

DAFTAR PUSTAKA

- Alexander, M. J. (2012). *Value Co-Creation : Exploring the effects of collaborating with a proactive generation of by*. 317.
- Ambler, T., Kokkinaki, F., & Puntoni, S. (2004). Assessing Marketing Performance: Reasons for Metrics Selection. *Journal of Marketing Management*, 20(3–4), 475–498. <https://doi.org/10.1362/026725704323080506>
- Budjang, G. (2019). *Interaksi sosial dalam bentuk kerjasama dan persaingan santriwan etnik madura dan melayu darul khairat*. 1–9.
- Di Domenico, M. L., Haugh, H., & Tracey, P. (2010). Social bricolage: Theorizing social value creation in social enterprises. *Entrepreneurship: Theory and Practice*, 34(4), 681–703. <https://doi.org/10.1111/j.1540-6520.2010.00370.x>
- Ferdinand, A. (2003). Sustainable Competitive Advantage. sebuah eksplorasi model konseptual. In *Research Paper Series. Seri Penelitian Manajemen* (Issue Mark/2003).
- Ghozali, I. (2009). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Grönroos, C. (2008). Service logic revisited: Who creates value? And who co-creates? *European Business Review*, 20(4), 298–314. <https://doi.org/10.1108/09555340810886585>
- Grönroos, C. (2012). Conceptualising value co-creation: A journey to the 1970s and back to the future. *Journal of Marketing Management*, 28(13–14), 1520–1534. <https://doi.org/10.1080/0267257X.2012.737357>
- Imam Ghozali. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23* (Edisi 8). Semarang : Badan Penerbit Universitas Diponegoro.
- Karpen, I. O., Bove, L. L., & Lukas, B. A. (2012). Linking Service-Dominant Logic and Strategic Business Practice: A Conceptual Model of a Service-Dominant Orientation. *Journal of Service Research*, 15(1), 21–38. <https://doi.org/10.1177/1094670511425697>
- Karpen, I. O., Bove, L. L., Lukas, B. A., & Zyphur, M. J. (2015). Service-dominant orientation: Measurement and impact on performance outcomes. *Journal of Retailing*, 91(1), 89–108. <https://doi.org/10.1016/j.jretai.2014.10.002>
- Kaur Sahi, G., Sehgal, S., & Sharma, R. (2017). Predicting Customers Recommendation from Co-creation of Value, Customization and Relational Value. *Vikalpa*, 42(1), 19–35. <https://doi.org/10.1177/0256090916686680>
- Khan, S. N., & Mohsin, M. (2017). The power of emotional value: Exploring the

- effects of values on green product consumer choice behavior. *Journal of Cleaner Production*, 150, 65–74.
<https://doi.org/10.1016/j.jclepro.2017.02.187>
- Kim, K., Byon, K. K., & Baek, W. (2020). Customer-to-customer value co-creation and co-destruction in sporting events. *Service Industries Journal*, 40(9–10), 633–655. <https://doi.org/10.1080/02642069.2019.1586887>
- Kroeger, A., & Weber, C. (2014). Developing a conceptual framework for comparing social value creation. *Academy of Management Review*, 39(4), 513–540. <https://doi.org/10.5465/amr.2012.0344>
- Morgan, N. A. (2012). Marketing and business performance. *Journal of the Academy of Marketing Science*, 40(1), 102–119.
<https://doi.org/10.1007/s11747-011-0279-9>
- Norvadewi. (2001). Bisnis Dalam Perspektif Islam. *Jurnal Ekonomi Dan Bisnis Islam*, Vol. 1, 43.
- Prahalad, C. K., & Ramaswamy, V. (2004). Co-creating unique value with customers. *Strategy & Leadership*, 32(3), 4–9.
<https://doi.org/10.1108/10878570410699249>
- Ramaswamy, V., & Ozcan, K. (2018). What is co-creation? An interactional creation framework and its implications for value creation. *Journal of Business Research*, 84(November 2017), 196–205.
<https://doi.org/10.1016/j.jbusres.2017.11.027>
- Romero, D., & Molina, A. (2011). Collaborative networked organisations and customer communities: Value co-creation and co-innovation in the networking era. *Production Planning and Control*, 22(5–6), 447–472.
<https://doi.org/10.1080/09537287.2010.536619>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Sugiyono. (2018). Metode Penelitian Kuantitatif, Kualitatif dan R&D. In *ke-26* (p. 334). Alfabeta, cv. www.cvalfabeta.com
- Verhoef, P. C., Venkatesan, R., McAlister, L., Malthouse, E. C., Krafft, M., & Ganesan, S. (2010). CRM in data-rich multichannel retailing environments: A review and future research directions. *Journal of Interactive Marketing*, 24(2), 121–137. <https://doi.org/10.1016/j.intmar.2010.02.009>
- Voss, G. B., & Voss, Z. G. (2000). Strategic orientation and firm performance in an artistic environment. *Journal of Marketing*, 64(1), 67–83.
<https://doi.org/10.1509/jmkg.64.1.67.17993>
- Zubaedah, L. M. (2017). Jurnal Sekretari Vol. 4 No. 1 - Januari 2017 1. *Jurnal Sekretari*, 4(1), 1–21.