

REFERENSI

- Abdillah, W., Hartono, J. and Usman, B. (2020) Konsep dan Aplikasi Structural Equation Modeling Berbasis Varian dalam Penelitian Bisnis. Edisi Ke 2. Yogyakarta: UPP STIM YKPN..
- Akter, S., Wamba, S.F., Gunasekaran, A., Dubey, R. and Childe, S.J. (2016), "How to improve firm performance using *big data* analytics capability and business strategy alignment?", *International Journal of Production Economics*, Vol. 182, pp. 113-131.
- Anisa, Rosana (2012), "Pengaruh Keunggulan Bersaing Terhadap Kinerja Perusahaan Berdasarkan Pendekatan Balanced Scorecard Pada Kantor Unit Layanan PT. Bank BNI (Persero) Tbk Wilayah Karesidenan Malang. Thesis (Magister) Universitas Brawijaya.
- Adnin, Safira (2024). "Meretensi Talenta Level Senior: Langkah & Strategi yang Anda Butuhkan". <https://employers.glints.com/id-id/blog/retensi-talenta-senior/>
- Bakti, S. dan Harun, H. 2011. "Pengaruh Orientasi Pasar dan Nilai Pelanggan Terhadap Kinerja Pemasaran Maskapai Penerbangan Lion Air". *Jurnal Manajemen Pemasaran Modern*. Vol.3 No.1
- Barney, J.B. and Hesterly, W.S. (2019), *Strategic Management and Competitive Advantage: concepts and Cases*, Pearson, New York, NY.
- Cabrera, D., Cabrera, L., Powers, E., Solin, J., & Kushner, J. (2017), "Applying systems thinking models of organizational design and change in community operational research." *European Journal of Operational Research*.
- Chin, W. W., & Newsted, P. R. (1999). Structural equation modeling analysis with small samples using partial least squares. In R. H. Hoyle (Ed.), *Statistical strategies for small sample research* (pp. 307-341). Thousand Oaks: CA: Sage Publications.
- Cabrera, Derek & Cabrera, Laura & Powers, Erin & Solin, Jeremy & Kushner, Jennifer, 2018. "Applying systems thinking models of organizational design and change in community operational research," *European Journal of Operational Research*, Elsevier, vol. 268(3), pages 932-945.
- Carton R. B., Hofer C.W. (2006). *Measuring Organizational Performance: Metrics for Entrepreneurship and Strategic Management Research*. Edward Legard Publishing Limited.
- Constantiou, I.D. and Kallinikos, J. (2015), "New games, new rules: *big data* and the changing context of strategy", *Journal of Information Technology*, Vol. 30 No. 1, pp. 44-57.
- Columbus, L. (2014), 84% Of Enterprises See Analytics Changing Their Industries' Competitive Landscapes in the Next Year, *Forbes*
- David Fred R., Forest R. David (2015), *Strategic Management: A Competitive Advantage Approach, Concepts, and Cases*, Edisi ke-15, New Jersey: Pearson Education
- DalleMule, L. and Davenport, T.H. (2017), "What's your data strategy", *Harvard Business Review*, Vol. 95 No. 3, pp. 112-121.
- Delen, D. and Zolbanin, H.M. (2018), "The analytics paradigm in business research", *Journal of Business Research*, Vol. 90, pp. 186-195.
- David Fred R., Forest R. David (2015), *Strategic Management: A Competitive Advantage Approach, Concepts, and Cases*, Edisi ke-15, New Jersey: Pearson Education
- Fleckenstein, M. and Fellows, L. (2018), "Implementing a data strategy", *Modern Data Strategy*, pp. 35-54.
- Grover, V., Chiang, R.H.L., Liang, T.-P. and Zhang, D. (2018), "Creating strategic business value from *big data* analytics: a research framework", *Journal of Management Information Systems*, Vol. 35 No. 2, pp. 388-423.
- Ghozali. dan Latan. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan Penerbit UNDIP

