

DAFTAR PUSTAKA

- Ade Octavia, & Ali, H. (2017). The Model of Market Orientation , Entrepreneurial Orientation and Business Performance of Small and Medium Enterprises. *International Review of Management and Marketing*, 7(3), 331–337.
- Afuah, A. (2003). Redefining firm boundaries in the face of the internet: Are firms really shrinking? *Academy of Management Review*, 28(1), 34–53. <https://doi.org/10.5465/AMR.2003.8925207>
- Ahmad, K., & Zabri, S. M. (2016). The effect of non-financial performance measurement system on firm performance. *International Journal of Economics and Financial Issues*, 6(6Special Issue), 50–54.
- Ali, G. A., Hilman, H., & Gorondutse, A. H. (2020a). Effect of entrepreneurial orientation, market orientation and total quality management on performance: Evidence from Saudi SMEs. *Benchmarking*, 27(4), 1503–1531. <https://doi.org/10.1108/BIJ-08-2019-0391>
- Ali, G. A., Hilman, H., & Gorondutse, A. H. (2020b). Effect of entrepreneurial orientation, market orientation and total quality management on performance: Evidence from Saudi SMEs. *Benchmarking : An International Journal*, 27(4), 1503–1531. <https://doi.org/10.1108/BIJ-08-2019-0391>
- Alwi, T., & Handayani, E. (2018). Keunggulan Bersaing Ukm Yang Dipengaruhi Oleh Orientasi Pasar Dan Inovasi Produk. *Jurnal Pengembangan Wiraswasta*, 20(3), 193. <https://doi.org/10.33370/jpw.v20i3.256>
- Amit, R., & Schoemaker, P. J. H. (1993). STRATEGIC ASSETS AND ORGANIZATIONAL RENT. *Strategic Management Journal*, 14(1), 33–46.
- Appiah-Adu, K., & Ranchhod, A. (1998). Market orientation and performance in the biotechnology industry: An exploratory empirical analysis. *Technology Analysis and Strategic Management*, 10(2), 197–210. <https://doi.org/10.1080/09537329808524311>
- Arifin, I., Soedijono, B., & Nasiri, A. (2020). Rencana Strategis Sistem Informasi Untuk Meningkatkan Keunggulan Dengan Ward And Peppard. *Creative Information Technology Journal*, 6(1), 64. <https://doi.org/10.24076/citec.2019v6i1.244>
- Armstrong, G., & Kotler, P. (2009). *Marketing an Introduction Ninth Edition*. Pearson Education International.
- Asisdiq, I., Sudding, & Side, S. (2017). И Актуальная Проблема Здоровья Населения [1 , 2 , 12]. Он Оказывает Многосторонние Воздей - Ние Индивида И Даже На Продолжительность Жизни , Вовлекая Все Сферы Жизнедеятельности Человека И Откладывая Отпечаток На Возможности И Способы Взаимодействия Орг. *Pendidikan Kimia PPs UNM*, 1(1), 91–99.
- Ayuningrum, D. I., & Pangestuti, E. (2018). Pengaruh Inovasi Terhadap Keunggulan Bersaing Dan Kepuasan Pengunjung Industri Pariwisata Di Kabupaten Bojonegoro. In *Jurnal Administrasi Bisnis (JAB)* (Vol. 60, Issue 1). <http://administrasibisnis.studentjournal.ub.ac.id/>
- Aziz, N. N. A., & Samad, S. (2016). Innovation and Competitive Advantage: Moderating Effects of Firm Age in Foods Manufacturing SMEs in Malaysia. *Procedia Economics and Finance*, 35(October 2015), 256–266. [https://doi.org/10.1016/s2212-5671\(16\)00032-0](https://doi.org/10.1016/s2212-5671(16)00032-0)
- Baldwin, J., & Sabourin, D. (1999). Innovative activity in Canadian food processing

- establishments: the importance of engineering practices. *International Journal of Technology Management*, 20(5–8), 511–527. <https://doi.org/10.1504/ijtm.2000.002877>
- Barney, J. B. (1991). Firm Resources and Sustained Competitive Advantage. *Journal of Management*, 17, 99–120.
- Barney, J. B., Ketchen, D. J., & Wright, M. (2011). The future of resource-based theory: Revitalization or decline? *Journal of Management*, 37(5), 1299–1315. <https://doi.org/10.1177/0149206310391805>
- Barney, J. B., & Mackey, T. B. (2005). Testing Resource Based Theory. In *Research Methodology In Strategy And Management* (Vol. 5, Issue 1).
