

DAFTAR PUSTAKA

- [1] N. Wening, "Strategi Pemasaran dalam Meningkatkan Jumlah Penjualan Kendaraan Mitsubishi Pada PT Borobudur Oto Mobil," *Jurnal Indonesia Sosial Sain*, vol. 3, no. 11, 2022, doi: 10.36418/jiss.v3i11.737.
- [2] M. Mujiyono and S. Taufan, "Pengembangan Sumber Daya Manusia di Industri Otomotif Melalui Institut Otomotif Indonesia," *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, vol. 4, no. 2, pp. 401–408, Aug. 2021, doi: 10.36407/jmsab.v4i2.396.
- [3] Messy, "Pelatihan dan Pengembangan SDM: Investasi Strategis," Jul. 11, 2024. Accessed: Mar. 17, 2025. [Online]. Available: <https://pelatihancsr.com/pelatihan-dan-pengembangan-sdm-investasi-strategis/>
- [4] R. Yuniarti, A. Rochmi, S. Septania, P. Riswandi, and R. Irwansyah, *Kinerja Karyawan Tinjauan Teori dan Praktis*. Jawa Barat: Widina Bhakti Persada Bandung, 2021.
- [5] W. D. Febrian *et al.*, *Manajemen Sumber Daya Manusia*. Eureka Media Aksara, 2022.
- [6] R. Anwar, "Pengaruh Kepemimpinan, Stres Kerja Dan Motivasi Terhadap Kinerja Pegawai Dinas Perhubungan Kabupaten Ogan Komering Ulu," *Jurnal Ilmiah Manajemen Terminal Informasi Ilmiah*, vol. 11.02.2022, pp. 44–52, Feb. 2022.
- [7] H. Pasarela, "Pengantar Manajemen Sumber Daya Manusia," *CiDEA Journal*, vol. 2, no. 2, pp. 66–75, Dec. 2023, doi: 10.56444/cideajournal.v2i2.1277.
- [8] F. Wadjdi, "Eksistensi dan Peran Manajer Sumber Daya Manusia pada Era Digital," *Jurnal Cahaya Mandalika*, pp. 1338–1344, Nov. 2022.
- [9] A. Wardhana, A. P. Sari, Limgiani, E. Gunaisah, Suroso, and M. Mukhsin, *Manajemen Kinerja*. Jawa Barat: CV. Media Sains Indonesia, 2022. [Online]. Available: <https://www.researchgate.net/publication/368363694>
- [10] Aswaruddin, H. Fadilla, D. Puspita, R. Putri, A. Ridho, and F. Baihaq'qi, "Prinsip-Prinsip Manajemen Kinerja," *Jurnal Bima : Pusat Publikasi Ilmu Pendidikan bahasa dan Sastra*, vol. 1, no. 4, pp. 112–126, Nov. 2023, doi: 10.61132/bima.v1i4.296.
- [11] F. R. David, *Strategic Management: Concepts and Cases*, 16th ed. Pearson, 2017.
- [12] A. Michael, R. Hitt, D. Ireland, and E. Robert, *Strategic Management Concepts and Cases*. 2020.
- [13] D. P. Lantip, *Manajemen Strategi*. UNY Press, 2018.
- [14] R. Hamid, A. Chatra, C. Baiq, and B. Utami, "Manajemen Strategis (Konsep dan Aplikasi dalam Bisnis)," Jambi, Jun. 2023. [Online]. Available: <https://www.researchgate.net/publication/376857441>

