

SWOT ANALYSIS OF CIRCLE MOTOCLEAN MOTORCYCLE WASHING BUSINESS BANDUNG

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ABSTRACT

Along with the increasing number of vehicle users, cars and motorbikes, business opportunities continue to increase in terms of business and product sale. Currently, every side of the road can always be found at the maintenance service for both cars and motorbikes, especially vehicle washing services. This is because most of the people in big cities such as the city of Bandung, vehicle washing services, especially motorbikes, are a means for the community to wash motorbikes that are practical on the sidelines of busyness and daily routines. This study aims to describe the business management of motorcycle washing services, analyze the situation and conditions of the external and internal environment by using a SWOT analysis of the motorcycle washing service business at Circle Motoclean Bandung. The method used in this research is a qualitative method of data analysis techniques with three stages of data reduction, data presentation, and conclusions. The results show that operations at Circle Motoclean are still not effective and efficient in doing several things such as adding competent human resources, regeneration and adding additional tools, technology and facilities in the hope of increasing business income with the convenience of new customers and customers so that Circle Motoclean becomes a profitable business. keep growing.

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1. INTRODUCTION

Currently, there are many motorcycle users in Indonesia. Various types, shapes, to various engine capacities. Currently, there are many motorcycle clubs that always hold tours or trips in groups. People's hobbies and interests in owning a motorcycle also vary. There are those who use motorbikes to work or go to school, but there are also those who own motorbikes to make friends by becoming a member of a motorbike club. Every year the purchase and demand for motorbikes always increases. If viewed from an economic point of view, the high purchasing power of people for an item such as a motorcycle will affect social factors. Motorcycles, especially in urban areas, are very practical and efficient vehicles when viewed from cheaper transportation costs and faster travel times to get to their destination (Agus Herry Setiawan, A.TD PNS DISHUBKOMINFO Bandung Regency from the website dishub.jabarprov.go.id). However, most of them do not have time to take care of their vehicles because they are tired of doing all day activities. Therefore, there are currently many businesses that offer vehicle washing and maintenance services, both cars and motorbikes.

Circle motoclean is a motorcycle washing business in Bandung which is located on Jl. Kebon Gedang No.12 which is adjacent to the Kiaracandong market shopping center and Kiaracandong train station. Circle motoclean was established in October 2020. With the increase in business capital obtained from the previous year, at the beginning of 2022 Circle Motoclean not only provided motorcycle washing services, visitors were spoiled with additional vehicle body polishing facilities, provision of motorcycle spare parts and accessories, helmet washing and oil changes. at Circle Motoclean, with the hope that this business can continue to grow with the times and meet the various needs of its customers. From the description above, it can be drawn an understanding that business management and development has a major impact on the development of a business, as well as a proper analysis of the advantages, weaknesses and opportunities

that can be exploited in this business is important for the development of this business in the future. Therefore, this research takes the title: "SWOT analysis in the Circle Motoclean motorcycle wash business".

2. METHOD

Types of research

Judging from the objectives to be achieved, qualitative research is carried out to understand empirical phenomena, especially looking for as much picture as possible about the phenomenon without detailing it in the relationship between interrelated variables. The final goal is a theory. Meanwhile, quantitative research is conducted to test and prove that the description of a phenomenon formulated in the form of variables is proven to be true or not true from the theory that has been believed so far. The relationship between variables becomes something that is very important and prioritized. (Zaluchu, 2020). It is also strengthened by the theory in journals (Torres, 2017). One of the characteristics of qualitative research is that the researcher acts as an instrument as well as data collector. Instruments other than humans (such as: questionnaires, interview guides, observation guidelines and so on) can also be used, but their function is limited to supporting the researcher's task as a key instrument. Therefore, in qualitative research, the presence of researchers is absolute, because researchers must interact with the environment, both human and non-human in the research arena. Its presence in the research field must be explained, whether its presence is known or not known to the research subject. This relates to the involvement of researchers in the research arena, whether they are actively or passively involved.