- Baron, M. R., A. D., & Kenny. (1986). *Moderator Mediator Variables Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations*. *Journal of Personality and Social Psychology*.
- Barrutia, J. M., & Echebarria, C. (2015). Resource-based view of sustainability engagement. *Global Environmental Change*, 34, 70–82. <https://doi.org/10.1016/j.gloenvcha.2015.06.009>
- Bereket Mamo Buli. (2017). Entrepreneurial orientation, market orientation and performance of SMEs in the manufacturing industry: evidence from Ethiopian enterprises Bereket. *Management Research Review*, 40(3).
- Boumol, W. J., Panzar, J. C., & Willig, R. D. (1983). Contestable Markets: An Uprising in the Theory of Industry Structure. *The American Economic Review*, 73(1), 491–496.
- Buli, B. M. (2017). Entrepreneurial orientation, market orientation and performance of SMEs in the manufacturing industry: evidence from Ethiopian enterprises. *Management Research Review*, 40(2). <https://doi.org/10.1108/MRR-08-2013-0185>
- Cardeal, N., & Antonio, N. (2012). Valuable, rare, inimitable resources and organization (VRIO) resources or valuable, rare, inimitable resources (VRI) capabilities: What leads to competitive advantage? *African Journal of Business Management*, 6(37), 10159–10170. <https://doi.org/10.5897/ajbm12.295>
- Chin, W. W. (1998). *The partial least squares approach for structural equation modeling*. Lawrence Erlbaum Associates.
- Christa, U. R., & Kristinae, V. (2021). The effect of product innovation on business performance during covid 19 pandemic. *Uncertain Supply Chain Management*, 9(1), 151–158. <https://doi.org/10.5267/j.uscm.2020.10.006>
- Christensen, C. M., Baumann, H., Ruggles, R., & Sadtler, T. M. (2006). *Disruptive Innovation for Social Change*. Harvard Business Review.
- Cohen, J., Cohen, P., West, S. G., & Aiken, L. S. (2003). *Applied multiple regression/correlation analysis for the behavioral sciences*. NJ: Erlbaum: Mahwah.
- Cronbach, L. J. (1971). *Test Validation*, in *Educational Measurement*. American Council on Education.
- Daniel Muijs. (2004). *Doing Quantitative Research in Education with SPSS*. Sage Publications.
- Danneels, E. (2002). The dynamics of product innovation and firm competences. *Strategic Management Journal*, 23(12), 1095–1121. <https://doi.org/10.1002/smj.275>

- Day, G. (1984). *Strategic Market Planning: The Pursuit of Competitive Advantage*. West Publishing Company,.
- Day, G. S. (1994). The Capabilities of Market-Driven.pdf. *Journal of Marketing*, 58(4), 37–52.
- Day, G. S., & Wensley, R. (1988). Assessing Advantage: A Framework for Diagnosing Competitive Superiority. *Journal of Marketing*, 52(2), 1–20. <https://doi.org/10.2307/1251261>
- Dias, C., & Escoval, A. (2013). Improvement of hospital performance through innovation: Toward the value of hospital care. *Health Care Manager*, 32(3), 268–279. <https://doi.org/10.1097/HCM.0b013e31828ef60a>
- Dierickx, I., & Cool, K. (1989). Asset Stock Accumulation and Austainability of Competitiuve Advantage. *Management Science*, 35(12), 1504–1512.
- Fairoz, F. M., Hirobumi, T., & Tanaka, Y. (2010). Entrepreneurial Orientation and Business Performance of Small and Medium Scale Enterprises of Hambantota District Sri Lanka. *Asian Social Science*, 6(3). <https://doi.org/10.5539/ass.v6n3p34>
- Feng, C. M., & Jeng, K. Y. (2005). Analyzing airline service improvement strategy through importance and performance analysis. *Journal of the Eastern Asia Society for Transportation Studies*, 6, 782–797.
- Finney, R. Z., Lueg, J. E., & Campbell, N. D. (2008). Market pioneers, late movers, and the resource-based view (RBV): A conceptual model. *Journal of Business Research*, 61(9), 925–932. <https://doi.org/10.1016/j.jbusres.2007.09.023>
- Gent, U., Economie, F., & Bedrijfskunde, E. N. (2014). *An exploratory study on the state of customer involvement in product and service innovation*.
- Gharakhani, D., & Mousakhani, M. (2012). Knowledge management capabilities and SMEs' organizational performance. *Journal of Chinese Entrepreneurship*, 4(1), 35–49. <https://doi.org/10.1108/17561391211200920>
- Ghemawat, P. (1986). Sustainable Advantage. *Harvard Business Review*, 64, 53–58.
