

DAFTAR PUSTAKA

- Andini, M. S., & Agustiani, F. N. (2021). Perkembangan Anggaran dan Indikator Kesehatan Indonesia Menuju SDM yang Berkualitas dan Berdaya Saing. *Pusat Kajian Anggaran Badan Keahlian Setjen DPR RI*.
- Badan Pusat Statistik Indonesia. (2022). Statistik Indonesia 2022. In *Badan Pusat Statistik* (Vol. 1101001). <https://www.bps.go.id/publication/2020/04/29/e9011b3155d45d70823c141f/statistik-indonesia-2020.html>
- Bailey, G. M. (2019). Visibly (formerly Opternative) recalls online vision test. *Optometry Times*, 5. <https://www.optometrytimes.com/view/visibly-formerly-opternative-recalls-online-vision-test>
- Barlas, S. (2017). Vision Correction Goes Online - American Academy of Ophthalmology. *American Academy of Ophthalmology*. <https://www.aao.org/eyenet/article/vision-correction-goes-online>
- Bastawrous, A., Rono, H. K., Livingstone, I. A. T., Weiss, H. A., Jordan, S., Kuper, H., & Burton, M. J. (2015). Development and validation of a smartphone-based visual acuity test (peek acuity) for clinical practice and Community-Based Fieldwork. *JAMA Ophthalmology*, 133(8), 930–937. <https://doi.org/10.1001/JAMAOPHTHALMOL.2015.1468>
- Bayu, D. J., & Ridhoi, M. A. (2020). *Bagaimana Peluang Telemedicine Benahi Layanan Kesehatan RI? - Analisis Data Katadata*. Katadata. <https://katadata.co.id/muhammadridhoi/analisisdata/5fb4b30d9c3cd/bagaimana-peluang-telemedicine-benahi-layanan-kesehatan-ri>
- Bland, D. J., Osterwalder, A., Smith, A., & Papadacos, T. (2020). *Testing Business Ideas*. John Wiley & Sons, Inc.
- Bourne, R. R. A., Steinmetz, J. D., Saylan, M., Mersha, A. M., Weldemariam, A. H., Wondmeneh, T. G., Sreeramareddy, C. T., Pinheiro, M., Yaseri, M., Yu, C., Zastrozhin, M. S., Zastrozhina, A., Zhang, Z. J., Zimsen, S. R. M., Yonemoto, N., Tsegaye, G. W., Vu, G. T., Vongpradith, A., Renzaho, A. M. N., ... Vos, T. (2020). Causes of blindness and vision impairment in 2020 and trends over 30 years, and prevalence of avoidable blindness in relation to VISION 2020: The Right to Sight: An analysis for the Global Burden of Disease Study. *The Lancet Global Health*, 9(2), e144–e160. [https://doi.org/10.1016/S2214-109X\(20\)30489-7](https://doi.org/10.1016/S2214-109X(20)30489-7)
- Bunde, J., & Deshmukh, R. (2021). *Eyewear Market Size, Share & Trends / Industry Forecast, 2030*. <https://www.alliedmarketresearch.com/eyewear->