Business Environment Analysis

The approach in analyzing the company's business environment is very important considering that external factors and internal factors of the business environment give rise to strengths and weaknesses as well as opportunities and threats that must be considered to anticipate these conditions because the company does not want to lose the trust of its customers (Print et al., 2018). The business environment faced by the company needs to be analyzed, the intention is to try to identify business opportunities that need immediate response and executive attention, and at the same time be directed to identify business threats that need to be anticipated. For this reason, in the analysis of the business environment, management tries to identify a number of main variables that are beyond the control of the company which are estimated to have a real influence. The analysis of the business environment seeks to determine the managerial implications that arise directly or indirectly from various external factors that have been identified as having an effect on the company's prospects. It is hoped that management will have a clear picture in preparing the necessary business strategies to anticipate the managerial implications caused by the business environment. (Influence & Internal, n.d.)

Internal Environmental Analysis

The internal environment discusses the company's strengths and weaknesses. The internal factors used in this research based on the state of the company consist of management, marketing, research and development and information systems. (Setyorini et al., 2016) is clarified by the journal (Subaktilah et al., 2018) which states that, environmental analysis Internal Audit (IFE) is conducted to find out various possible strengths and weaknesses. It is also reinforced by points in the internal environment at the conclusion of the journal (Achmad, R. W. Willya, 2019) which states that, internal factors consist of organizational goals, mission and philosophy, organizational planning, organizational operations, human resources, technological resources and funding sources.

External Environmental Analysis

The external environment refers to the factors of opportunities and threats. Opportunities can direct organizational activities while threats hinder organizational movement (Setyorini et al., 2016). External factor analysis is carried out by processing external factors in the form of opportunities and threats (Subaktilah et al., 2018). The points in the external environment are also strengthened by the conclusion of the journal (Achmad, R. W. Willya, 2019) which states that external factors consist of four main factors, namely economic, sociological, political/professional factors and technological factors. After completing the analysis of the internal and external environment, the next step is to include it in a SWOT analysis to find out what alternative strategies can be used by the company.

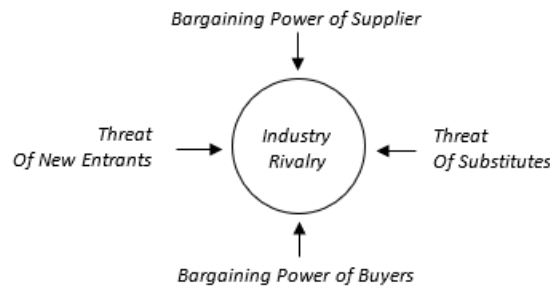


Figure 1: Porter's Five Forces Model (<https://binus.ac.id>)

1. *Threat of New Entrants*
The threat of competitors does not only come from old competitors. As the business grows, new competitors emerge. The entry of new players in the industry will make competition tougher which in turn can lead to lower profits. This relates to how easy it is for new entrants to compete in similar business competition.
2. *Threat of Substitutes*
Are goods or services that can replace similar products. The existence of substitute products or services will limit the amount of potential profit that can be obtained from an industry. The more attractive the alternative prices offered by substitute products, the tighter the restrictions on the profits of an industry. This relates to whether consumers have other choices for existing products.
3. *Bargaining Power of Buyers*
The bargaining power of buyers in the industry plays a role in pushing prices down, as well as providing offers in terms of improving quality or more services, and making competitors compete with each other. This relates to the ability of consumers to be able to influence the selling price of goods so that it becomes lower.
4. *Bargaining Power of Suppliers*
Suppliers can use bargaining power against buyers in the industry by raising prices or lowering the quality of the products or services purchased. The company tries to get the lowest possible price with high quality.
5. *Rivalry of Competitors*
Competitors in this case are industries that produce and sell similar products, which compete for the same market. Competition that occurs in similar industries usually occurs in terms of price, product quality, after-sales service, all of which form their own value in the minds of consumers.
6. *SWOT analysis*
SWOT analysis is simply understood as a test of the internal strengths and weaknesses of an organization, as well as the opportunities and threats of its external environment. Furthermore, the SWOT analysis compared the external factors of opportunities and threats with the internal factors of strengths and weaknesses that resulted in the choice of strategy (Aulia et al., 2021). It is also strengthened by the theory in the journal which states that SWOT analysis is a tool used by a company to identify or evaluate the company's internal and external factors. (Syaiful, 2020)
The results of the SWOT analysis that have been carried out are then mapped into a SWOT matrix. Based on the journal (Setyorini et al., 2016) SWOT Matrix This SWOT matrix is a decision-making formulation tool to determine the strategy taken based on logic to maximize strengths and opportunities, but at the same time minimize company weaknesses and threats. The stages in compiling the SWOT matrix are as follows:
 - 1) Compile a list of the company's external opportunities and threats and the company's internal strengths and weaknesses
 - 2) Develop an SO (Strength-Opportunity) strategy by matching internal strengths and external opportunities.
 - 3) Develop a WO (Weakness-Opportunity) strategy by matching internal weaknesses and external opportunities.
 - 4) Develop a ST (Strength-Threat) strategy by matching internal strengths and external threats.
 - 5) Develop a WT (Weakness-Threat) strategy by matching internal weaknesses and threats.