- Ghozali, I. (2005). *Aplikasi Analisis Multivariate dengan SPSS*. Badan Penerbit UNDIP.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Ginting, M., & Sembiring, H. (2018). *The Effect of Product Innovation, Product Quality And City Image on Purchase Decision of Uis Karo Woven Fabric*. 46(Ebic 2017), 593–598. <https://doi.org/10.2991/ebic-17.2018.94>
- Goodhue, D. L., Lewis, W., Thompson, R., & Thompson, R. (2018). *QÍarterjy*. 36(3), 981–1001.
- Grant, A. M. (2008). The Significance of Task Significance: Job Performance Effects, Relational Mechanisms, and Boundary Conditions. *Journal of Applied Psychology*, 93(1), 108–124. <https://doi.org/10.1037/0021-9010.93.1.108>
- Grinstein, A. (2008). The relationships between market orientation and alternative strategic orientations: A meta-analysis. *European Journal of Marketing*, 42(1–2), 115–134. <https://doi.org/10.1108/03090560810840934>
- Guisado-González, M., Guisado-Tato, M., & Sandoval-Pérez, Á. (2013). Determinants of innovation performance in Spanish hospitality companies: analysis of the coexistence of innovation strategies. *Service Industries Journal*, 33(6), 580–593. <https://doi.org/10.1080/02642069.2011.614343>

- Ha, S.-T., Lo, M.-C., & Wang, Y.-C. (2016). Relationship between Knowledge Management and Organizational Performance: A Test on SMEs in Malaysia. *Procedia - Social and Behavioral Sciences*, 224(August 2015), 184–189. <https://doi.org/10.1016/j.sbspro.2016.05.438>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2018). The Results of PLS-SEM Article information. *European Business Review*, 31(1), 2–24.
- Hamel, G. (2006). The Why, What, and How of Management Innovation. *Arvard Business Review*, 84, 72.
- Hariyanti, H., & Nuryati, N. (2022). Building business strategies through entrepreneurship competence and product innovation to improve performance. *Journal of Business and Banking*, 11(2), 183. <https://doi.org/10.14414/jbb.v11i2.2723>
- Hartini, S. (2012). Peran Inovasi: Pengembangan Kualitas Produk dan Kinerja Bisnis. *Jurnal Manajemen Dan Kewirausahaan*, 14(1), 82–88. <https://doi.org/10.9744/jmk.14.1.83-90>
- He, J., Hu, C., & Lin, C. C. (2022). Service Innovation, Inter-organizational Trust, and Performance in Hospital Platforms: Social Network and Agency Perspectives. *Frontiers in Public Health*, 10(March), 1–9. <https://doi.org/10.3389/fpubh.2022.819371>
- Helfat, C. E., & Raubitschek, R. S. (2018). Dynamic and integrative capabilities for profiting from innovation in digital platform-based ecosystems. *Research Policy*, 47(8), 1391–1399. <https://doi.org/10.1016/j.respol.2018.01.019>
- Henseler, J. (2010). On the convergence of the partial least squares path modeling algorithm. *Computational Statistics*, 25(1), 107–120. <https://doi.org/10.1007/s00180-009-0164-x>
- Henseler, J., & Chin, W. W. (2010). A comparison of approaches for the analysis of interaction effects between latent variables using partial least squares path modeling. *Structural Equation Modeling*, 17(1), 82–109. <https://doi.org/10.1080/10705510903439003>
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing*, 20, 277–319. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)
- Herman, H., Hady, H., & Arafah, W. (2018). The Influence of Market Orientation and Product Innovation on the Competitive Advantage and Its Implication toward Small and Medium Enterprises (Ukm) Performance. *International Journal of Science and Engineering Invention*, 4(08), 8–21. <https://doi.org/10.23958/ijsei/vol04-i08/02>
- HILMI, & Zuhail, M. (2021). pENGARUH INOVASI, IMPLEMENTASI TOTAL QUALITY MANAGEMENT (TQM) DAN ORIENTASI KEWIRAUSAHAAN TERHADAP STRATEGI KEUNGGULAN BERSAING DALAM MEMBANGUN KINERJA PERUSAHAAN (Studi pada Usaha Kecil Menengah (UKM) Industri Pengolahan Ikan di Kota Semarang. *Universitas Diponegoro*.
