F. (1997). *Strategi Pemasaran*. Yogyakarta: Andi
- Widoatmojo, S. (2010). *Mencari Kebenaran Objektif Dampak Sistematis Bank Century*. Jakarta: PT. Alex Media Komputindo.

Jurnal

- Amato, L. H., & Burson, T. E. (2007). The Effects of firm size on profit rates in the financial services. *Journal of Economics and Economic Education Research*, 8(1), 67–81.

- Anil, I., & Yigit, I. (2011). The Relation between Diversification Strategy and Organizational Performance: A Research on Companies Registered to the Istanbul Stock Exchange Market. *Procedi Social and Behavioral Sciences*, 24, 1494-1509.
- Apriliani, M. T., & Dewayanto, T. (2018). Pengaruh Tata Kelola Perusahaan, Ukuran Perusahaan Dan Umur Perusahaan Terhadap Kinerja Perusahaan. *Diponegoro Journal Of Accounting Volume 7, Nomor 1*, 1-10
- Chen, C. J., & Yu, C. M. (2011). Managerial ownership, diversification, and firm performance: Evidence from an emerging market. *International Business Review*, 21, 518-534.
- George, R., & Kabir, R. (2011). Heterogeneity in business groups and the corporate diversification-firm performance relationship . *Journal of Business Research* 65(3).
- Harto, P. (2007). Diversifikasi Korporat Terhadap Kinerja Perusahaan. *Jurnal Akuntansi dan Keuangan, Vol. 1, No. 3*, 205-218.
- Jacquemin, A. P., & Berry, C. H. (1979). Entropy Measure of Diversification and Corporate Growth. *The Journal of Industrial Economics, Vol. 27, No. 4*, 359-369.
- Li, M., & Wong, Y. Y. (2003). Diversification and Economic Performance: An Empirical Assessment of Chinese Firms . *Asia Pacific Journal of Management*, 20, 243–265
- Mehmood, R., Hunjra, A. I., & Chani, M. I. (2019). The Impact of Corporate Diversification and Financial Structure on Firm Performance: Evidence from South Asian Countries. *Risk and Financial Management*, 1-17.
- Ramzan, M.Y. (2013). A view about the Determinants of change in share prices: A case from Karanchi stock exchanges. *Interdisciplinary Journal of Contemporary Research in Business, Vol. 4*, 41-57.
- Satoto, S. H. (2009). Strategi Diversifikasi Terhadap Kinerja Perusahaan. *Jurnal Keuangan dan Perbankan, Vol. 13, No.2*, 280-287
- Sintyana, I. H., & Artini, L. G. (2019). Pengaruh Profitabilitas, Struktur Modal, Ukuran Perusahaan Dan Kebijakan Dividen Terhadap Nilai Perusahaan. *E-Jurnal Manajemen, Vol. 8, No. 2*, 7717 – 7745.
- Srimindarti, C. (2009). Pengaruh Current Ratio, Total Assets Turnover, Dan Return On Investment Terhadap Kinerja Perusahaan Pada Industri Food And Beverages Yang Terdaftar Di Bej . *TEMA Vol.6 (2)*, 147-158.

- Suwarni, & Pakaryaningsih, E. (2007). Pengaruh Agency Problem dan Inside Shareholder terhadap Diversifikasi. *Jurnal Riset Manajemen & Bisnis Volume 2, No. 2*, 117-138
- Supardi, H., Suratno, H., & Suyanto. (2016). Pengaruh Current Ratio, Debt To Asset Ratio, Total Asset Turnover Dan Inflasi Terhadap Return On Asset. *Jurnal Ilmiah Akuntansi Fakultas Ekonomi Volume 2 No. 2* , 16-27.
- Lei, Y., & Schmit, J. (2008). Factors Influencing the Demand for Reinsurance in the Medical Malpractice Insurance Market: A Focus on Organizational Form. *Journal of Insurance Regulation*, 29 (1), 1-28.

Website

idx.co.id/perusahaan-tercatat/laporan-keuangan-dan-tahunan

<https://www.capitaliq.com>

<https://www.idnfinancials.com/>