This SWOT matrix can clearly describe how the opportunities and threats are faced so that they can be adjusted to their strengths and weaknesses (Delita et al., 2017).

3. RESULTS AND DISCUSSION

Internal Environmental Analysis Marketing

Marketing at Circle Motoclean company aims to increase the number of customers who use the services offered by Circle Motoclean in order to increase revenue generation. Circle Motoclean customers are not always people who live close to the Circle Motoclean location, but there are also Customers who live far from the Circle Motoclean location who happen to be passing around the Circle Motoclean location. therefore Circle Motoclean uses the power of social media as a means to add strength in its marketing field. Circle Motoclean has penetrated into social media regarding marketing, especially online, such as Facebook and Instagram. The impact of online marketing is quite fruitful, although not too significant. However, the positive thing that can be used is that Circle Motoclean seems to have a place to promote their work to the general public.

However, Aditya Affandi revealed that in the near future Circle Motoclean will try to use discount promos for some of the maintenance services offered. Organizing Organizing is the process of assigning tasks, allocating resources and organizing activities in a coordinated manner to each employee to support the achievement of the goals that have been set. Aditya Affandi always reminds every employee to continue to improve and maintain performance both in terms of discipline, work quality and maintain consistency of work time so that customers do not get tired of waiting.

Finance

Financial planning aims to increase the amount of income received by Circle Motoclean, allocate finance for daily operational activities such as purchasing tools and materials, marketing activities such as banner renewal and renovation of business premises, human resources such as payroll and service operational activities contained in Circle. Motoclean. This is intended to be able to control the use of finance according to their needs. As the business progresses from time to time, employees' understanding of the importance of being wise in using operational facilities, tools and materials is more mature, this is because employees already know and understand the importance of this in order to save the budget spent on Circle Motoclean operational needs every day. with the hope that Circle Motoclean can allocate its profit funds to add other business facilities so that its income will increase and Circle Motoclean can continue to grow.

Human Resources

Circle Motoclean's human resource planning includes the activities of the recruitment, selection and training process for these human resources as needed. According to Aditya Affandi as a business owner, employees should have an interest in the automotive sector, especially motorcycles, he believes that with an interest in the automotive sector, employees will enjoy their work, communicate more smoothly with customers about vehicles, easily express ideas and creativity in a similar business. and more proficient in doing work at Circle Motoclean.

Occasional briefing activities are carried out to make employees more enthusiastic in carrying out the duties and responsibilities that have been determined by the leader. The purpose of the direction and control carried out by Circle Motoclean is to evaluate employee performance within a certain period of time whether it is in accordance with SOP (standard operating procedure).) that has been agreed in advance or whether there are SOP updates submitted by employees to make work easier, more effective and efficient. It also aims to avoid complaints from customers about the performance and service of Circle Motoclean employees.