- Homburg, C., & Pflesser, C. (2000). A multiple-layer model of market-oriented organizational culture: Measurement issues and performance outcomes. *Journal of Marketing Research*, 37(4), 449–462. <https://doi.org/10.1509/jmkr.37.4.449.18786>

- Hoopes, D. G., Madsen, T. L., & Walker, G. (2003). Guest editors' introduction to the special issue: Why is there a resource-based view? Toward a theory of competitive heterogeneity. *Strategic Management Journal*, 24(10 SPEC ISS.), 889–902. <https://doi.org/10.1002/smj.356>
- Huda, S., Alam, M. A., & Sharma, P. K. (2020). Smart nanocarriers-based drug delivery for cancer therapy: An innovative and developing strategy. *Journal of Drug Delivery Science and Technology*, 60(May). <https://doi.org/10.1016/j.jddst.2020.102018>
- Hyland, P., & Gieskes, J. (2004). Journal of Manufacturing Technology Management: Guest editorial. *Journal of Manufacturing Technology Management*, 15(4), 313–314.
- Ismail, M. D., Domil, A. K. A., & Isa, A. M. (2014). Managerial Competence, Relationship Quality and Competitive Advantage among SME Exporters. *Procedia - Social and Behavioral Sciences*, 115(Icices 2013), 138–146. <https://doi.org/10.1016/j.sbspro.2014.02.422>
- Jannah, M., Irawati, A., & Purnomo, H. (2019). Miftakhul, Anugrahini, Hadi Pengaruh Orientasi Kewirausahaan ,.... *Eco-Entrepreneurship*, 5(2), 33–48.
- Jaworski, B., Kohli, A. K., & Sahay, A. (2000). Market-driven versus driving markets. *Journal of the Academy of Marketing Science*, 28(1), 45–54. <https://doi.org/10.1177/0092070300281005>
- Jogaratanam, G. (2017). The effect of market orientation, entrepreneurial orientation and human capital on positional advantage: Evidence from the restaurant industry. *International Journal of Hospitality Management*, 60, 104–113. <https://doi.org/10.1016/j.ijhm.2016.10.002>
- Jones, G. ., & J.M., G. (2009). *Contemporary Management*. McGraw-Hill.
- Kamboj, S., & Rahman, Z. (2017). Market orientation, marketing capabilities and sustainable innovation: The mediating role of sustainable consumption and competitive advantage. *Management Research Review*, 40(6), 698–724. <https://doi.org/10.1108/MRR-09-2014-0225>
- Kaplan, M. D. (2009). The relationship between perceived innovativeness and emotional product responses: A brand oriented approach. *Innovative Marketing*, 5(1), 39–47.
- Keilor, Bruce, D., & Hult, Tomas, M. (1999). Market orientation, entrepreneurial orientation and performance in emerging markets. *International Marketing Review*, 16(1), 65–84.
- Kim, J. H., Seok, B. I., Choi, H. J., Jung, S. H., & Yu, J. P. (2020). Sustainable management activities: A study on the relations between technology commercialization capabilities, sustainable competitive advantage, and business performance. *Sustainability (Switzerland)*, 12(19), 1–31. <https://doi.org/10.3390/su12197913>
- Kirca, A. H., & Hult. (2009). Market orientation, entrepreneurial orientation and performance in emerging markets. *International Marketing Review*, Vol. 26 No, 633–650.
- Kohli, A. K., & Jaworski, B. J. (1990a). *Market Orientation : The*. 54(April), 1–18.
- Kohli, A. K., & Jaworski, B. J. (1990b). Market Orientation : The. *Journal of Marketing*, 54(April), 1–18.
- Länsisalmi, H., Kivimäki, M., Aalto, P., & Ruoranen, R. (2006). Innovation in healthcare: A systematic review of recent research. *Nursing Science Quarterly*,

- 19(1), 66–72. <https://doi.org/10.1177/0894318405284129>
- Lippman, S. A., & Rumelt, R. P. (1982). Uncertain Imitability: An Analysis of Interfirm Differences in Efficiency under Competition. *The Bell Journal of Economics*, 13(2), 418–438. <https://doi.org/10.2307/3003464>
- Lloret, A. (2016). Modeling corporate sustainability strategy. *Journal of Business Research*, 69(2), 418–425. <https://doi.org/10.1016/j.jbusres.2015.06.047>
- Lopes, J., Farinha, L., Ferreira, J. J., & Silveira, P. (2018). Does regional VRIO model help policy-makers to assess the resources of a region? A stakeholder perception approach. *Land Use Policy*, 79(March), 659–670. <https://doi.org/10.1016/j.landusepol.2018.07.040>
- Lukas, B. A., & Ferrell, O. C. (2000). The effect of market orientation on product innovation. *Journal of the Academy of Marketing Science*, 28(2), 239–247. <https://doi.org/10.1177/0092070300282005>
- Madiastuty, R. (2022). Pengaruh Orientasi Kewirausahaan dan Orientasi Pasar Sebagai Strategi Menciptakan Keunggulan Bersaing Untuk Meningkatkan Kinerja Usaha. *Jurnal Ilmiah Indonesia*, 7(3).
