

## DAFTAR PUSTAKA

- AB Susanto, 1999, *Manajemen Pemasaran*, Andi Offset, Yogyakarta.
- Abdullah, Thamrin., and Francis Tantri. 2012. *Manajemen Pemasaran*. PT Raja Grafindo Persada: Jakarta.
- Alberts. Humphrey 1960 “ANALISIS SWOT”  
(<http://search.proquest.com/docview/758229537/3470F0F34ECD484APQ/1?accountid=45762>)23Maret2014
- Alma, Buchari. 2004. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Amstrong dan Kotler, 1999. **Prinsip-Prinsip Pemasaran**, Eduisi Delapan, Jakarta Penerbit Erlangga.
- Anwar Prabu Mangkunegara. (2002). “*Manajemen Sumber Daya Manusia Perusahaan.*” Bandung: PT. Remaja Rosda Karya.
- Arikunto, Suharsimi. 2002. *Prosedur Penelitian, Suatu Pendekatan Praktek*. Jakarta:PT Rineka Cipta.
- Assauri, Sofyan, 2008, *Manajemen Pemasaran*, Edisi Pertama, Cetakan Kedelapan, Penerbit: Raja Grafindo, Jakarta
- Bambang, Riyanto. 2010. *Dasar-dasar Pembelanjaan Perusahaan*, ed. 4, BPFE, Yogyakarta.
- Basu Swastha. 2008. *Manajemen Pemasaran modern. (Edisi 2) Yogyakarta : Penerbit Liberty- Yogyakarta*
- Bawono, Anton. 2006. *Multivariate Analysis dengan SPSS*. Salatiga: STAIN Salatiga Press.
- Cooper, Donald R., dan Emory, C,William. 1996, *Business Research Methods*. Erlangga
- Ferdinand, Augusty. 2009. *Metode Penelitian Manajemen*. Semarang : BP. Undip.
- Freddy Rangkuti (1997). *Analisis SWOT Teknik Menbedah Kasus Bisnis*.PT. Gramedia Pustaka Utama Jakarta.
- Indryo Gitosudarmo. 2008. *Manajemen Pemasaran, edisi Pertama, Cetakan Keempat*. Yogyakarta:BPFE
- J . Setiadi, Nugroho, 2003. “*Perilaku Konsumen*”. Jakarta: PT. Kencana Prenanda Media.
- Kotler, Amstrong (2004). *Prinsip-Prinsip Pemasaran*, Erlangga, Jakarta.
- Kotler, Philip dan Susanto.AB, 1999: *Manajemen Pemasaran di Indonesia, Analisis perencanaan, Implementasi dan pengendalian*, Jakarta: Salemba Empat
- Kotler, P & Keller, K.L, (2012) *Manajemen Pemasaran Jilid 1 EdisiKe 12*. Jakarta: Erlangga.

- Kotler, Philip. 2003. *Marketing Management*, 11 th Edition. Prentice Hall. Inc. New Jersey.
- Leonardo et al (2014:13) dalam buku *business Development strategy of Bottlet Water*, air minum merupakan kebutuhan primer manusia yang sangat bersangkutan
- M. yazid Estein. (2005:13) *kimia fisika untuk para medis*. Yogyakarta: ANDI.
- Mitfah Thoha. (2004). *Perilaku Organisasi, Konsep Dasar dan Aplikasinya*. Jakarta: Raja Grafindo Persada.
- Notoatmodjo, Soekidjo, 2005. *Promosi Kesehatan*. Jakarta: Rineka Cipta.
- Pearce II, Jhon A. dan Richard B. Robinson, Jr., “Manajemen Strategik: Formulasi, Imlementasi, dan Pengendalian”. Edisi Pertama, diterjemahkan oleh Ir. Maulana MSM., Jakarta: Binarupa Aksara,1997
- Philip Kotler,2002, *Manajemen Pemasaran*, Edisi Millenium, Jilid 2, PT Prenhallindo, Jakarta
- Prasetijo, R danIhalauw, J (2005), *Perilaku Konsumen*, Andi Offset, Yogyakarta.
- Rais, Sasli dan Wahkyudin. 2009. *Pengembangan Pegadaian Syariah di Indonesia dengan analisis SWOT, Jurnal Pengembangan Bisnis dan Manajemen STIE PBM*, vol. IX no. 14. diakses pada tanggal 19 Oktober 2017, pukul 16.00WIB
- Robert Pindyck & Daniel L. Rubinfeld. 2007. *Mikro ekonomi edisi keenam*. Indeks: Jakarta
- Salusu J., (2004). *Pengambilan Keputusan Stratejik Untuk Organisasi Publikdan Organisasi Nonprofit*.J akarta: Erlangga.
- Schiffman dan Kanuk. 2004. *Perilaku Konsumen*. (edisi 7). Jakarta: Prentice Hall.
- Schiffmandan Kanuk. 2008. *Perilaku Konsumen*. Edisi 7. Jakarta: Indeks
- Setiadi, 2005, *Bertanam Anggur*, Jakarta: Penebar Swadaya
- Setiadi, N. J. 2003. *Perilaku Konsumen: Konsep dan Implikasi Untuk Strategi dan Penelitian Pemasaran*. Jakarta: Kencana
- Siagian, Sondang P, 2006. *Manajemen Sumber Daya Manusia*, Cetakan belas, Bumi Aksara, Jakarta
- Sugiono. (2008). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: ALFABETA.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatifdan R&D*. Bandung: Alfabeta. CV
- Sumarwan, U. 2003. *Perilaku Konsumen–Teori dan Penerapannya dalam Pemasaran*. Jakarta: Ghalia Indonesia.
- Yusanto, M.I dan Widjayakusuma MK, 2003, *Manajemen Strategis Perspektif Syariah*, Jakarta: Khairul Bayan

