

DAFTAR PUSTAKA

- Al Abdullateef, H., Pasley, R., & Chesney, T. (2021). Exploring the Effect of Using WhatsApp for Education During Covid-19 on University Students' Performance: A Technostress Perspective. *Academy for Information Systems Conference Proceeding*, 11, 1–23. <https://aisel.aisnet.org/ukais2021/11>
- Apriani et al. (2022). *Organizational Behavior*. New York: Routledge.
- Armbrecht, John. (2021). Event quality, perceived value, satisfaction and behavioural intentions in an event context . *Scandinavian Journal of Hospitality and Tourism*. Volume 1(1)doi:10.1080/15022250.2021.1877191.
- Arifin, S. (2023). Peran Customer Involvement Terhadap Kinerja Pemasaran. *Ekuitas*. Volume 7(1). <https://ejournal.stiesia.ac.id/ekuitas/article/view/5221>
- Arumsari, N. (2018). Strategy Competitive Advantages through Marketing Performance. *Kinerja*. Volume 22(2). <https://ojs.uajy.ac.id/index.php/kinerja/article/view/1812>
- Astindo, (2020). Dampak COVID-19, Sejak awal February 2020, berita merebaknya Virus Corona atau Covid. <https://astindo.org/2020/03/03/dampak-covid-19/>
- Aziz, Y. (2018). Potensi Pasar Melalui Penilaian Karakteristik Wisatawan Jawa Barat. *Jurnal Pariwisata*. Volume 5(3). <https://ejournal.bsi.ac.id/ejurnal/index.php/jp/article/view/4461>
- Bachtiar, M. (2022). Strategi Pengembangan Pariwisata Era Vuca Dengan Pendekatan VRIO. *JIMFE*. Volume 8(2), 193-210.

- Barney, J. (1991) Firm Resources and Sustained Competitive Advantage. *Journal of Management*, 17, 99-120.
- Brink, H. I. L. (1993). Validity and Reliability in Qualitative Research. *Curationis*, 16, 35-38.
- Chelviani, K. (2017). Analisis Faktor-Faktor Yang Mempengaruhi Pemilihan Lokasi Toko Modern Di Kecamatan Buleleng. *Jurnal Pendidikan Ekonomi Undiksha*. Volume 9(2). <https://ejournal.undiksha.ac.id/index.php/JJPE/article/view/20051>
- Coghlan, David & Shani, Abraham. (2014). Creating Action Research Quality in Organization Development: Rigorous, Reflective and Relevant. *Systemic Practice and Action Research*. 27. 10.1007/s11213-013-9311-y.
- Corbin, J. and Strauss, A. L. (1990). *Basics of Qualitative Research: Grounded Theory Procedures and Techniques*. Thousand Oaks, CA: Sage.
- Creswell, J. W. (2013). *Qualitative Inquiry & Research Design: Choosing among Five Approaches* (3rd ed.). Thousand Oaks, CA: SAGE.
- Creswell, J.D. (2018) *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage, Los Angeles.
- Crotty, M. (1998). *The Foundations of Social Research Meaning and Perspective in the Research Process*. London SAGE Publications Inc.
- Eisenhardt, K. M. (1989). Building theories from case study research. *Academy of Management Review*, 14, 532-550.
- Farhikhteh, Shirzad & Kazemi, Ali & Shahin, Arash & Mohammad shafiee, Majid. (2020). How competitiveness factors propel SMEs to achieve competitive

advantage?. *Competitiveness Review: An International Business Journal*. ahead-of-print. 10.1108/CR-12-2018-0090.

Gakii, A., Samuel Maina & Elishiba Murigi. (2022). Search Engine Optimization, Competitive Advantage and Market Performance of Registered Tours and Travel Agencies in Nairobi City County, Kenya. *Journal of Sustainable Business and Economics*, Volume 05, Issue 04, October 2022.

Ghofar, A. (2017). Fleksibilitas Kepemimpinan Pendidikan: Upaya Menciptakan Budaya Sekolah Yang Berkarakter. *Jurnal Al Tarbawi Al Haditsah*. Volume 1(1). <https://www.jurnal.syekhnujati.ac.id/index.php/tarbawi/article/viewFile/1228/9>

Hantoosh, A. (2021). Flexible Leadership and Its Role In Achieving Organizational Success Among Educational Leaders. *Flexible Leadership and Its Role in Achieving Organizational Success among Educational Leaders*. Volume 18(1).

Jonker, J dan Bartjan J.W. Pennik, alih Bahasa Sari Wahyuni. (2010). *Metodologi Penelitian*. Jakarta: Salemba Empat.

Kamenparekraf. (2021). *Tren Pariwisata Indonesia di Tengah Pandemi*. <https://kemenparekraf.go.id/ragam-pariwisata/Tren-Pariwisata-Indonesia-di-Tengah-Pandemi>

Kivunja, C., & Kuyini, A. B. (2017). Understanding and Applying Research Paradigms in Educational Contexts. *International Journal of Higher Education*, 6, 26-41.

Koten, F., dan Hikmatiar, H. (2022). Analisis Penggunaan Aplikasi Whatsapp sebagai Media Informasi dalam Pembelajaran: Literature Review. *Jurnal Ilmu*

Pendidikan: JIP. Volume 14(1).

<https://jurnal.stkipkusumanegara.ac.id/index.php/jip/article/view/1409>

Kusuma, (2017). Kekuatan Bisnis Keluarga.