market

- Campbell, I. C. (2021). *Warby Parker can renew glasses and contact lens prescriptions with its updated app - The Verge*. The Verge. <https://www.theverge.com/2021/7/19/22580166/warby-parker-contact-lens-glasses-prescription-renewal>
- CB Insights. (2018). *The Body Series : Disrupting Eye Health care*.
- Chevalier, S. (2022). • *Share of eyewear sold online U.S. 2019 | Statista*. Statista. <https://www.statista.com/statistics/256799/percentage-of-eyewear-sold-online-in-the-us-by-type/>
- Citek, K., Torgersen, D. L., Endres, J. D., & Rosenberg, R. R. (2011). Safety and compliance of prescription spectacles ordered by the public via the Internet. *Optometry*, 82(9), 549–555. <https://doi.org/10.1016/J.OPTM.2011.07.012>
- de Jong, M., & van Dijk, M. (2015). Disrupting beliefs: A new approach to business-model innovation | McKinsey. *McKinsey Quarterly*. <https://www.mckinsey.de/business-functions/strategy-and-corporate-finance/our-insights/disrupting-beliefs-a-new-approach-to-business-model-innovation>
- De Lott, L. B., Newman-Casey, P. A., Lee, P. P., Ballouz, D., Azzouz, L., Cho, J., Valicevic, A. N., & Woodward, M. A. (2021). Change in Ophthalmic Clinicians' Attitudes Toward Telemedicine during the Coronavirus 2019 Pandemic. *Telemedicine and E-Health*, 27(2), 231–235. <https://www.liebertpub.com/doi/abs/10.1089/tmj.2020.0222>
- Deimler, M., & Kachaner, N. (2022). *Business Model Innovation Delivers Competitive Advantage | BCG*. Boston Consulting Group. <https://www.bcg.com/capabilities/innovation-strategy-delivery/business-model-innovation>
- Dinisari, M. C. (2022). *Layanan Telemedisini Meningkatkan 40 Kali Lipat Selama Pandemi - Lifestyle Bisnis.com*. Bisnis.Com. <https://lifestyle.bisnis.com/read/20220314/106/1510553/layanan-telemedisini-meningkat-40-kali-lipat-selama-pandemi>
- Peraturan Menteri Kesehatan Republik Indonesia Nomor 29 Tahun 2016, Nomor 29 Menteri Kesehatan Republik Indonesia Peraturan Menteri Kesehatan Republik Indonesia 2004 (2016).
- Ehrlich, J. R., Ramke, J., Macleod, D., Burn, H., Lee, C. N., Zhang, J. H., Waldock, W., Swenor, B. K., Gordon, I., Congdon, N., Burton, M., & Evans, J. R. (2021). Association between vision impairment and mortality: a

systematic review and meta-analysis. *The Lancet Global Health*, 9(4), e418–e430. [https://doi.org/10.1016/S2214-109X\(20\)30549-0](https://doi.org/10.1016/S2214-109X(20)30549-0)

Euromonitor. (2022). *Competitor Strategies in Eyewear | Market Research Report /Euromonitor*. Euromonitor International. <https://www.euromonitor.com/competitor-strategies-in-eyewear/report>

Eyenetra. (2022). *NETRA Portable Autorefractor*. Eyenetra. <https://eyenetra.com/product-netra.html>

Eyeque. (2022). *The Science Behind EyeQue | EyeQue - The Leader in Smartphone Vision Tests*. Eyeque Corporation. <https://www.eyeque.com/how-it-works/>

Fricke, T. R., Tahhan, N., Resnikoff, S., Papas, E., Burnett, A., Ho, S. M., Naduvilath, T., & Naidoo, K. S. (2018). Global Prevalence of Presbyopia and Vision Impairment from Uncorrected Presbyopia: Systematic Review, Meta-analysis, and Modelling. *Ophthalmology*, 125(10), 1492–1499. <https://doi.org/10.1016/j.ophtha.2018.04.013>

Gordon, A., Twa, M. D., Cutter, G., & Kleinstein, R. N. (2021). Accuracy and Repeatability of Internet-ordered Spectacle Lenses. *Optometry and Vision Science*, 98(12), 1340–1347. <https://doi.org/10.1097/OPX.0000000000001817>

Grassmann, O. (2015). *The Business Model Navigator*. Pearson.

Holden, B. A., Fricke, T. R., Wilson, D. A., Jong, M., Naidoo, K. S., Sankaridurg, P., Wong, T. Y., Naduvilath, T. J., & Resnikoff, S. (2016). Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 through 2050. *Ophthalmology*, 123(5), 1036–1042. <https://doi.org/10.1016/j.ophtha.2016.01.006>

Jayani, D. H. (2021). Proporsi Populasi Generasi Z dan Milenial Terbesar di Indonesia | Databoks. *Databoks.Katadata.Co.Id*, 6–11. <https://databoks.katadata.co.id/datapublish/2021/05/24/proporsi-populasi-generasi-z-dan-milenial-terbesar-di-indonesia>

