

DAFTAR PUSTAKA

Buku

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.

Jurnal

Amit, R., & Zott, C. (2012). Creating value through business model innovation. *MIT Sloan Management Review*, 53(3), 41–49.
<https://doi.org/10.2139/ssrn.1701660>

Ghosh, A., & Morita, H. (2020). Startup ecosystem and digital platform growth in Southeast Asia. *Asian Journal of Innovation and Policy*, 9(2), 237–253.
<https://doi.org/10.7545/ajip.2020.9.2.237>

Website

McKinsey & Company. (2021, Oktober 25). *Digital trust in emerging markets: Indonesia's path to adoption*. McKinsey & Company.
<https://www.mckinsey.com/id/en/our-insights/digital-trust-in-emerging-markets-indonesias-path-to-adoption>

Pinhome. (2025, Januari 10). *Tentang Kami*. Pinhome.
<https://www.pinhome.id/tentang-kami>

Tech in Asia. (2022, Mei 4). *Pinhome digitizes property transactions and household services*. Tech in Asia. <https://www.techinasia.com/pinhome>