

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu.....	48
Tabel 3.1 Jenis Penelitian	67
Tabel 3.2 Operasional Variabel	69
Tabel 3.3 Narasumber Wawancara Penelitian.....	79
Tabel 4.1 Narasumber Wawancara	86
Tabel 4.2 Hasil Analisis Existing Business Model Canvas	101
Tabel 4.3 Hasil Analisis PESTEL	101
Tabel 4.4 Hasil Analisis Porter’s Five Forces.....	103
Tabel 4.5 Hasil Analisis VRIO Frameworks	106
Tabel 4.6 Analisis SWOT 372 Kopi Indonesia	110
Tabel 4.7 Analisis Porter's Generic Strategies	113
Tabel 4.8 Analisis Proposed New Business Model Canvas 372 Kopi Indonesia	117