

DAFTAR PUSTAKA

- Adivar, B., Hüseyinoğlu, I. Ö. Y., & Christopher, M. (2019). A quantitative performance management framework for assessing omnichannel *retail* supply chains. *Journal of Retailing and Consumer Services*, 48, 257–269. <https://doi.org/10.1016/j.jretconser.2019.02.024>
- Agustina, L. (2023). *PERAN CUSTOMER ENGAGEMENT DAN RELATIONSHIP PROGRAM RECEPTIVENESS DALAM MEMEDIASI PENGARUH OMNICHANNEL INTEGRATION QUALITY TERHADAP CUSTOMER LOYALTY (STUDI PADA THE BODY SHOP INDONESIA)*.
- Ahmatang, A., & Indah, I. (2023). Penentuan strategi bersaing produk aplikasi pemesanan grab-food dan go-food tarakan: Pendekatan teori permainan. *INOVASI*, 19(2). <https://journal.feb.unmul.ac.id/index.php/INOVASI/article/view/12927>
- Amri, S. N. Z., Slamet, P., & Wardah, I. A. (2023). Studi Penggantian Lampu PJU Konvensional Menjadi LED di Jalan Raya Bambe-Perempatan Legundi Kabupaten Gresik. *SNHRP*, 5, 1402–1413.
- Arif, M. (2018). *Supply Chain Management*. Deepublish. https://books.google.com/books?hl=id&lr=&id=SMdiDwAAQBAJ&oi=fnd&pg=PR4&dq=supply+chain+buku&ots=ktg5yDqYGx&sig=2WDZbqF2VL2N4xMSI3ARh_eOjiw
- Bai, S., & Jiang, M. (2022). Optimal Omnichannel Development Strategy in O2O Supply Chain under the Impact of Webrooming. *Mathematical Problems in Engineering*, 2022, 1–13. <https://doi.org/10.1155/2022/7798236>

- BI-Rate Held at 6.25% Strengthening Stability and Maintaining Growth from Impact of Global Spillovers*. (2024). Retrieved June 9, 2024, from https://www.bi.go.id/en/publikasi/ruang-media/news-release/Pages/sp_2610824.aspx
- Chang, V., Doan, L. M. T., Ariel Xu, Q., Hall, K., Anna Wang, Y., & Mustafa Kamal, M. (2023). Digitalization in omnichannel healthcare supply chain businesses: The role of smart wearable devices. *Journal of Business Research*, 156, 113369. <https://doi.org/10.1016/j.jbusres.2022.113369>
- Chen, X., & Zhou, J. (2021). The complexity analysis and chaos control in omnichannel supply chain with consumer migration and advertising cost sharing. *Chaos, Solitons & Fractals*, 146, 110884. <https://doi.org/10.1016/j.chaos.2021.110884>
- Chen, Z., & Su, S.-I. I. (2021). Omnichannel consignment supply chain cooperation: A comparative analysis of game-theoretical models. *International Journal of Management Science and Engineering Management*, 16(3), 151–164. <https://doi.org/10.1080/17509653.2021.1911004>
- Das, K. (2016). *McKinsey Indonesia Office October 2016*.
- Flavián, C., Gurrea, R., & Orús, C. (2020). Combining channels to make smart purchases: The role of webrooming and showrooming. *Journal of Retailing and Consumer Services*, 52, 101923. <https://doi.org/10.1016/j.jretconser.2019.101923>
- Game theory 1, Basic concepts* (Edition 2) (with Bonanno, G.). (2018). CreateSpace Independent Publishing Platform.