<https://binus.ac.id/malang/2018/08/kekuatan-bisnis-keluarga/>

Kyara, V. (2021). Tourism expansion and economic growth in Tanzania: A causality analysis. *Heliyon*. Volume 7. <https://sci-hub.wf/10.1016/j.heliyon.2021.e06966>

Lestari, R.A. (2018). Studi Fenomenologi: Memaknai Tata Kelola Perusahaan Pada Bisnis Keluarga Beretnis Tionghoa Di Indonesia. *Inventory Jurnal Akuntansi, FEB, UNIPMA, Vol.2, No.2*

Maráková, Vanda & Wolak-Tuzimek, Anna & Lament, Marzanna & Dzuríková, Lenka. (2023). The competitive advantage of enterprises from the customer perspective. 10.15240/tul/001/2023-3-010.

Mardiastuti, A. (2022). Pengertian Reservasi Adalah: Simak Jenis, Manfaat, dan Klasifikasinya. <https://www.detik.com/jabar/berita/d-6210168/pengertian-reservasi-adalah-simak-jenis-manfaat-dan-klasifikasinya>.

Mularsari, A. (2022). Analisis Strategi Pengembangan Pariwisata Di Bidang Jasa Pelayanan Hotel Rooseno Plaza Jakarta Di Masa New Normal Era. *Turn Journal*. Volume 2(1).

Nurimani, G. (2022). Strategi Promosi di Media Sosial dalam Menarik Minat Beli Produk Pakaian. *Jurnal Riset Manajemen Komunikasi (JRMK)*. Volume 2(1), 59-62.

- Nurjanah. (2022). Pengaruh Influencer Marketing Produk Elektronik Pada Platform Youtube Terhadap Customer Purchase Intention Dengan Brand Image Sebagai Variabel Mediasi Dalam Perspektif Ekonomi Islam (Studi Pada Mahasiswa UIN Raden Intan Lampung). Skripsi. Universitas Islam Negeri Raden Intan Lampung.
- Porter, M.E. (1979) How Competitive Forces Shape Strategy. Harvard Business Review, 57, 137-145.
- Porter, M.E. (1985). Competitive Advantage. Creating and Sustaining Superior Performance. Free Press, New York.
- Porter, M. (1990). The Competitive Advantage of Nations. Free Press, New York.
- PwC. (2022). Bisnis keluarga berpeluang untuk diuntungkan dari fokus generasi berikutnya pada pertumbuhan dan keberlanjutan, menurut Survei Global NextGen PwC 2022. <https://www.pwc.com/id/en/media-centre/press-release/2022/indonesian/bisnis-keluarga-berpeluang-untuk-diuntungkan-dari-fokus-generasi-berikutnya-pada-pertumbuhan-dan-keberlanjutan-menurut-survei-global-nextgen-pwc-2022.html>
- Puspitaningrum, Y. (2022). Analisis Lokasi Usaha Dalam Meningkatkan Keberhasilan Bisnis Pada Grosir Berkah Doho Dolopo Madiun. Niqosiya: Journal of Economics and Business Research. Volume 2(2).
- Risfandipraja, R. (2023). SWOT BMC Business Model Sebagai Strategi Bisnis Wisata Alam Berbasis Petualangan (Studi Kasus Pada Wana Wisata Grand Sayang Kaak Kabupaten Ciamis). JCS. Volume 2(11).

- Santoso, H. (2022). Analisis Keunggulan Bersaing (Competitive Advantage) Dalam Perspektif Ekonomi Islam. *I-Economics: A Research Journal on Islamic Economics*. Volume 8(2).
- Sanusi, A. (2023). Designing an electronic ticketing system (E-Ticketing) for crossing transportation in Indonesia using an Object-Oriented Analysis and Design (OOAD) approach. *Jurnal Mantik*. Volume 6(4).
- Sugiyono. (2019). *Metodelogi Penelitian Kuantitatif dan Kualitatif Dan R&D*. Bandung: Alfabeta.
- Tashandra, N. (2023). UNWTO: Pariwisata Dunia Hampir 90 Persen Pulih dari Pandemi. <https://travel.kompas.com/read/2023/12/06/153841027/unwto-pariwisata-dunia-hampir-90-persen-pulih-dari-pandemi>.
- Teodorescu et al., (2015). Creativity and innovation – Sources of competitive advantage in the value chain of tourism enterprises *Theoretical and Applied Economics*. Volume XXII (2015), No. 1(602), pp. 35-48
- Ubaidillah, N. (2023). Kunci agar Bisnis Keluarga Dapat Tumbuh Berkelanjutan. <https://www.pwc.com/id/en/media-centre/pwc-in-news/2023/indonesian/kunci-agar-bisnis-keluarga-dapat-tumbuh-berkelanjutan.html>
- UNPAR, 2019. Bisnis Keluarga, Haruskah Diakhiri oleh Generasi Ketiga? <https://unpar.ac.id/bisnis-keluarga-haruskah-diakhiri-oleh-generasi-ketiga/#:~:text=Ada%20dua%20bentuk%20bisnis%20keluarga,%20Downed%20and%20managed%20business>

UNWTO. (2021). Glossary of tourism terms. <https://www.unwto.org/glossary-tourism-terms>

Utama, P., & Rachmawati, I. (2020). Strategi Content Digital Marketing Communication Instagram di Penerbit SalamKids. Prodi Manajemen Komunikasi, 6(1), 75–79.
<http://karyailmiahunisba.ac.id/index.php/mankom/article/download/19795/pdf>

Warsanto, R.A., dan Eddy Madiono Sutanto. (2018). Analisis Proses Suksesi Pada Bisnis Keluarga UD. Berkat. AGORA Vol. 6, No. 1.

Yusa, V. (2020). The Effect of Social Media Marketing Activities on Customer Response in Tiket.com. Proceeding. Volume 1(1).