- Mark, J., & Nwaiwu, J. (2015). Impact of Political Environment on Business Performance of Multinational Companies in Nigeria. *African Research Review*, 9(3), 1. <https://doi.org/10.4314/afrev.v9i3.1>
- Marshella. (2022). *THE EFFECT OF MARKET ORIENTATION ON BUSINESS PERFORMANCE DURING THE PANDEMIC ERA THROUGH INNOVATION (A STUDY ON CULINARY MSMEs OF LEGO-LEGO CPI OF MAKASSAR CITY)*. Universitas Hasanuddin.
- Na, Y. K., Kang, S., & Jeong, H. Y. (2019). The effect of market orientation on performance of sharing economy business: Focusing on marketing innovation and sustainable competitive advantage. *Sustainability (Switzerland)*, 11(3), 1–19. <https://doi.org/10.3390/su11030729>
- Narver, J. C., & Slater, S. F. (2012). The Effect of Market Orientation on Business Profitability. *Developing a Market Orientation*, 45–78. <https://doi.org/10.4135/9781452231426.n3>
- Naser, K., Karbhari, Y., & Zulkifli Mokhtar, M. (2004). Impact of ISO 9000 registration on company performance: Evidence from Malaysia. *Managerial Auditing Journal*, 19(4), 509–516. <https://doi.org/10.1108/02686900410530510>
- Naver, J. C., & Slater, S. F. (1990). The Effect of a Market Orientation on Business Profitability. *Journal of Marketing*, 54, 20–35.
- Nemati, A. R., Khan, K., & Iftikhar, M. (2010). Impact of innovation on customer satisfaction and brand loyalty, a study of mobile phones users in Pakistan. *European Journal of Social Sciences*, 16(2), 307–314.
- Nili, A., Tate, M., Barros, A., & Johnstone, D. (2020). An approach for selecting and using a method of inter-coder reliability in information management research. *International Journal of Information Management*, 54(July 2019). <https://doi.org/10.1016/j.ijinfomgt.2020.102154>
- Nwokah, N. G. (2008). Strategic market orientation and business performance: The study of food and beverages organisations in Nigeria. *European Journal of Marketing*, 42(3–4), 279–286. <https://doi.org/10.1108/03090560810852922>
- Omachonu, V. K., & Einspruch, N. G. (2010). Innovation in healthcare delivery systems: A conceptual framework. *Innovation Journal*, 15(1), 1–20.

- Perdomo-Ortiz, J., González-Benito, J., & Galende, J. (2009). The intervening effect of business innovation capability on the relationship between Total Quality Management and technological innovation. *International Journal of Production Research*, 47(18), 5087–5107. <https://doi.org/10.1080/00207540802070934>
- Peteraf, M. A. (1993). The Cornerstones Of Competitive Advantage : A Resource-Based View. *Strategic Management Journal*, 14, 179–191. <https://doi.org/10.4324/9780203847589>
- Popa, S., Soto-Acosta, P., & Perez-Gonzalez, D. (2018). An investigation of the effect of electronic business on financial performance of Spanish manufacturing SMEs. *Technological Forecasting and Social Change*, 136, 355–362. <https://doi.org/10.1016/j.techfore.2016.08.012>
- Porter, M.E. (1985). *The Competitive Advantage: Creating and Sustaining Superior Performance*. Free Press.
- Porter, Michael E, & Teisberg, E. O. (2006). *Redefining Health Care: Creating Value-Based Competition on Results*. Harvard Business School Press.
- Potjanajaruwit, P. (2018). Competitive advantage effects on firm performance: a case study of startups in Thailand. *Journal of International Studies*, 11(3), 104–111. <https://doi.org/10.14254/2071-8330.2018/11-3/9>
- Prahalad, C. K., & Hamel, G. (1990). The core competence of the corporation. *Knowledge and Strategy*, 41–60. <https://doi.org/10.1016/b978-0-7506-7223-8.50003-4>
- Priyatno, D., & Susanto, A. (2008). *Mandiri Belajar SPSS (Untuk Analisis Data dan Uji Statistik)*. MediaKom.