Jonas, J. B., Xu, L., Wei, W. Bin, Wang, Y. X., Jiang, W. J., Bi, H. S., & Panda-Jonas, S. (2016). Myopia in China: a population-based cross-sectional, histological, and experimental study. *The Lancet*, 388, S20. [https://doi.org/10.1016/S0140-6736\(16\)31947-X](https://doi.org/10.1016/S0140-6736(16)31947-X)

Kang, K.-W., Lee, E.-J., Lee, H.-K., Lee, E.-S., Lim, Y.-H., & Han, H.-T. (2020). Comparison of Customer Satisfaction Before and After One-stop Service. *Quality Improvement in Health Care*, 26(2), 66–76.

<https://doi.org/10.14371/qih.2020.26.2.66>

Kemendes RI. (2021). Peraturan Menteri Kesehatan Republik Indonesia Nomor 14 Tahun 2021 Tentang Kegiatan Usaha dan produk pada Penyelenggaraan Perizinan Berusaha Berbasis Risiko Sektor Kesehatan. *Kemendrian Kesehatan Republik Indonesia*, 455.

Kementerian Kesehatan Republik Indonesia. (n.d.). *Peraturan Perundangan Bidang Kesehatan*. Retrieved March 15, 2022, from <https://www.kemkes.go.id/index.php?act=regulation&pgnumber=0&txtKeyword=&type=001,002,007,006,004,003,005,008&year=2020,2019,2018,2017,2016,2015,2014,2013,2012,2011,2010,2009,2008,2007,2006,2005,2004,2003,2002,2001,2000,1999,1998,1997,1996,1995,1994,1991>,

Surat Edaran Menteri Kesehatan Republik Indonesia Nomor Hk.02.01/Menkes/303/2020 Tahun 2020, 2016 Tentang Penyelenggaraan Pelayanan Kesehatan Melalui Pemanfaatan Teknologi Informasi Dan Komunikasi Dalam Rangka Pencegahan Penyebaran Corona Virus Disease 2019 (Covid-19) 2 (2020).

Peraturan Kementerian Kesehatan nomor 20 Tahun 2019, Nomor 6588 Menteri Kesehatan Republik Indonesia Peraturan Menteri Kesehatan Republik Indonesia 2004 (2019).

Kestenbaum, R. (2018, April). *Buying Glasses Online Is Becoming The Norm -- But Growth Will Explode Once Eye Exams Go Digital*. <https://www.forbes.com/sites/richardkestenbaum/2018/04/24/online-eyeglasses-has-explosive-growth-ahead-of-it/?sh=416fe95327c8>

Kim, L. (2022, November 12). *What Is a Good Conversion Rate? It's Higher Than You Think!* WordStream. <https://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate>

Kim, W. C., & Mauborgne, R. (2015). *Blue Ocean Strategy*. In *Harvard Business Schools* (1st eBook). Harvard Business School Publishing.

Peraturan Konsil Kedokteran Indonesia no. 74 tahun 2020 Tentang Kewenangan Klinis dan Praktik Kedokteran Melalui Telemidicine pada Masa Pandemi Corona, (2020).

Koordinator Statistik Kecamatan Kelapa Dua. (2021). *Kecamatan Kelapa Dua Dalam Angka* 2021. <https://tangerangkab.bps.go.id/publication/download.html?nrbvfeve=Yzg0ZjIyOTIwMmY2NjI1ZGYwMTgxYjdj&xzmn=aHR0cHM6Ly90YW5nZXJhb>

mdrYWUuYnBzLmdvLmlkL3B1YmXpY2F0aW9uLzIwMjEvMDkvMjQvYz
g0ZjIyOTIwMmY2NjI1ZGYwMTgxYjdjL2tlY2FtYXRhbi1rZWxhcGEtZH
VhLWRhbGFtLWFuZ2thLTI

Koordinator Statistik Kecamatan Pagedangan. (2021). *Kecamatan Pagedangan Dalam Angka 2021*.

