**DAFTAR PUSTAKA**

David, Fred R. dan Forest R. David (2015), *Strategic Managemen: Consepts and Cases*, Edisi 15, Global Edition, United States: Pearson Education.

Dessler, Gary (2015), *Human Resources Management*, Edisi 14, Harlow: Pearson Education Limited.

Heizer, Jay dan Barry Render (2014), *Operations Management: Sustainability and Supply Chan Management*, Edisi Ke-11, Global Edition, United States: Pearson Education.

Keller Kevin Lane (2013), *Strategic Brand Management: Building*, *Measuring, and Managing Brand Equity,* Edisi 4, Global Edition, New Jersey: Pearson Education, Inc.

Kotler, Phillip dan Gary Armstrong (2012), *Principles Of Marketing*, Edisi 14, Global Edition, New Jersey: Pearson.

Kotler, Phillip dan Kevin Lane Keller (2016), *Marketing Management*, Edisi 15, Global Edition, United States: Pearson.

Kotler, Philip dan Amstrong, Gary, (2014), Principles of Marketin, 12th Edition, Jilid 1 Terjemahan Bob Sabran Jakarta : Erlangga.

Robbins, Stephen P. dan Coulter, Mary. 2016. Manajemen Edisi 13. Jakarta: penerbit Erlangga

Lawrence J. Gitman and Chad J. Zutter. 2015. Principle of Managerial Finance Fourteenth Edition. Singapore: Pearson Education

Sumber Internet:

<https://dosenekonomi.com/bisnis/bentuk-kepemilikan-bisnis>

[www.wikipedia.com](http://www.wikipedia.com)

[https://www.ojk.go.id/sustainable-finance/id/peraturan/undang-undang/Pages/Undang-Undang-Republik-Indonesia-Nomor-20-Tahun-2008-Tentang-Usaha-Mikro,-Kecil,-dan-Menengah.aspx](https://www.ojk.go.id/sustainable-finance/id/peraturan/undang-undang/Pages/Undang-Undang-Republik-Indonesia-Nomor-20-Tahun-2008-Tentang-Usaha-Mikro%2C-Kecil%2C-dan-Menengah.aspx)

<http://www.sanitasi.net/undang-undang-nomor-13-tahun-2003-tentang-ketenagakerjaan.html>

<https://www.bi.go.id/id/moneter/bi-7day-RR/data/Contents/Default.aspx>.

<http://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/ctryprem.html>