- Putri, M. A. L., Yasa, N. N. K., & Giantari, I. G. A. K. (2018). Peran Inovasi Produk Memediasi Orientasi Pasar Terhadap Kinerja UKM Kerajinan Endek Di Kabupaten Klungkung. *INOBI: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 1(4), 522–534. <https://doi.org/10.31842/jurnal-inobis.v1i4.56>
- Qiu, L., Jie, X., Wang, Y., & Zhao, M. (2020). Green product innovation, green dynamic capability, and competitive advantage: Evidence from Chinese manufacturing enterprises. *Corporate Social Responsibility and Environmental Management*, 27(1), 146–165. <https://doi.org/10.1002/csr.1780>
- Rajapathirana, R. P. J., & Hui, Y. (2018). Relationship between innovation capability, innovation type, and firm performance. *Journal of Innovation and Knowledge*, 3(1), 44–55. <https://doi.org/10.1016/j.jik.2017.06.002>
- Ramadani, V., Hisrich, R. D., Abazi-Alili, H., Dana, L. P., Panthi, L., & Abazi-Bexheti, L. (2019). Product innovation and firm performance in transition economies: A multi-stage estimation approach. *Technological Forecasting and Social Change*, 140(August 2018), 271–280. <https://doi.org/10.1016/j.techfore.2018.12.010>
- Richard, P. J., Devinney, T. M., Yip, G. S., & Johnson, G. (2009). Measuring organizational performance: Towards methodological best practice. *Journal of Management*, 35(3), 718–804. <https://doi.org/10.1177/0149206308330560>
- Riederer, J. P., Baier, M., & Graefe, G. (2005). Innovation management—An overview and some best practices. *C-LAB Report*, 4(3), 1–58.
- Robert G. Cooper. (1976). 기사 (Article) 와 안내문 (Information) [. *The Eletronic Library*, 34(1), 1–5.

- Rodriguez, A. L. L., & Morant, G. A. (2016). Linking Market Orientation, Innovation and Performance: an Empirical Study on Small Industrial Enterprises in Spain. *Journal of Small Business Strategy*, 26(1), 37–50.
- Roozenburg, N. F. M., & Dorst, K. (1998). Describing Design as a Reflective Practice: Observations on Schön's Theory of Practice. *Designers*, 29–41. https://doi.org/10.1007/978-1-4471-1268-6_3
- Sami, P., Rahnavard, F., & Alavi Tabar, A. (2019). The effect of political and business ties on firm performance: The mediating role of product innovation. *Management Research Review*, 42(7), 778–796. <https://doi.org/10.1108/MRR-12-2017-0439>
- Sanusi, A. (2014). *Metodologi Penelitian Bisnis*. Salemba Empat.
- Schiestl, F. P., Huber, F. K., & Gomez, J. M. (2011). Phenotypic selection on floral scent: Trade-off between attraction and deterrence? *Evolutionary Ecology*, 25(2), 237–248. <https://doi.org/10.1007/s10682-010-9409-y>
- Schneider, B., Hanges, P. J., Smith, D. B., Salvaggio, A. N., Schneider, B., Hanges, P. J., Smith, D. B., & Nicole, A. (2003). *Which Comes First: Employee Attitudes or Organizational Financial and Market Performance?* 88(5), 836–851. <https://doi.org/10.1037/0021-9010.88.5.836>
- Setiawan, H. (2012). Pengaruh Orientasi Pasar, Orientasi Teknologi Dan Inovasi Produk Terhadap Keunggulan Bersaing Usaha. *Jurnal Orasi Bisnis*, 8(2), 12–19. <https://jurnal.polsri.ac.id/index.php/admniaga/article/view/160%0Ahttps://jurnal.polsri.ac.id>
- Setyawati, H. A. (2013). PENGARUH ORIENTASI KEWIRAUSAHAAN DAN ORIENTASI PASAR TERHADAP KINERJA PERUSAHAAN MELALUI KEUNGGULAN BERSAING DAN PERSEPSI KETIDAKPASTIAN LINGKUNGAN SEBAGAI PREDIKSI VARIABEL MODERASI (Survey pada UMKM Perdagangan di Kabupaten Kebumen). *Fokus Bisnis: Media Pengkajian Manajemen Dan Akuntansi*, 12(2), 20–32. <https://doi.org/10.32639/fokusbisnis.v12i2.3>
- Shah, S. N. A., & Dubey, S. (2013). Market Orientation and Organizational Performance of Financial Institutions in United Arab Emirates. *Journal of Management & Public Policy*, 4(2), 17–26. <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=90602724&site=ehost-live>
- Shaukat, F., & Ming, J. (2022). Green marketing orientation impact on business performance: Case of pharmaceutical industry of Pakistan. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.940278>
- Shehu, A. M., & Mahmood, R. (2014). Influence of Entrepreneurial Orientation and Business Environment on Small and Medium Firm Performance: A PLS Approach. *Advances in Management & Applied Economics*, 4(4), 101–114.
