

DAFTAR PUSTAKA

- Anon. 2022. “Optimalkan Potensi Fesyen, Sandiaga Bidik Pasar Hijab Dunia.” *CNN Indonesia*. Diambil
(<https://www.cnnindonesia.com/ekonomi/20221123181515-97-877776/optimalkan-potensi-fesyen-sandiaga-bidik-pasar-hijab-dunia>).
- Aziz, Fauzan, dan Dwi Larso. 2014. “Proposed Business Strategy and Developing Viral Marketing Strategy for Interior Design Business Start-Up (Case Study: artspace).” *The Indonesian Journal of Business Administration* 3(11):1214–36. (Sastra Jendra Hayu Ningrat, 2024)
- Eliashvili, M., G. Tsitsishvili, dan G. Japaridze. 2016. *The Quantum Group and Harper Equation on a Honeycomb Lattice*. Vol. 216.
- Ersandhy Achmad. 2022. “Proposed Business Strategy to Increase Revenue in Power Generation Sector.” *International Journal of Current Science Research and Review* 05(04):0–10. doi: 10.47191/ijcsrr/v5-i4-46.
- Fitriani, Novi, dan Deddy Priatmodjo Koesrindartoto. 2021. “Proposed Business Strategy for XYZ Consultant Company to Financial Improvement Through Acquisition Strategy.” *European Journal of Business and Management Research* 6(2):1–7. doi: 10.24018/ejbmr.2021.6.2.559.
- Hafiz, Abdul, Herry Hudrasyah, dan Nita Garnida. 2022. “Proposed Business Model and Business Strategy for Financial Planning Business in Young Middle Class Family Market.” *International Journal of Applied Research in Business and Management* 3(3):21–33. doi: 10.51137/ijarbm.2022.3.3.2.
- Hartini, Wardhana, Aditya., Normiyati, & Sulaiman, Syarifuddin. (2022). Peran *Self-Efficacy* Dalam Meningkatkan Minat Berwirausaha *Women Entrepreneur* Yang Dimediasi Oleh Pengetahuan Kewirausahaan. *Jurnal*

- Hapidullah, M., Wardhana, A., & Pradana, M. (2022). The Effect of Service Quality on Customer Satisfaction and Its Impact on E-Commerce Customer Loyalty. *In 3rd Asia Pacific International Conference on Industrial Engineering and Operations Management*, 4693-4698. DOI: <https://doi.org/10.46254/AP03.20220796>.
<https://index.ieomsociety.org/index.cfm/article/view/ID/12012>.
- Indrawati, Yones, P. C. P., & Muthaiyah, S. (2023). eWOM Via The TikTok Application And Its Influence On The Purchase Intention Of Somethinc Products. *Asia Pacific Management Review*, 28(2), 174–184. <https://doi.org/10.1016/j.apmr.2022.07.007>
- Jendra Hayu Ningrat, S., Sisilia, K., Hidayat, A. M., Studi, P., & Bisnis, A. (2024). Perumusan Strategi Startup D’cetak Menggunakan Analisis Pestel Dan Swot. *Jurnal Riset Bisnis*, 7(2), 209–217.
- Kamaluddin, Iqbal. 2020. “Analisis Swot Untuk Merumuskan Strategi Bersaing Pada Pt. Menara Angkasa Semesta Cabang Sentani.” *Jurnal Ilmu Manajemen Terapan* 1(4):342–54. doi: 10.31933/jimt.v1i4.183.
- Kartawinata, Budi. Rustandi., Fakhri, Mahendra., Wardhana, Aditya., Hidayat, Agus. Maolana., & Putra, Adrianza. (2023). How Reputation and Risk Increase Company Value Through Inovation. *In International Conference on Mathematical and Statistical Physics, Computational Science, Education and Communication (ICMSCE 2023)*, 12936, 184-189. SPIE. <https://doi.org/10.1117/12.3011610>.
- Nugraha, Nofardiansyah Rizky Dwi, dan Yudo Anggoro. 2024. “Proposed Business Strategy In Sulawesi And Maluku Region: A Case Study of Xyz.” *Journal of Business and Management Studies* 6(5):33–43. doi: 10.32996/jbms.2024.6.5.5.
- Qibtiyah, Alimatul. 2019. “Hijab di Indonesia – sejarah dan kontroversinya.” *THE CONVERSATION*. Diambil ([https://theconversation-com.translate.goog/hijab-in-indonesia-the-history-and-controversies-According to historical records%2C the,most prominent Islamic mass organisations](https://theconversation-com.translate.goog/hijab-in-indonesia-the-history-and-controversies-According+to+historical+records%2C+the,+most+prominent+Islamic+mass+organisations)).

Redaksi IAEI. (2024). Retrieved from Ikatan Ahli Ekonomi Islam Indonesia: <https://iaei.or.id/id/berita-dan-artikel/artikel/posisi-indonesia-dalam-sgie>

Sastra Jendra Hayu Ningrat, K. S. (2024). Perumusan Strategi Startup D'Cetak Menggunakan Analisis PESTEL dan SWOT. *Jurnal Riset Bisnis*, 209-217.

Shafira, Destriana., Wardhana, Aditya., Pradana, Mahir. (2023). The Influence of Product Quality and Brand Image on Purchase Interest of Bottled Drink. *European Chemical Bulletin*, 12(Special Issue 3), 1478-1484. <https://www.eurchembull.com/archives/volume-12/special%20issue-3/1306>. DOI: <https://doi.org/10.31838/ecb/2023.12.s3.165>.

Sugiat, Maria., Primiana, Ina., Kaltum, Umi., & Herwany, Aldrin. (2020). Innovative Marketing Of Emerging Moslem Fashion In The Province Of West Java Indonesia. *Journal of Sustainability Science and Management*, 15(5), 165–173. <https://doi.org/10.46754/JSSM.2020.07.014>

Suryani, Ita, Horidatul Bakiyah, Marifatul Isnaeni, and Cara Sitasi. 2018b.

“Strategi Public Relations Pt Honda Megatama Kapuk Customer Relations.” *eJournal* 9(9): 1–9.

Tama, Widya, dan Harimukti Wandebori. 2024. “Proposed Business Strategy to Increase Sales.” *Almana : Jurnal Manajemen dan Bisnis* 8(2):408–16. doi: 10.36555/almana.v8i2.2636.

THAHA, A.R. and AZIZ, F., 2025. The Effect of ICT Use on Value Chain Activities in SMEs. *Quality-Access to Success*, 26(205).

Wardhana, Aditya., Pradana, Mahir., Syarifuddin, Syarifuddin., Alves, Angelino., & Firmansyah, Iqbal. (2023). *Marketing Mix Analysis Of An Internet Service Provider In Indonesia*. In L. Abdullah & N. bt Alias (Eds.), *International Conference on Mathematical and Statistical Physics, Computational Science, Education, and Communication (ICMSCE 2022)* (p. 8). SPIE. <https://doi.org/10.1117/12.2675074>

Yamaguchi, K., K. Yamaguchi, dan J. E. Turner. 1992. *Iris degeneration in the royal College of Surgeons rat*. Vol. 96.