- He, Y., Xu, Q., & Wu, P. (2020). Omnichannel *retail* operations with refurbished consumer returns. *International Journal of Production Research*, 58(1), 271–290. <https://doi.org/10.1080/00207543.2019.1629672>
- Hiswandi, M. F., Iswahyudi, F., & Soeroto, W. M. (2023). ANALISIS KELAYAKAN INVESTASI PEMBANGKIT LISTRIK TENAGA SURYA ATAP DENGAN SISTEM ON-GRID DI PABRIK MINUMAN SIAP SAJI. *Sebatik*, 27(1), 22–29. <https://doi.org/10.46984/sebatik.v27i1.2246>
- Hu, Q., & Xu, B. (2019). Differential Game Analysis of Optimal Strategies and Cooperation in Omni-Channel Organic Agricultural Supply Chain. *Sustainability*, 11(3), 848. <https://doi.org/10.3390/su11030848>
- Ji, G., Fu, T., Chen, J., & Tan, K. H. (2022). Optimal Online Service Strategy and Price Decision in Omnichannel Retail. *Mathematical Problems in Engineering*, 2022, 1–35. <https://doi.org/10.1155/2022/8698309>
- Li, G., Li, L., & Sun, J. (2019). Pricing and service effort strategy in a dual-channel supply chain with showrooming effect. *Transportation Research Part E: Logistics and Transportation Review*, 126, 32–48. <https://doi.org/10.1016/j.tre.2019.03.019>
- Li, Y., Li, G., Tayi, G. K., & Cheng, T. C. E. (2019). Omni-channel retailing: Do offline retailers benefit from online reviews? *International Journal of Production Economics*, 218, 43–61. <https://doi.org/10.1016/j.ijpe.2019.05.002>

- Mahboob Ghodsi, M., & Zaccour, G. (2022). Omnichannel Fulfillment Strategies and Sales Credit Allocation. *SSRN Electronic Journal*.
<https://doi.org/10.2139/ssrn.4108015>
- Momen, S., & Torabi, S. A. (2021). Omni-channel *retailing*: A data-driven distributionally robust approach for integrated fulfillment services under competition with traditional and online *retailers*. *Computers & Industrial Engineering*, 157, 107353. <https://doi.org/10.1016/j.cie.2021.107353>
- Nugroho, S. P., Lestari, N. S., & Priyono, E. (2023). *Pengaruh Omnichannel Integration Quality Terhadap Niat Pembelian Dimediasi Kepercayaan Konsumen Di Surakarta*. 1(2).
- Palmatier, R. W., Sivadas, E., Stern, L. W., & El-Ansary, A. I. (2019). *Marketing channel strategy: An omni-channel approach*. Routledge.
<https://www.taylorfrancis.com/books/mono/10.4324/9780429291999/marketing-channel-strategy-robert-palmatier-louis-stern-adel-el-ansary-eugene-sivadas>
- Piotrowicz, W., & Cuthbertson, R. (Eds.). (2019). *Exploring Omnichannel Retailing: Common Expectations and Diverse Realities*. Springer International Publishing. <https://doi.org/10.1007/978-3-319-98273-1>
- Putri, R. A., & Purnama, H. (2023). Penerapan Omnichannel Untuk Caring Pelanggan Indihome Pada Customer Care Telkom Witel Bandung. *WACANA: Jurnal Ilmiah Ilmu Komunikasi*, 22(1), 155–165.
<https://doi.org/10.32509/wacana.v22i1.2770>

- Rohmansyah, A. M., Syah, T. Y. R., Iskandar, M. D., & Abadi, F. (2023). *Proyeksi Keuangan Franchise Centre Indonesia dalam Pengembangan UMKM di Indonesia*.
- Rzeczycki, A. (2022). Supply chain decision making with use of game theory. *Procedia Computer Science*, 207, 3988–3997.
<https://doi.org/10.1016/j.procs.2022.09.461>
- Santeramo, F. G., & Searle, S. (2019). Linking soy oil demand from the US Renewable Fuel Standard to palm oil expansion through an analysis on vegetable oil price elasticities. *Energy Policy*, 127, 19–23.
<https://doi.org/10.1016/j.enpol.2018.11.054>
- Syafiina, A. M., & Cahyani, R. R. (2024). *Waralaba Franchiese di Indonesia*.
- Xu, J., Bai, Q., Li, Z., & Zhao, L. (2023). *Maximizing the Profit of Omnichannel Closed-Loop Supply Chains with Mean-Variance Criteria* [Preprint]. SSRN. <https://doi.org/10.2139/ssrn.4526747>