- Shoham, Y., Powers, R., & Grenager, T. (2006). If multi-agent learning is the answer, what is the question? *Nature Reviews Neuroscience*, 22(1), 55–67. <https://doi.org/10.1038/s41583-020-00395-8>
- Simon, A., Bartle, C., Stockport, G., Smith, B., Klobas, J. E., & Sohal, A. (2015). Business leaders' views on the importance of strategic and dynamic capabilities for successful financial and non-financial business performance. *International Journal of Productivity and Performance Management*, 64(7),

- 908–931. <https://doi.org/10.1108/IJPPM-05-2014-0078>
- Slater, S. F., & Narver, J. C. (1994). Does Competitive Environment Moderate the Market Orientation Performance Relationship? *Journal of Marketing*, 58(January), 46–55. <http://www.jstor.org/stable/1252250>
- Song, M., & Parry, M. E. (1997). The New Determinants of Product Japanese Successes. *Journal of Marketing Research*, 34(1), 64–76.
- Sorensen, R. J., & George. (2009). *Pengantar Studi: Hubungan Internasional*. Pustaka Pelajar.
- Sosik, J. J., Kahai, S. S., & Piovoso, M. J. (2009). Silver bullet or voodoo statistics?: A primer for using the partial least squares data analytic technique in group and organization research. *Group and Organization Management*, 34(1), 5–36. <https://doi.org/10.1177/1059601108329198>
- Stanley, F., John, C., Slater, S. F., & Narver, J. C. (1994). Moderate the Market Orientation-. *Journal of Marketing*, 58(January), 46–55.
- Stephanie. (2018). *Primary Data & Secondary Data: Definition & Example.*” *Statistic How To*. statistic showto.data science central. <https://www.statisticshowto.datasciencecentral.com/primary-datasecondary/>
- Sugiyono. (2002). *Statistika untuk Penelitian*. CV Alfabeta.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif , R&D*. Alfabeta.
- Sugiyono. (2018). *Metode Analisis Data*. CV Alfabeta.
- Suhaeni, T. (2018). Suhaeni, Tintin. *Jurnal Riset Bisnis Dan Investasi*, 4(1), 57–74.
- Suliyanto, & Rahab. (2012a). The Role of Market Orientation and Learning Orientation in Improving Innovativeness and Performance of Small and Medium Enterprises. *Asian Social Science*, 8, 134–145.
- Suliyanto, & Rahab. (2012b). The role of market orientation and learning orientation in improving innovativeness and performance of small and medium enterprises. *Asian Social Science*, 8(1), 134–145. <https://doi.org/10.5539/ass.v8n1p134>
- Sunandar, U., & Samsir. (2016). Pengaruh Karakteristik Kepemimpinan Dan Inovasi Produklayanan Kesehatan Terhadap Kinerja Perusahaan untuk Mencapai Keunggulan Bersaing Padarumah Sakit Awal Bros Pekanbaru. *Jurnal Tepak Manajemen Bisnis*, 8(2). <https://ejournal.unri.ac.id/index.php/JTMB/article/view/3736>
- Taherdoost, H. (2018). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *SSRN Electronic Journal*, 5(3), 28–36. <https://doi.org/10.2139/ssrn.3205040>
- Trarintya, M. A. P., Sawitri, N. P. Y. R., Perdanawati, L. P. V. I., & Santosa, I. M. (2020). The Effect of Market Orientation and Entrepreneurship Orientation to Competitive Advantage and Performance. *Journal of Economics, Finance and Management Studies*, 03(12), 265–275. <https://doi.org/10.47191/jefms/v3-i12-08>
- Udriyah, Tham, J., & Ferdous Azam, S. M. (2019). The effects of market orientation and innovation on competitive advantage and business performance of textile smes. *Management Science Letters*, 9(9), 1419–1428. <https://doi.org/10.5267/j.msl.2019.5.009>
- Un, C. A., Cuervo-Cazurra, A., & Asakawa, K. (2010). R&D collaborations and product innovation. *Journal of Product Innovation Management*, 27(5), 673–

689. <https://doi.org/10.1111/j.1540-5885.2010.00744.x>
- Urbach N., & A. F. (2010). Structural Equation Modeling in Information Systems Research Using Partial Least Squares. *Journal of Information Technology Theory and Application JITTA*, 11(2), 5–40.