Krisna, A. (2017). Gen y dan z cenderung beralih ke platform online. *Katadata.Co.Id*, 2017. <https://databoks.katadata.co.id/datapublish/2017/04/28/gen-y-dan-z-cenderung-beralih-ke-platform-online>

Leonard, C. (2021). *Telemedicine 2021: The Virtual Verdict*. Review of Ophthalmology. <https://www.reviewofophthalmology.com/article/telemedicine-2021-the-virtual-verdict>

Li, J. P. O., Liu, H., Ting, D. S. J., Jeon, S., Chan, R. V. P., Kim, J. E., Sim, D. A., Thomas, P. B. M., Lin, H., Chen, Y., Sakomoto, T., Loewenstein, A., Lam, D. S. C., Pasquale, L. R., Wong, T. Y., Lam, L. A., & Ting, D. S. W. (2021). Digital technology, tele-medicine and artificial intelligence in ophthalmology: A global perspective. *Progress in Retinal and Eye Research*, 82. <https://doi.org/10.1016/J.PRETEYERES.2020.100900>

Lidwina, A. (2021). Penggunaan E-Commerce Indonesia Tertinggi di Dunia. *2KataData*, April, 2021. <https://databoks.katadata.co.id/datapublish/2021/06/04/penggunaan-e-commerce-indonesia-tertinggi-di-dunia>

Lundstrom, K. (2020). DTC Glasses Double Down Online: Eyewear Retailers Are Seeing a Spike in Sales During The Pandemic. *ADWEEK*, 61(14), 7. <https://go.gale.com/ps/i.do?id=GALE%7CA628511973&sid=googleScholar&v=2.1&it=r&linkaccess=abs&issn=15499553&p=AONE&sw=w&userGroupName=anon~2fc6a22>

Ma, D., Wei, S., Li, S. M., Yang, X., Cao, K., Hu, J., Fan, S., Zhang, L., & Wang, N. (2021). Progression of myopia in a natural cohort of Chinese children during COVID-19 pandemic. *Graefe's Archive for Clinical and Experimental Ophthalmology*, 259(9), 2813–2820. <https://doi.org/10.1007/S00417-021-05305-X/TABLES/2>

McGinnis, T. (2019, November 6). *What's A Good CTA Click-Through Rate? [New Research]*. Vye Agency. <https://www.vye.agency/blog/whats-a-good-call-to-action-click-through-rate>

Mehrotra, A., Chernew, M. E., Linetsky, D., Hatch, H., Cutler, D. A., & 115

Validasi Pengembangan Platform Kacamata di Klinik Mata untuk Memediasi Pasien dan Optik,
Janalia Kurniati Sjarif, Universitas Multimedia Nusantara

- Schneider, E. C. (2020). *Impact COVID Outpatient Care: Visits Prepandemic Levels but Not All | Commonwealth Fund*. Commonwealth Fund. <https://doi.org/10.26099/41xy-9m57>
- Murphy, C. B. (2021). *Brick-and-Mortar Definition*. Investopedia. <https://www.investopedia.com/terms/b/brickandmortar.asp>
- myVisionPod. (2016). *myVisionPOD - New RX for glasses*. Cyber Imaging Systems. <http://myvisionpod.com/>
- Netra Klinik Spesialis Mata Tangerang - Pusat Perawatan Mata. (n.d.). Retrieved September 14, 2021, from <https://netrakliniktr.business.site/#posts>
- Newman, R. (2016). *American Optometric Association Letter to FDA on Opternative*. www.opternative.com/onboarding/health?exam_type_id=35
- Nurhayati-Wolff, H. (2021). E-commerce in Indonesia - statistics & Facts | Statista. In *Statista*. <https://www.statista.com/topics/5742/e-commerce-in-indonesia/#dossierKeyfigures>
- Nurhidayat, D. (2022). *Alodokter Catat Pengguna Layanan Telemedisin Meningkat 30% di 2021*. Media Indonesia. <https://mediaindonesia.com/humaniora/475399/alodokter-catat-pengguna-layanan-telemedisin-meningkat-30-di-2021>
- Nuzzi, R., Bovone, D., Maradei, F., Caselgrandi, P., & Rossi, A. (2021). Teleophthalmology Service: Organization, Management, Actual Current Applications, and Future Prospects. *International Journal of Telemedicine and Applications, 2021*. <https://doi.org/10.1155/2021/8876957>
- Optik Melawai. (2022). *OPTIK MELAWAI - Toko Kacamata dan Softlens Online*. Optik Melawai. <https://www.optikmelawai.com/id/products>
- Optik Seis. (2019). *Optik Seis - Fashion Eyewear and Softlens Center*. Optik Seis. <https://www.optikseis.com/>
- Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation*. John Wiley & Sons, Inc. <https://doi.org/10.2307/j.ctvh9vtn3.17>
- Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A., & Papadacos, T. (2014). Value Proposition Design. In *Wiley*.
- Owleyewear. (n.d.). *FAQ Owl Eyewear Indonesia - Jual Kacamata Original - Indonesia*. Owleyewear. Retrieved June 1, 2022, from <https://www.owleyewear.id/faq>
- Owndays. (n.d.). *OWNDAYS Toko online - Kacamata / Kacamata/kacamata*

