

DAFTAR PUSTAKA

- APJII. (2024, November 5). *Asosiasi Penyelenggara Jasa Internet Indonesia*.
Diambil kembali dari Hasil Survei APJII:<https://survei.apjii.or.id/>
- Bahri, R. S., & Lahindah, L. (2022). Cross *Channel* Integration Dalam Meningkatkan Retensi Pelanggan Pada Industri Ritel. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 3(3), 495–501.
<https://doi.org/10.47065/ekuitas.v3i3.1220>
- Chandra, Y. E., Bukhori, M., R. W. D., Studi, P., & Manajemen, M. (2022). *PENGARUH SALURAN DISTRIBUSI ONLINE DAN PROMOSI ONLINE TERHADAP KEPUASAN PELANGGAN MELALUI KEPUTUSAN PEMBELIAN PADA CHANDRA SUPERMARKET BANDAR LAMPUNG*. 3(2), 29–40.
- Chen, J., Zhang, H., & Sun, Y. (2012). Implementing coordination contracts in a manufacturer Stackelberg dual-channel supply chain. *Omega*, 40(5), 571–583.
<https://doi.org/10.1016/j.omega.2011.11.005>
- Elektrika, M. (2022). *Pemodelan Gui Berbasis Quadratic Programing*. 15(2), 103–112.
- Erlina, Syaripuddin, & Amijaya, F. D. T. (2022). Penyelesaian Masalah Pemrograman Kuadratik Menggunakan Metode Beale (Studi Kasus : Data Produksi Padi Kota Balikpapan). *Jurnal EKSPONENSIAL*, 13(1), 87–94.
- Hidayati, D. N., & Setiyowati, R. (2020). *Model Sentralisasi Dual Channel Supply Chain Untuk the Centralized Dual Channel Supply Chain Model for One Manufacturer and Two Retailers With Discount*. 10(1).

- Hunneman, A., Verhoef, P. C., & Sloot, L. M. (2021). The impact of hard discounter presence on store satisfaction and store loyalty. *Journal of Retailing and Consumer Services*, 59(December 2020), 102405. <https://doi.org/10.1016/j.jretconser.2020.102405>
- Küster, I., Vila, N., & Canales, P. (2016). How does the *online* service level influence consumers' purchase intentions before a transaction? A formative approach. *European Journal of Management and Business Economics*, 25(3), 111–120. <https://doi.org/10.1016/j.redeen.2016.04.001>
- Lubis, A. Z., Nahulae, L. L., Anggraini, N. M., Adawiyah, R., Islam, U., Sumatera, N., & Harga, P. (2024). *ANALISIS FAKTOR-FAKTOR YANG MEMENGARUHI PENETAPAN HARGA*. 9(204), 2022–2025.
- Ma, T., Wu, X., & Li, Y. (2023). Integrating *online* and *offline* channels for *online* customer loyalty: the moderating role of retailer credibility. *Information Technology & People*, 36(2), 758–784. <https://doi.org/10.1108/ITP-06-2021-0441>
- Matsui, K. (2020). Optimal bargaining timing of a wholesale price for a manufacturer with a retailer in a dual-channel supply chain. *European Journal of Operational Research*, 287(1), 225–236. <https://doi.org/10.1016/j.ejor.2020.05.004>
- Mokhtar, S. F., Yusof, Z. M., & Sapiri, H. (2024). Confidence Interval Estimating the Mean of Normal Distribution and Skewed Distribution. *Malaysian Journal of Fundamental and Applied Sciences*, 20(5), 1124–1135. <https://doi.org/10.11113/mjfas.v20n5.3435>