The following are the strengths of Circle Motoclean

a. Strategic location

Circle Motoclean terletak di Jl.Kebon gedang No.12 kota Bandung yang berdekatan dengan jalan raya yaitu Jalan Kiaracandong yang membawa keuntungan tersendiri. Hal ini dikarenakan Jl. Kiaracandong merupakan akses kendaraan yang cukup besar, di jalan ini pun terdapat pasar tradisional dan stasiun yang sudah sangat lama berdiri yaitu Stasiun Kiaracandong. Lokasi Circle Motoclean pun merupakan akses alternatif menuju Jl. Gatot Subroto yang juga merupakan akses kendaraan yang cukup besar, di Jl Gatot Subroto juga terdapat pasar tradisional Cangkring dan Mall Trans Studio Bandung. Oleh karena itu, lokasi Circle Motoclean tidak henti-hentinya dilalui oleh pengguna kendaraan khususnya motor dari pagi hingga malam hari sehingga Circle Motoclean tidak terlalu harus mengeluarkan banyak budget dalam hal promosi.

b. The price is quite cheap

The price offered by Circle Motoclean to customers is considered quite cheap when compared to its closest competitor who has a similar motorcycle washing business, namely a vehicle salon, especially motorcycles.

The following are the weaknesses of Circle Motoclean

- a) Lack of employee discipline
- b) The promotions are still lacking

External Environmental Analysis

External environment analysis is conducted to measure the level of opportunities and threats that Circle Motoclean can take advantage of in the future. In analyzing the external environment, Circle Motoclean uses Porter's Five Forces analysis :

a. *Threat of New Entrants*

With the vehicle salon business category, which is a fairly heavy consideration for prospective new businessmen and beginners, in addition to the large material capital, the land area that must be qualified and new players must also be equipped with automotive knowledge and skills so that the output produced can be maximized. However, in dealing with the risk of new entrants, Circle Motoclean routinely evaluates the performance of its employees in order to consistently provide the best service to each of its customers, this is done by means of direct evaluation or direct direction given by Aditya Affandi as the business owner who also participates. and contribute to the business location.

b. *Threat of Substitutes*

The quality of Circle Motoclean's service output is very satisfying compared to other motorcycle washing services, this is because Circle Motoclean employees are individuals who really like the automotive field, so customers can communicate directly and get the best solution regarding complaints about their personal vehicles. This can cause customers to become loyal to the services provided by Circle Motoclean. However, there are still threats in this regard, for example, washing motorbikes using hydraulics or washing motorbikes with more comfortable waiting room facilities and the availability of wifi in the workshops. Therefore it is necessary to prevent or overcome so that customers remain loyal to the services offered by maintaining the best performance and service quality of Circle Motoclean.

c. *Bargaining Power of Buyers*

For operational materials such as shampoo, degreaser and silicone, Circle Motoclean has 2 suppliers, namely Otolux and CV.AJChem, each with their own advantages and disadvantages. For Otolux suppliers, the quality of materials is better when compared to CV.AJChem, but when viewed from the price of products from CV.AJChem it is more affordable, and purchases can be delivered to the location, it is different with Otolux which has to take away from the sales location. So it can be concluded that Circle Motoclean only has to choose a manufacturer of operational materials according to their needs and urgency.

d. *Bargaining Power of Suppliers*

Circle Motoclean has the principle that as a service provider in the service sector, you must prioritize the results of the services offered. when the quality of the results consistently satisfies customer needs and the relationship with customers continues to run well, then Circle Motoclean will continue to follow similar market trends in terms of price offerings.

e. *Rivalry of Competitors*

Circle Motoclean is one of the more complete motorcycle washing businesses than other motorcycle wash businesses in terms of the diversity of service provision in the same place. so that the target market is wider. However, there are still threats from other similar businesses, such as Daily Clean Detailing, which has more modern workshops and more modern tools. This is a separate consideration to further complement the facilities that are profitable for customers so that customers continue to be loyal to using Circle Motoclean services.

