

DAFTAR PUSTAKA

- Armstrong, G., & Kotler, P. (2020). *Principles of Marketing*. Pearson Education.
- Barringer, B. R., & Ireland, D. (2021). *Entrepreneurship, Updated Global Edition*. Pearson Education.
- Bass, B. M. (1985). *Leadership and performance beyond expectations*. Free Press.
- David, F. R., & David, F. R. (2017). *Strategic Management: A Competitive Advantage Approach, Concepts and Cases* (16th ed.). Pearson Education Limited.
- Fayol, H. (1949). *General and Industrial Management*. (C. Storrs, Trans.). Sir Isaac Pitman & Sons. (Karya asli diterbitkan tahun 1916)
- Hambrick, D. C., & Mason, P. A. (1984). Upper Echelons: The Organization as a Reflection of Its Top Managers. *Academy of Management Review*, 9(2), 193–206.
- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2021). *Entrepreneurship* (11th ed.). McGraw-Hill Education.
- Lestari, R. M. (2020). Manajemen kualitas pada produk makanan cepat saji berbasis grab-and-go. *Jurnal Teknologi Pangan*, 11(3), 205–214.
- Lussier, R. N., & Achua, C. F. (2019). *Leadership: Theory, Application, & Skill Development* (7th ed.). Cengage Learning.
- Prabowo, T. H., & Arumsari, A. (2021). Strategi bersaing industri kuliner di tengah perubahan perilaku konsumen digital. *Jurnal Manajemen dan Kewirausahaan*, 23(2), 145–156.
- Putri, D. A., & Setiawan, H. (2022). Dampak fluktuasi harga bahan baku pada industri makanan dan minuman skala UMKM. *Jurnal Ilmu Ekonomi dan Bisnis*, 8(1), 33–42.
- Robbins, S. P., & Coulter, M. (2018). *Management* (14th ed.). Pearson Education.
- Titman, S., Keown, A. J., & Martin, J. D. (2021). *Financial Management: Principles and Applications* (14th ed.). Pearson Education.