

DAFTAR ISI

HALAMAN JUDUL

FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT

PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR

PERSETUJUAN TIM PENGUJI TUGAS AKHIR

ABSTRAK.....v

KATA PENGANTARvi

BAB I PENDAHULUAN1

- | | | |
|------------|------------------------------------|----------|
| 1.1 | Latar Belakang | 1 |
| 1.2 | Rumusan Masalah | 5 |
| 1.3 | Pertanyaan Penelitian | 8 |

BAB II TINJAUAN LITERATUR10

- | | | |
|------------|--|-----------|
| 2.1 | Bisnis Keluarga | 10 |
| 2.2 | Coffee Shop | 12 |
| 2.3 | Agama | 13 |
| 2.4 | Budaya | 16 |
| 2.5 | Kapabilitas Dinamis | 18 |
| 2.6 | Keunggulan Kompetitif..... | 19 |
| | 2.6.1 Porter's Generic Competitive Strategies | 20 |

BAB III METODOLOGI PENELITIAN.....23

- | | | |
|------------|--|-----------|
| 3.1 | Pengenalan | 23 |
| 3.2 | Paradigma Penelitian | 23 |
| 3.3 | Strategi Penelitian..... | 25 |
| 3.4 | Desain Penelitian..... | 27 |
| | 3.4.1 Getting Started..... | 28 |
| | 3.4.2 Selecting Case..... | 28 |
| | 3.4.3 Crafting Instrument and Protocols..... | 28 |
| | 3.4.4 Entering the Field | 29 |
| | 3.4.5 Analyse Data..... | 29 |
| | 3.4.6 Construct Propositions..... | 30 |
| | 3.4.7 Enfolding Literature | 31 |
| | 3.4.8 Conclusion, Implication & Further Research Reccomendations..... | 31 |
| 3.5 | Informan Penelitian..... | 32 |
| | 3.5.1 Lokasi Penelitian | 36 |
| 3.6 | Metode Pengumpulan data | 37 |
| | 3.6.1 Wawancara | 37 |

3.6.2 Observasi	38
3.6.3 Field Notes.....	39
3.7 Analisis Data	40
3.7.1 Reduksi data	41
3.7.2 Penyajian data.....	41
3.7.3 Kesimpulan.....	41
3.8 Validitas dan Reliabilitas	42
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	46
4.1 Pendahuluan	46
4.2 Definisi latent variables.....	46
4.2.1 Work Experience (V1).....	47
4.2.2 Passion (V2)	47
4.2.3 Food Innovation (V3)	47
4.2.4 Quality Control (V4)	48
4.2.5 Good Relationship With Customer (V5)	49
4.2.6 Integrity (V6).....	49
4.2.7 Bonus System (V7).....	50
4.2.8 Owner-Employees Relationship (V8)	50
4.2.9 Compliance To Health Protocol (V9).....	51
4.2.10 Product & Service Quality (V10)	51
4.2.11 Employees' Performance (V11)	52
4.2.12 Training (V12).....	52
4.2.13 Teamwork (V13)	53
4.2.14 Cost-Saving Strategy (V14).....	54
4.2.15 Marketing Promotion (V15)	54
4.3 Proposisi	55
4.3.1 Proposisi 1 (P1): Work Experience (V1) Contributes to Competitive Advantage (V15)	55
4.3.2 Proposisi 2 (P2): Passion (V2) Contributes to Competitive Advantage (V15).....	56
4.3.3 Proposisi 3 (P3): Food Innovation (V3) Contributes to Competitive Advantage (V15)	58
4.3.4 Proposisi 4 (P4): Quality Control (V4) Contributes to Competitive Advantage (V15)	59
4.3.5 Proposisi 5 (P5): Good Relationship with Customers (V5) Contributes to Competitive Advantage (V15).....	61
4.3.6 Proposisi 6 (P6): Integrity (V6) Contributes to Competitive Advantage (V15).....	62
4.3.7 Proposisi 7 (P7): Bonus System (V7) Contributes to Competitive Advantage (V15)	64
4.3.8 Proposisi 8 (P8): Owner-Employees Relationship (V8) Contributes to Competitive Advantage (V15).....	65

4.3.9 Proposisi 9 (P9): Compliance to Health Protocol (V9) Contributes to Competitive Advantage (V15).....	67
4.3.10 Proposisi 10 (P10): Product & Service Quality (V10) Contributes to Competitive Advantage (V15).....	68
4.3.11 Proposisi 11 (P11): Employee's Performance (V11) Contributes to Competitive Advantage (V15).....	70
4.3.12 Proposisi 12 (P12): Training (V12) Contributes to Competitive Advantage (V15)	72
4.3.13 Proposisi 13 (P13): Teamwork (V13) Contributes to Competitive Advantage (V15)	74
4.3.14 Proposisi 14 (P14): Cost-Saving Strategy (V14) Contributes to Competitive Advantage (V15).....	75
4.3.15 Proposisi 15 (P15): Marketing Promotion (V15) Contributes to Competitive Advantage (V15).....	76
BAB V KONKLUSI DAN REKOMENDASI	78
5.1 Konklusi.....	78
5.2 Limitasi dan Rekomendasi	79
5.3 Implikasi Akademisi dan Praktisi.....	80
DAFTAR PUSTAKA	81

DAFTAR GAMBAR

Gambar 1.1. Data konsumsi kopi domestik (Kantong)	2
Gambar 1.2. “Penjualan kafe Artikopi berdasarkan jumlah cup yang terjual (Cup).”	7
Gambar 2.1. Porter’s Generic Strategies	21
Gambar 3.2. Proses dari building Theory untuk penelitian studi kasus. Diadaptasi dari Eisenhardt (1989)	27
Gambar 3.1. Lokasi Kafe Artikopi berada di jalan Lagaligo no 11, Makassar, Sulawesi Selatan	36
Gambar 3.3. Teknik Analisis Data Kualitatif Model Interaktif.....	40
Gambar 5.1: <i>Mini-Model Theory</i> dari faktor-faktor yang mempengaruhi keunggulan kompetitif Kafe Artikopi	78

DAFTAR TABEL

Tabel 3.1. Profil Informan 32



DAFTAR LAMPIRAN

LAMPIRAN A Tabel Analisa Pemilik	94
LAMPIRAN B Tabel Analisa Karyawan	100
LAMPIRAN C Tabel Analisa Pelanggan	107
LAMPIRAN D Observasi dan Field Notes	112
LAMPIRAN E Transkrip Wawancara Pemilik 1 (Ibu Fanny)	125
LAMPIRAN F Transkrip Wawancara Pemilik 2 (Pak Fritzky)	141
LAMPIRAN G Transkrip Wawancara Karyawan (Ibu Maura)	151
LAMPIRAN H Transkrip Wawancara Karyawan (Pak Arul).....	159
LAMPIRAN I Transkrip Wawancara Karyawan (Ibu Yusda)	168
LAMPIRAN J Transkrip Wawancara Karyawan (Pak Bagas).....	175
LAMPIRAN K Transkrip Wawancara Pelanggan (Pak Williams)	183
LAMPIRAN L Transkrip Wawancara Pelanggan (Ibu Amanda)	195
LAMPIRAN M Transkrip Wawancara Pelanggan (Pak Edward).....	209
LAMPIRAN N Transkrip Wawancara Pelanggan (Ibu Linda)	223