- Gupta, George (2016). Toward the development of a *big data* analytics capability, *Information & Management* Volume 53, Issue 8, December 2016, Pages 1049-1064
- Grossman, R.L. (2018), "A framework for evaluating the analytic maturity of an organization", *International Journal of Information Management*, Vol. 38 No. 1, pp. 45-51.
- Gnizy, I. (2019), "Big data and its strategic path to value in international firms", *International Marketing Review*, Vol. 36 No. 3, pp. 318-341.
- Hagiu, A. and Wright, J. (2020), "When data creates competitive advantage", *Harvard Business Review*, available
- Hair J.F., et al. 2010. *Multivariate Data Analysis*. Seventh Edition. New Jersey: Pearson Prentice Hall.
- Hair, J.F., Ringle, C.M. and Sarstedt, M. (2013) *Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance*. *Long Range Planning*, 46, 1-12. <https://doi.org/10.1016/j.lrp.2013.01.001>
- Hartono, J. (2005). *Analisis dan Desain Sistem Informasi: Pendekatan Terstruktur, Teori dan Praktik Aplikasi Bisnis*. Yogyakarta: Andi
- Ilham, Bayu (2018) *Pengaruh Strategi Terhadap Kinerja Perusahaan Melalui Budaya Perusahaan (Studi Pada PT. Angkasa Pura II Persero)*, Fakultas Ekonomi dan Bisnis
- I Putu Yadnya and I Wayan Santika, S.T., M.M., I Wayan Santika (2017) *Pengaruh inovasi, adopsi e-commerce, dan keunggulan kompetitif terhadap kinerja pemasaran*. In: UNSPECIFIED.
- Junior José Carlos da Silva Freitas and Antonio Carlos Gastaud Maçada (2020), The effect of data strategy on competitive advantage, *The Bottom Line* Vol. 33 No. 2, 2020 pp. 201-216 © Emerald Publishing Limited 0888-045X DOI 10.1108/BL-12-2019-0131
- Kallinikos, Jannis and Contatntion D I (2015), *New Games, New Rules: Big data and the Changing Context of Strategy* March 2015, *Journal of Information Technology* 30(1):44-57 DOI: [10.1057/jit.2014.17](https://doi.org/10.1057/jit.2014.17)
- Kurniawan, Bagus P. Yudhia (2021) *Evolusi Pemikiran Keunggulan Komparatif Menuju Keunggulan Kompetitif: Sejarah Pemikiran, Kontroversi, dan Peluang Riset*
- Kaswan, *Manajemen Sumber Daya Manusia untuk Keunggulan Bersaing Perusahaan* (Yogyakarta: Graha Ilmu, 2012), 2.
- Kiron, 2017, D. Kiron, *Lessons from becoming a data-driven organization*, *MIT Sloan Management Review*, 58 (2) (2017).
- Lee, Y. arsted, Madnick, S., Wang, R., Wang, F. and Zhang, H. (2014), "A cubic framework for the chief data officer: succeeding in a world of *big data*", *MIS Quarterly Executive*, Vol. 13 No. 1, pp. 1-13.
- Li, S., Nathan, B.R., Nathan, T.S.R., Rao, S.B. (2006). *The Impact Of Supply Chain Management Practices On Competitive*. *The International Journal of Management Science* Vol. 34, 107- 124.
- McGee, J. (2015). *Competitive Advantage*. In *Wiley Encyclopedia of Management - Volume 12 Strategic Management* (eds C. L. Cooper, J. McGee and T. Sammut-Bonnic
- Mardiasmo. (2018). *Akuntansi Sektor Publik- Edisi Terbaru*. Yogyakarta: Penerbit ANDI.
- Müller, O., Fay, M. and Vom Brocke, J. (2018), "The effect of big data and analytics on firm performance: an econometric analysis considering industry characteristics", *Journal of Management Information Systems*, Vol. 35 No. 2, pp. 488-509.
- Mazzei, M.J. and Noble, D. (2017), "Big data dreams: a framework for corporate strategy", *Business Horizons*, Vol. 60 No. 3, pp. 405-414.
- Mikalef, P., Boura, M., Lekakos, G. and Krogstie, J. (2019), "Big data analytics and firm performance Findings from a mixed-method approach", *Journal of Business Research*, Vol. 98, pp. 261-276.