hitam. Owndays. Retrieved June 1, 2022, from <https://www.owndays.com/id/in>

Page, D. (2021, November 24). *What is a Good Bounce Rate? [2022 Data]*. Siegemedia. <https://www.siegemedia.com/strategy/bounce-rate>

Pahlevi, R. (2021). *Biaya Pengeluaran Kesehatan per Kapita Terus Meningkatkan Sejak 2019 / Databoks*. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2021/12/27/biaya-pengeluaran-kesehatan-per-kapita-terus-meningkat-sejak-2019>

Pandamsari, A. P., & Cynthia, F. (2021). *Layanan telemedicine: Berkembang saat pandemi, cerah di masa depan*. Lokadata. <https://lokadata.id/artikel/layanan-telemedicine-berkembang-saat-pandemi-cerah-di-masa-depan>

PayPal. (2017). Pelaku e-commerce didominasi usia muda. *Katadata.Cold*, 2017. <https://databoks.katadata.co.id/datapublish/2019/04/01/pelaku-e-commerce-didominasi-usia-muda>

Portney BS, D. S., Zhu, Z. M., Chen BS, E. M., Steppe MPH, E., Chilakamarri, P., Woodward, M. A., Ellimoottil, C. M., & Parikh MPH, R. (2021). *Reports COVID-19 and Use of Teleophthalmology (CUT Group): Trends and Diagnoses*. <https://doi.org/10.1016/j.optha.2021.02.010>

Pusparisa, Y., & Ridhoi, M. A. (2020). Mayoritas Anak Muda Berbelanja Di E-commerce Untuk Hemat Waktu By Katadata. *Databoks.Katadata.Co.Id*, datapublish. <https://databoks.katadata.co.id/datapublish/2020/11/04/mayoritas-anak-muda-berbelanja-di-e-commerce-untuk-hemat-waktu>

Rapyd. (2020). Produk Terlaris Belanja Online Selama Pandemi. *Databoks*, April, 2020. <https://databoks.katadata.co.id/datapublish/2020/07/03/produk-terlaris-belanja-online-selama-pandemi>

Ratanasirintrawoot, M. T. (2020). *A Study OF Motives Influencing Thais To Purchase Eyeglasses Frame Online An Independent Study Submitted In Partial Fullfillment Of The Requirements For The Degree Of Master of Science Program In Marketing (International Program)*.

