

DAFTAR REFERENSI

- Alonso-garcia, J., Pablo-martí, F., & Nunez-barriopedro, E. (2021). Omnichannel Management in B2B . Complexity-based model . Empirical evidence from a panel of experts based on Fuzzy Cognitive Maps. *Industrial Marketing Management*,95(April),99–113.
<https://doi.org/10.1016/j.indmarman.2021.03.009>
- Anwar, S. (2013). *Metodologi Penelitian Bisnis*. Jakarta: salemba empat.
- Chen, Y., Cheung, C. M. K., & Tan, C. (2018). Omnichannel Business Research: Opportunities And Challenges. *Decision Support Systems*, #pagerange#. <https://doi.org/10.1016/j.dss.2018.03.007>
- Dimianus, D. (2014). Efektivitas Pelaksanaan Program Nasional Pemberdayaan Masyarakat Mandiri Pedesaan. *Jurnal Ilmu Pemerintah*, 02(02), 8-10.
- Du, K. (2018). The impact of multi-channel and multi-product strategies on firms' risk-return performance KUI. *Decision Support Systems*. <https://doi.org/10.1016/j.dss.2018.01.009>
- Ediraras, D. (2010). Akuntansi Dan Kinerja Ukm. *Jurnal Ilmiah Ekonomi Bisnis*, 15(2).
- Gao, M., & Huang, L. (2021). Quality of channel integration and customer loyalty in omnichannel retailing : The mediating role of customer engagement and relationship program receptiveness. *Journal of Retailing and Consumer Services*, 63(May), 102688. <https://doi.org/10.1016/j.jretconser.2021.102688>
- Herawati, N., Hidayat, A., & Suwarsito, S. (2018). Analisis Pengaruh Kualitas Layanan Dan Harga Terhadap Kepuasan Pelanggan. *Jurnal Mitra Manajemen*, 2(5), 522–535. <https://doi.org/10.52160/ejmm.v2i5.157>
- Jindal, R. P., Gauri, D. K., Li, W., & Ma, Y. (2021). Omnichannel battle between Amazon and Walmart: Is the focus on delivery the best strategy? *122*(September2020), 270–280. <https://doi.org/10.1016/j.jbusres.2020.08.053>
- Lazaris, C. (2014). *Exploring the " Omnichannel " Shopper Behaviour*. (June). <https://doi.org/10.13140/2.1.1278.2089>
- Marshall, B. bomney, & Steinbath, J. (2018). *Accounting Information Systems* (Prentice H).
- Santoso, S. (2010). *Teori-Teori Psikologi Sosial*. Bandung: Refika Aditama.
- Steers, R. M. (2009). *Efektivitas Organisasi*. Yogyakarta: Pustaka Pelajar.
- Sugesti, N. L., Kusniawati, A., Haris, F., Prabowo, E., Ekonomi, F., Galuh, U., ... Bank, N. (2019). *Pengaruh Omni-Channel Marketing Terhadap Minat Beli Konsumen (Suatu Studi pada Produk Tabungan Emas PT. Pegadaian Syariah Cabang Padayungan) Nina*. 1, 92–101.
- Sugiyono. (2018). *Metode Penelitian Bisnis : Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: CV Alfabeta.
- Sun, Y., Yang, C., Shen, X., & Wang, N. (2020). International Journal of Information Management When digitalized customers meet digitalized services : A digitalized social cognitive perspective of omnichannel service usage. *International Journal of Information Management*, 54(July 2019), 102200. <https://doi.org/10.1016/j.ijinfomgt.2020.102200>
- Taufique, T. M., Akter, S., Kattiyapornpong, U., & Fosso, S. (2017). ScienceDirect ScienceDirect The Impact of Integration Quality on Customer Equity in Data Driven Omnichannel Services Marketing. *Procedia Computer*

- Science*, 121, 784–790. <https://doi.org/10.1016/j.procs.2017.11.101>
- Uma, S. (2011). *Research Method For Bussines Methodology, Penelitian Untuk Bisnis*. ((Buku 2 Ed). Jakarta: Salemba Empat.
- Wiener, M., Hoßbach, N., & Saunders, C. (2018). Omnichannel businesses in the publishing and retailing industries: Synergies and tensions between coexisting online and offline business models. *Decision Support Systems*. <https://doi.org/10.1016/j.dss.2018.01.008>
- Yanuardi, A. W., Indah, Y., & Wahyudi, W. T. (2016). Analisis Omnichannel Customer Experience Maturity Di Pt. Telekomunikasi Indonesia Maturity Analysis Of Omnichannel Customer Experience A Case Study In Pt. Telekomunikasi Indonesia Andreas. *Jurnal Manajemen I*, 81–94.