- McAfee, A. and Brynjolfsson, E. (2012), "Big data: the management revolution", *Harvard Business Review*, Vol. 90 No. 10, pp. 60-68.
- Provost, F., & Fawcett, T. (2013). *Data Science and Its Relationship to Big data and Data-Driven Decision Making*. *Big data*, 1, 51-59.
- Porter, M. (1990) *The Competitive Advantage of Nations*. Free Press, New York.
- Porter, Michael. E. 1991. "Towards a Dynamic Theory of strategy", *Strategic Management Journal*, Vol. 12, 95-117
- Prieto, I. M., & Revila E. (2006). Learning Capability and Business Performance: A Non-Financial and Financial Assessment. *Journal of The Learning Organization*, 13(2), 166-185.
- Patrick Mikalef & Ilias O. Pappas & John Krogstie & Michail Giannakos, 2018. "Big data analytics capabilities: a systematic literature review and research agenda," *Information Systems and e-Business Management*, Springer, vol. 16(3), pages 547-578, August.
- Ringle, C. M., Wende, S., and Becker, J.-M. 2024. "SmartPLS 4." Bönningstedt: SmartPLS, <https://www.smartpls.com>.
- Sangadah, khotimatus, & Kartawidjaja, J. (2020). Perbandingan Pembelajaran Tatap Muka dengan Pembelajaran Daring Ditinjau Dari Hasil Belajar. *Orphanet Journal of Rare Diseases*, 21(1), 1-9.
- Sugiyono, (2021). *Metode Penelitian Kuantitatif Kualitatif dan R&D* (M.Dr. Ir. Sutopo, S.Pd (ed); ke2 ed)
- S. Yamin, A. Gunasekruan and F. T. Mavondo, "Relationship Between Generic Strategy, Competitive Advantage and Firm Performance: An Empirical Analysis," *Technovation*, Vol. 19, No. 8, 1999, pp. 507-518. doi:10.1016/S0166-4972(99)00024-3
- Saputra, Andra Rofian (2018), Pengaruh Kompensasi Dan Komitmen Perusahaanonal Terhadap Kinerja Karyawan Dimediasi Motivasi Kerja Studi Kasus Di Hotel Merah Group Magetan, Jawa Timur, Indonesia, Skripsi Fakultas Ekonomi, Universitas Islam Indonesia
- Satwika, N.K.P., & Dewi, N.M.W.K (2018). Pengaruh orientasi pasar serta inovasi terhadap keunggulan kompetitif dan kinerja bisnis. *E-Jurnal Manajemen Unud*, Vol.7, No. 3, 2018: 1481-1509
- Spanos, Y. E., & Lioukas, S. (2001). An Examination into the Causal Logic of Rent Generation: Contrasting Porter's Competitive Strategy Framework and the Resource-Based Perspective. *Strategic Management Journal*, 22, 907-934. <https://doi.org/10.1002/smj.174>
- Sarstedt, M., Henseler, J. and Ringle, C.M. (2011) Multigroup Analysis in Partial Least Squares (PLS) Path Modeling: Alternative Methods and Empirical Results. In: Sarstedt, M., Schwaiger, M. and Taylor, C.R., Eds., *Measurement and Research Methods in International Marketing (Advances in International Marketing, Vol. 22)*, Emerald Group Publishing Ltd., 195-218. [https://doi.org/10.1108/S1474-7979\(2011\)0000022012](https://doi.org/10.1108/S1474-7979(2011)0000022012)
- Thomas, B., Deshmukh, U.M., Kumar, K.P. (2008). *High Performing Organisations*. New Delhi: McGraw Hill.
- Vidgen, R., Shaw, S., & Grant, D. B. (2017). Management challenges in creating value from business analytics. *European Journal of Operational Research*, 261(2), 626-639. <https://doi.org/10.1016/j.ejor.2017.02.023>
- Wamba, S.F., Gunasekaran, A., Akter, S., Ren, S.J., Dubey, R. and Childe, S.J. (2017), " Big data analytics and firm performance: effects of dynamic capabilities", *Journal of Business Research*, Vol. 70, pp. 356-365.

- Wu, Pei-Ling & Yeh, Shih-Shuo & Huan, Tzung-Cheng (.T.C.). & WoOSDide, Arch G., 2014. "Applying complexity theory to deepen service dominant logic: Configural analysis of customer experience-and-outcome assessments of professional services for personal transformations," Journal of Business Research, Elsevier, vol. 67(8), pages 1647-1670.
- Wu, P. L., Yeh, S. S., & Woodside, A. G. (2014). Applying complexity theory to deepen service dominant logic: Configural analysis of customer experience-and-outcome assessments of professional services for personal transformations. Journal of Business Research, 67(8), 1647–1670.
- <https://e-journal.uajy.ac.id/215/3/2EM17077.pdf>
- <https://www.stratechi.com/what-is-strategy/>
- <https://pustaka.ut.ac.id/lib/wp-content/uploads/pdfmk/TPEN4402-M1.pdf>
- <https://sentrinov.isas.or.id/2021/materi/Presentasi-Bagus-Putu-Sentrinov-2021.pdf>
- <https://courses.lumenlearning.com/suny-Internationalbusiness/chapter/reading-competitive-advantage/#:~:text=Michael%20Porter%20proposed%20the%20theory,the%20focus%20of%20national%20strategies.>
- <https://aws.amazon.com/id/what-is/data-strategy/>
- <https://www.bornfight.com/blog/7-real-world-examples-of-how-brands-are-using-big-data-analytics/>