**LAMPIRAN**  
**UJI VALIDITAS**

1. KEKUATAN

**Correlations**

		S1	S2	S3	S4	TOTAL
S1	Pearson Correlation	1	.496**	.356*	.074	.659**
	Sig. (2-tailed)		.001	.024	.649	.000
	N	40	40	40	40	40
S2	Pearson Correlation	.496**	1	.607**	.232	.785**
	Sig. (2-tailed)	.001		.000	.150	.000
	N	40	40	40	40	40
S3	Pearson Correlation	.356*	.607**	1	.638**	.871**
	Sig. (2-tailed)	.024	.000		.000	.000
	N	40	40	40	40	40
S4	Pearson Correlation	.074	.232	.638**	1	.652**
	Sig. (2-tailed)	.649	.150	.000		.000
	N	40	40	40	40	40
TOTAL	Pearson Correlation	.659**	.785**	.871**	.652**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

## 2. KELEMAHAN

### Correlations

		W1	W2	W3	W4	TOTAL
W1	Pearson Correlation	1	.411**	.257	.163	.628**
	Sig. (2-tailed)		.008	.109	.315	.000
	N	40	40	40	40	40
W2	Pearson Correlation	.411**	1	.575**	.500**	.813**
	Sig. (2-tailed)	.008		.000	.001	.000
	N	40	40	40	40	40
W3	Pearson Correlation	.257	.575**	1	.880**	.854**
	Sig. (2-tailed)	.109	.000		.000	.000
	N	40	40	40	40	40
W4	Pearson Correlation	.163	.500**	.880**	1	.794**
	Sig. (2-tailed)	.315	.001	.000		.000
	N	40	40	40	40	40
TOTAL	Pearson Correlation	.628**	.813**	.854**	.794**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### 3. PELUANG

**Correlations**

		O1	O2	O3	O4	TOTAL
O1	Pearson Correlation	1	.528**	.213	.178	.606**
	Sig. (2-tailed)		.000	.186	.271	.000
	N	40	40	40	40	40
O2	Pearson Correlation	.528**	1	.352*	.441**	.770**
	Sig. (2-tailed)	.000		.026	.004	.000
	N	40	40	40	40	40
O3	Pearson Correlation	.213	.352*	1	.902**	.818**
	Sig. (2-tailed)	.186	.026		.000	.000
	N	40	40	40	40	40
O4	Pearson Correlation	.178	.441**	.902**	1	.841**
	Sig. (2-tailed)	.271	.004	.000		.000
	N	40	40	40	40	40
TOTAL	Pearson Correlation	.606**	.770**	.818**	.841**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

#### 4. ANCAMAN

**Correlations**

		T1	T2	T3	T4	TOTAL
T1	Pearson Correlation	1	.226	.330*	.298	.610**
	Sig. (2-tailed)		.160	.038	.062	.000
	N	40	40	40	40	40
T2	Pearson Correlation	.226	1	.549**	.462**	.707**
	Sig. (2-tailed)	.160		.000	.003	.000
	N	40	40	40	40	40
T3	Pearson Correlation	.330*	.549**	1	.940**	.908**
	Sig. (2-tailed)	.038	.000		.000	.000
	N	40	40	40	40	40
T4	Pearson Correlation	.298	.462**	.940**	1	.874**
	Sig. (2-tailed)	.062	.003	.000		.000
	N	40	40	40	40	40
TOTAL	Pearson Correlation	.610**	.707**	.908**	.874**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## UJI RELIABILITAS

### 1. KEKUATAN

**Reliability Statistics**

	Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha	.795	5

### 2. KELEMAHAN

**Reliability Statistics**

	Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha	.804	5

### 3. PELUANG

**Reliability Statistics**

	Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha	.803	5

### 4. ANCAMAN

**Reliability Statistics**

	Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha	.807	5