- [15] I. Rasulong, S. Rizal, and Yusuf Muhammad, *Manajemen Strategis*. Universitas Muhammadiyah Makassar, 2024.
- [16] M. Gupta, A. Agrawal, and C. Shri, "Strategy Formulation for Performance Improvement of Indian Corrugated Industry: An Application of SWOT Analysis and QSPM Matrix," 2015.
- [17] A. Widarman, Rohim, and H. Yudha, "Analisis SDM Guna Meningkatkan Kinerja Karyawan Dengan Metode SWOT dan Quantitative Strategic Planning Matrix (QSPM) Di PT. Ilindo Sadang Fabricator," Nov. 2020. doi: <https://doi.org/10.51132/teknologika.v10i2.91>.
- [18] C. P. Pratiwi and M. Gunarto, "Optimizing ISO 9001: 2015 Implementation with SWOT and QSPM Method," *Matrik : Jurnal Manajemen, Strategi Bisnis dan Kewirausahaan*, May 2021, doi: 10.24843/matrik:jmbk.2021.v15.i01.p12.
- [19] A. Sahir and M. Dachyar, "Hotel Revival Strategy Planning with SWOT-Fuzzy AHP-TOPSIS: A Case Study of 4-star Hotel," Mar. 2021.
- [20] N. I. Ayu and Amron, "Analisis Sumber Daya Manusia Guna Meningkatkan Kinerja Karyawan dengan Menggunakan Metode SWOT dan QSPM di Kospin Mitra Abadi," *INNOVATIVE: Journal Of Social Science Research*, vol. 3, no. 6, 2023.
- [21] S. Wahyunawati, "Penggunaan Matriks SWOT dan QSPM dalam Menentukan Strategi Pengembangan Kompetensi Karyawan PT. Ketapang Subur Lestari," *MAMEN: Jurnal Manajemen*, vol. 2, no. 1, pp. 44–59, Jan. 2023, doi: 10.55123/mamen.v2i1.1365.
- [22] N. S. Nurjanah, R. H. Valdiansyah, and S. Rahayu, "A Comprehensive Strategy Formulation for Business Sustainability: A Case Study of a Coal Mining Company," *EAJ (Economic and Accounting Journal)*, vol. 7, no. 3, 2024, [Online]. Available: <http://openjournal.unpam.ac.id/index.php/EAJ>
- [23] A. Antasya, A. I. Ibrahim, H. W. Adda, and C. Dewi, "Human Resource Development Strategy to Improve Employee Performance," *BUSINESS: Scientific Journal of Business and Entrepreneurship*, vol. 2, no. 1, pp. 3025–2571, 2024, [Online]. Available: <https://journal.csspublishing/index.php/business>
- [24] M. Syaefullah and M. K. Aswan, "Strategic Human Resource Development: Enhancing Employee Skill for Organizational Growth," *Journal of Business Management and Economic Development*, vol. 3, no. 01, pp. 180–191, Jan. 2025, doi: 10.59653/jbmed.v3i01.1340.
- [25] D. Azhari, Z. Afif, M. Kustati, and N. Septiyanti, "Penelitian Mixed Method Research Untuk Disertasi," *Innovative: Journal Of Social Science Research*, vol. 3, pp. 8010–8025, 2023.

- [26] F. H. Nasution, Risnita, M. S. Jailani, and R. Junaidi, "KOMBINASI (MIXED-METHODS) DALAM PRAKTIS PENELITIAN ILMIAH," *Journal Genta Mulia*, vol. 15, no. 2, pp. 251–256, 2024, [Online]. Available: <https://ejournal.stkipbbm.ac.id/index.php/gm>
- [27] Hardani, J. Ustiawaty, and D. Juliana Sukmana, *Buku Metode Penelitian Kualitatif & Kuantitatif*. Yogyakarta: Pustaka Ilmu, 2020. [Online]. Available: <https://www.researchgate.net/publication/340021548>
- [28] A. Syamil, A. Asman, and G. Razali, *Metodologi Penelitian Kuantitatif, Kualitatif, Kombinasi*. 2023.
- [29] A. Fadilla and P. Wulandari, "Literatur Review Analisis Data Kualitatif Tahap Pengumpulan Data," vol. 1 No.3, pp. 34–46, Aug. 2023.
- [30] M. Sari, "Penelitian Kepustakaan (Library Research) dalam Penelitian Pendidikan IPA," 2020.
- [31] T. L. Wheelen, • J David Hunger, A. N. Hoffman, and C. E. Bamford, *Strategic Management and Business Policy Globalization, Innovation and Sustainability*, 15th ed. 2018.
- [32] A. Ma'ruf, *ANALISIS STRATEGI: PANDUAN PRAKTIS SWOT, GE – MCKINSEY, SPACE, FFA, QSPM ...* 2022.