SWOT analysis

Based on the identification of the internal and external factors of Circle Motoclean above, a SWOT analysis can be performed by matching the Circle Motoclean matrix. This matrix can describe the opportunities and threats from external factors faced by the company and adjust them to the strengths and weaknesses of the internal factors owned by Circle Motoclean. The following is a matrix that describes the SWOT Circle Motoclean:

Table 1. SWOT Matrix

<p style="text-align: center;">Strength (S)</p> <ol style="list-style-type: none"> 1. Cheap price 2. Strategic location which is close to highways, shopping centers and residential areas. 3. Have competent employees in the automotive sector 	<p style="text-align: center;">Weakness (W)</p> <ol style="list-style-type: none"> 1. The facilities owned need to be updated 2. Lack of employee discipline 3. The promotions are still lacking 	<p style="text-align: center;">Opportunity (O)</p> <ol style="list-style-type: none"> 1. The number of motorcycle users who continue to 2. Grow 3. Urban lifestyle 4. Close to residential areas and shopping centers.
<p style="text-align: center;">Threats (T)</p> <ol style="list-style-type: none"> 1. The emergence of newcomers 2. Limited suppliers 3. Competition for prices and services is getting tougher. 	<p style="text-align: center;">Strategy SO</p> <ul style="list-style-type: none"> - Develop customer loyalty (S1, O1) - Improve marketing strategy (S2, O2) - Added types business other than motorcycle washing services but can be run simultaneously (S3, O3) 	<p style="text-align: center;">Strategy WO</p> <p>Added facilities that do not yet exist (W1, O1). Looking for additional competent employees (W2, O2) Conduct regular promotions (W3, O3)</p>
<p style="text-align: center;">Strategi ST</p> <ol style="list-style-type: none"> 1. Improving the quality of service to consumers (S1, T1) 2. Looking for other suppliers (S2, T2) 3. Maximizing HR performance (S3, T3) 	<p style="text-align: center;">Strategi WT</p> <ul style="list-style-type: none"> - Updating existing facilities (W1, T1) - Improve and improve HR performance (W2, T2)- - Conduct regular promotions, improve product quality and marketing strategy (W3, T3) 	

Based on the results of the SWOT analysis, several things that Circle Motoclean can do are:

1. Based on SO . strategy
 - a) Developing customer loyalty, Developing customer loyalty by improving services and relationships between Circle Motoclean employees so that customers feel satisfied using motorcycle washing services at Circle Motoclean.
 - b) Improving marketing strategy, Circle Motoclean must be able to increase marketing with attractive promotions and discount offers, with the hope of increasing the number of consumers through expanding market share.
 - c) Adding new employees, Circle Motoclean can add new employees in order to increase the number of customers who use Circle Motoclean services every day.
2. Based on the WO . strategy
 - a) Addition of facilities, build new facilities such as the provision of free wifi, this aims to increase the comfort of consumers using Circle Motoclean services.
 - b) Looking for new employees, replacing employees who are less disciplined with new employees who are more disciplined at work.
 - c) Conduct regular promotions, this needs to be done considering that the current promotions are still lacking. Circle Motoclean can do promotions by making flyers or distributing brochures or creating discount and promo banners.
3. Based on ST . strategy
 - a) Improving customer service, Circle Motoclean must be able to prove to consumers, even though the prices offered are relatively cheap, they still pay attention to service quality.
 - b) Looking for other suppliers, Circle Motoclean should look for other suppliers in order to get more references regarding convenience and price per transaction.
 - c) Maximizing HR performance, Circle Motoclean can maximize the performance of existing HR.
4. Based on WT strategi strategy
 - a) Updating existing facilities, Circle Motoclean can improve existing facilities, such as waiting rooms that are made more comfortable for consumers, such as providing wifi or television.

4. CONCLUSIONS

Overall management functions in each of its business functions have been running, but there are still various problems, especially in the management of human resources. The two main problems with Circle Motoclean, the first is the lack of discipline of employees which results in delays in operational processes, the second is that all business functions are only regulated by Aditya Affandi. The management of Circle Motoclean is completely left to the employees, this of course results in the absence of supervision. Business location determination factors and price quotes can be used to improve the results of a business research, therefore the authors hope that there will be further research on similar businesses by considering business location factors and price quotes in the future.

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