- Nafisah, L., & Sutrisno, S. (2021). Pengendalian Persediaan Probabilistik Produk Substitusi Dengan Permintaan Sebagai Fungsi Harga. *J@ti Undip : Jurnal Teknik Industri*, 16(1), 56–62. <https://doi.org/10.14710/jati.16.1.63-72>
- Pakaya, A., B. Kalangi, J., & D. Tolosang, K. (2024). Analysis of Income and Profits of Vegetable Traders in the Bersehati Market, Manado City. *Formosa Journal of Applied Sciences*, 3(1), 161–178. <https://doi.org/10.55927/fjas.v3i1.7846>
- Pasaribu, R. M., Pasaribu, S. R. ., Sitinjak, I., Pasaribu, H. D. ., & Matondang, V. (2022). Analisis Niat Beli Kembali Produk Tabungan Emas di Pegadaian Dalam Konteks Omnichannel. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 3(4), 930–938. <https://doi.org/10.47065/ekuitas.v3i4.1579>
- Pindyck, R. S., & Rubinfeld, D. L. (2001). *Microeconomics*. Prentice Hall. <https://books.google.co.id/books?id=h6e7AAAAIAAJ>
- Puisa, R., Montewka, J., & Krata, P. (2023). A framework estimating the minimum sample size and margin of error for maritime quantitative risk analysis. *Reliability Engineering and System Safety*, 235(October 2022). <https://doi.org/10.1016/j.ress.2023.109221>
- Ranjan, A., & Jha, J. K. (2019). Pricing and coordination strategies of a dual-channel supply chain considering green quality and sales effort. *Journal of Cleaner Production*, 218, 409–424. <https://doi.org/10.1016/j.jclepro.2019.01.297>
- Raza, S. A., & Govindaluri, S. M. (2019). Pricing strategies in a dual-channel green supply chain with cannibalization and risk aversion. *Operations Research*

- Perspectives*, 6(June). <https://doi.org/10.1016/j.orp.2019.100118>
- Sana, S. S. (2022). Sale through dual *channel* retailing system— A mathematical approach. *Sustainability Analytics and Modeling*, 2(June), 100008. <https://doi.org/10.1016/j.samod.2022.100008>
- Sastri Pitnatri, P. D., Kharisma, M. D., & Pramana, I. D. P. H. (2020). Pengaruh saluran distribusi *offline* dan *online* travel agent dan implikasinya terhadap revenue per available room di the anvaya beach resort bali. *Jurnal Kepariwisata Dan Hospitalitas*, 4(1), 1. <https://doi.org/10.24843/jkh.2020.v04.i01.p01>
- Shahadat, M. M. H., Chowdhury, A. H. M. Y., Nathan, R. J., & Fekete-Farkas, M. (2023). Digital Technologies for Firms' Competitive Advantage and Improved Supply Chain Performance. *Journal of Risk and Financial Management*, 16(2). <https://doi.org/10.3390/jrfm16020094>
- Suriansha, R. (2021). Omnichannel Marketing. *Journal of Economics and Business UBS*, 10(2), 95–109. <https://doi.org/10.52644/joeb.v10i2.71>
- Widodo, E., Handayani, D., & Suparno. (2021). Price Decision of Digital Parking with Capacity Constraint Based on Reservation System Considering by Changes Modes of Transportation. *Proceedings of the Business Innovation and Engineering Conference 2020 (BIEC 2020)*, 184(Biec 2020), 30–35. <https://doi.org/10.2991/aebmr.k.210727.006>
- Widodo, E., & Januardi. (2020). Noncooperative game theory in response surface methodology decision of pricing strategy in dual-channel supply chain. *Journal of Industrial and Production Engineering*, 38(2), 89–97.

<https://doi.org/10.1080/21681015.2020.1848932>

Xu, S., Tang, H., & Huang, Y. (2023). Inventory competition and quality improvement decisions in dual-channel supply chains with data-driven marketing. *Computers and Industrial Engineering*, 183(July), 109452. <https://doi.org/10.1016/j.cie.2023.109452>

Xu, S., Tang, H., Lin, Z., & Lu, J. (2022). Pricing and sales-effort analysis of dual-channel supply chain with channel preference, cross-channel return and free riding behavior based on revenue-sharing contract. *International Journal of Production Economics*, 249. <https://doi.org/10.1016/j.ijpe.2022.108506>

Yan, K., Liu, S., Zuo, M., Zheng, J., & Xu, Y. (2022). Dual-Channel Supply Chain Pricing Decisions under Discounted Advertising Value. *Systems*, 10(3), 1–15. <https://doi.org/10.3390/systems10030076>

Yi, S., Yu, L., & Zhang, Z. (2021). Research on pricing strategy of dual-channel supply chain based on customer value and value-added service. *Mathematics*, 9(1), 1–19. <https://doi.org/10.3390/math9010011>

Yusuf, R., Hendawati, H., & Wibowo, L. A. (2020). Pengaruh Konten Pemasaran Shoppe Terhadap Pembelian Pelanggan. *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 1(2), 506–515. <https://doi.org/10.38035/JMPIS>.