Repka, M. X. (2022). *Using a Home Vision Test to Order Glasses Online - American Academy of Ophthalmology*. <https://www.aao.org/eye-health/tips-prevention/self-home-vision-test-order-glasses-online>

Richhariya, A., Taneja, M., Strauss, G. H., Walden, M. L., Hausheer, J. R., Lansingh, V. C., & Khanna, R. C. (2019). Technology and Innovation for Eye Care. In *Innovative Approaches in the Delivery of Primary and*

- Secondary Eye Care* (Issue January, pp. 57–68). https://doi.org/10.1007/978-3-319-98014-0_5
- Saleem, S. M., Pasquale, L. R., Sidoti, P. A., & Tsai, J. C. (2020). Virtual Ophthalmology: Telemedicine in a COVID-19 Era. *American Journal of Ophthalmology*, 216, 237–242. <https://doi.org/10.1016/J.AJO.2020.04.029>
- Saturdays. (2020). *FAQ – Saturdays Lifestyle*. Saturdays.Com. <https://saturdays.com/pages/faq>
- SEO China Agency. (2020). *The Glasses Market in China — Update 2020 - SEO China Agency*. <https://seoagencychina.com/glasses-market-china/>
- Shanbehzadeh, M., Kazemi-Arpanahi, H., Kalkhajeh, S. G., & Basati, G. (2021). *Systematic review on telemedicine platforms in lockdown periods: Lessons learned from the COVID-19 pandemic*. https://doi.org/10.4103/jehp.jehp_1419_20
- Shiuey, E. J., Fox, Y., Kurnick, A., Rachmiel, R., Kurtz, S., & Waisbourd, M. (2021). Integrating Telemedicine Services in Ophthalmology: Evaluating Patient Interest and Perceived Benefits. *Patient Preference and Adherence*, 15, 2335. <https://doi.org/10.2147/PPA.S330682>
- Smart Vision Labs. (2017). *Opternative or Smart Vision Labs - Smart Vision Labs*. Smart Vision Labs. <https://www.smartvisionlabs.com/opternative-smart-vision-labs/>
- Smith, P. (2022). • *Global eyewear market value 2020-2027 | Statista*. <https://www.statista.com/outlook/cmo/eyewear/indonesia>
- Statista. (2022). *Eyewear - Indonesia | Statista Market Forecast*. <https://www.statista.com/outlook/cmo/eyewear/indonesia>
- The Vision Council. (2016). *Consumer Reasons for Not Using Corrective Eyewear in The US in 2016*.
- The World Bank. (2021). *Indonesia Overview: Development news, research, data | World Bank*. <https://www.worldbank.org/en/country/indonesia/overview#1>
- Visibly. (2022). *Visibly Home - Visibly - The World's First Online Vision Test*. Visibly. <https://www.govisibly.com/>
- Vyshnavi, P. (2021). *Lenskart Business Model: First and The Only Brand to use Robotic Technique*. Startup Talky. <https://startuptalky.com/lenskart-business-model/>
- Wadhvani, P. (2019). *Eyewear Market Size and Share | Industry Statistics - 2025*.

Global Market Insight. <https://www.gminsights.com/industry-analysis/eyewear-market>

Walsh, N. (2020). Technology and development in the eye care sector. *Open Access Government*. <https://www.openaccessgovernment.org/technology-and-development-in-the-eye-care-sector/97268/>

Warby Parker. (n.d.). *Warby Parker | We've Got Your Eyes Covered*. Warby Parker. Retrieved June 1, 2022, from <https://www.warbyparker.com/>

Whittington, R., Regnér, P., Angwin, D., Johnson, G., & Scholes, K. (2020). *Exploring Strategy* (12th ed.). Pearson.

XP2. (2022). *eCommerce statistics and benchmarks by industry - XP²*. Dynamicyield. https://marketing.dynamicyield.com/benchmarks/?_ga=2.45037476.1850592900.1669077313-2053425803.1668983632

Yotsukura, E., Torii, H., Inokuchi, M., Tokumura, M., Uchino, M., Nakamura, K., Hyodo, M., Mori, K., Jiang, X., Ikeda, S. I., Kondo, S., Negishi, K., Kurihara, T., & Tsubota, K. (2019). Current prevalence of myopia and association of myopia with environmental factors among schoolchildren in Japan. *JAMA Ophthalmol*, *137*(11), 1233–1239. <https://doi.org/10.1001/jamaophthalmol.2019.3103>

Zaric, S. (2022, November 17). *Average Session Duration: Benchmarks, Definitions, & Pro Tips*. Databox. <https://databox.com/average-session-duration-benchmark#goodavgsessionduration>

