

DAFTAR PUSTAKA

- Asiah, Nurul, Laras Cempaka, Kurnia Ramadhan, and Stephanie Hoseva Matatula. 2020. *Prinsip Dasar Penyimpanan Pangan Pada Suhu Rendah*. Nasmedia. Vol. 1. BPOM RI. /1021. *Pedoman Cara Pengolahan Dan Penanganan Olahan Beku Yang Baik*. Badan Pengawas Obat Dan Makanan.
- Creswell, Jhon W., and Cheryl N. Poth. 2018. *Qualitative Inquiry & Research Design Choosing Among Five Approaches*. 4th Editio. Thousand Oaks, California: Sage Publications.
- DOĞAN, Murat. 2023. "The Effect of Relationship Marketing Practices on Customer Loyalty in the Food Service Industry: A Qualitative Study on Senior Sales and Marketing Professionals." *Journal of Tourism and Gastronomy Studies*, no. July. <https://doi.org/10.21325/jotags.2023.1254>.
- FAO. 2019. *Sustainable Food Cold Chains: Opportunities, Challenges and the Way Forward*. *Sustainable Food Cold Chains: Opportunities, Challenges and the Way Forward*. <https://doi.org/10.4060/cc0923en>.
- Fernandes, Luis Miguel da Costa. 2024. "The Commitment-Trust Theory: Key Insights and Contemporary Applications." *International Journal of Allied Research in Marketing and Management (IJARMM)* 10 (3): 1–5. <https://doi.org/10.5281/zenodo.13144099>.
- Fill, and Fill. 2004. "Business-to-Business Marketing." *Marketing Briefs*, 240–45. <https://doi.org/10.4324/9780080479217-49>.
- Intelligence, Mordor. /1024. "Indonesia Frozen Food Market Future Pathways: Strategic Insights to 2033." MRA. /1024.
- Ismatul Hasanah, Indria Dwi Hapsari, and Imam Arifi. 2024. "Frozen Food Business Strategy Analysis 'UD. Fresh FrozenFood' With 10 Types Of Innovation And Business Model Canvas." *Jurnal Ekonomi* 13 (04): 1195–1203. <https://doi.org/10.54209/ekonomi.v13i04.5732>.
- Mardiani, Eri, Eva Yuniarti Utami, and Muhammad Umer Farooq Mujahid. /1023. "B2B Digital Marketing and ROI Measurement: Challenges and Opportunities in the Business-to-Business Industry for MSMEs in Indonesia." *West Science Interdisciplinary Studies* 1 (09): 867–75. <https://doi.org/10.58812/wsis.v1i09.249>.
- Mir-Bernal, Pedro, and Teresa Sadaba. /1022. "The Ultimate Theory of the Marketing Mix: A Proposal for Marketers and Managers." *International Journal of Entrepreneurship* 16 (4): 1–23. <https://www.researchgate.net/publication/360075989>.
- Morgan, Robert M, and Shelby D Hunt. 1994. "The Commitment-Trust Theory Of" 58 (July): /10–38.
- Pressley, Milton M. n.d. "Chapter 1 Defining Marketing for the St 21 Century by PowerPoint By," 1–31.
- Salim, James Wijaya, and Nila Armelia Windasari. /1025. "Retail Strategy Across and B2C Segments: Evidence from Indonesian Frozen Food Retailers" 9:957–66.
- Tedja, Budiarto, Mochammad Al Musadieq, Edy Yulianto, and Andriani Kusumawati. 2024. "Sustaining Success in B2B Partnerships: Exploring Intention to Continue the Relationship." *Sustainability (Switzerland)* 16 (10). <https://doi.org/10.3390/su16104211>.

- Wancirina, Dinar Cahya, and Erlita Ridanasti. 2024. "Business Design And Implementation Of Pricing Strategies To Maintain The Frozen Food Business." *International Journal of Economics, Business and Innovation Research* 3 (03): 325–38. <https://www.e-journal.citakonsultindo.or.id/index.php/IJEBIR/article/view/864>.
- Wijaya, Pandu, and Agustinus Hariadi Djoko Purwanto. 2025. "Achieving Zero-Defect Production: A Data-Driven Strategy for Reject Reduction in a B2B Frozen Food Factory." *Asian Journal of Applied Business and Management* 4 (3): 1101–10. <https://doi.org/10.55927/ajabm.v4i3.441>.