- Van Raaij, E. M., & Stoelhorst, J. W. (2008). The implementation of a market orientation: A review and integration of the contributions to date. *European Journal of Marketing*, 42(11–12), 1265–1293. <https://doi.org/10.1108/03090560810903673>
- Vazquez-Avila, G., Sanchez-Gutierrez, J., & Mejia-Trejo, J. (2015). Innovation as Competitiveness Key Factor: SMEs Manufacturing Industry in Guadalajara, Mexico. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2585134>
- Verhees, F. J. H. M., Meulenbergh, M. T. G., & Pennings, J. M. E. (2010). Performance expectations of small firms considering radical product innovation. *Journal of Business Research*, 63(7), 772–777. <https://doi.org/10.1016/j.jbusres.2009.06.006>
- von Hippel, E. (2005). Democratizing innovation: The evolving phenomenon of user innovation. *Journal Fur Betriebswirtschaft*, 55(1), 63–78. <https://doi.org/10.1007/s11301-004-0002-8>
- Walker, B., Holling, C. S., Carpenter, S. R., & Kinzig, A. (2004). Resilience, adaptability and transformability in social-ecological systems. *Ecology and Society*, 9(2). <https://doi.org/10.5751/ES-00650-090205>
- Walker, R. M., Damanpour, F., & Devece, C. A. (2011). Management innovation and organizational performance: The mediating effect of performance management. *Journal of Public Administration Research and Theory*, 21(2), 367–386. <https://doi.org/10.1093/jopart/muq043>
- Wang, C. L., & Ahmed, P. K. (2004). The development and validation of the organisational innovativeness construct using confirmatory factor analysis. *European Journal of Innovation Management*, 7(4), 303–313. <https://doi.org/10.1108/14601060410565056>
- Wernerfelt, B. (1984). A Resource-based View of the Firm. *Strategic Management Journal*, 5, 171–180.
- Wibowo, M.Si, I., & Saputra, W. (2017). Pengaruh Gaya Kepemimpinan Terhadap Kinerja Pegawai Melalui Disiplin Dan Motivasi Kerja Pegawai Ppsu Kelurahan Duren Sawit Jakarta Timur. *Jurnal Manajemen Bisnis Krisnadwipayana*, 5(2), 1–19. <https://doi.org/10.35137/jmbk.v5i2.111>
- Wijaya, P. Y., & Suasih, N. N. R. (2020). The effect of knowledge management on competitive advantage and business performance: a study of silver craft smes. *Entrepreneurial Business and Economics Review*, 8(4), 105–121. <https://doi.org/10.15678/EBER.2020.080406>
- Winarsih, T. (2020). *Analisis Pengembangan Orientasi Pasar Terhadap Kinerja Rumah Sakit Di Malang Raya*. 4. <http://repository.stieyapan.ac.id/id/eprint/64/>
- Wingwon, B. (2012). Effects of Entrepreneurship, Organization Capability, Strategic Decision Making and Innovation toward the Competitive Advantage of SMEs Enterprises. *Journal of Management and Sustainability*, 2(1), 137–150. <https://doi.org/10.5539/jms.v2n1p137>
- Wong, T. V., & Sijabat, R. (2022). *Pengaruh Brand Image , Customer Engagement , dan Brand Reputation Terhadap Kinerja UMKM Dimediasi Keunggulan Bersaing*. 6(1).

- Wright, R. E., Palmer, J. C., & Perkins, D. (2004). Types of Product Innovations and Small Business Performance in Hostile and Benign Environments. *Journal of Small Business Strategy* Winter, 15(2), 33–44.
- Xi, H. L., Yu, H. G., & QianNan, W. (2014). The effects of TMT interaction on enterprise performance from the perspective of enterprise culture. *African Journal of Business Management*, 8(4), 137–145. <https://doi.org/10.5897/ajbm2013.7246>
- Yeremias, L. (2019). The Effect of Entrepreneurship Orientation on Competitive Advantage Is Mediated By Innovation And Market Orientation (Evidence on Woven Fabric In Kupang/NTT). *International Journal of Business, Economics and Law*, 19(5), 164–169.
- Yoganathan, D., Jebarajakirthy, C., & Thaichon, P. (2015). The influence of relationship marketing orientation on brand equity in banks. *Journal of Retailing and Consumer Services*, 26, 14–22. <https://doi.org/10.1016/j.jretconser.2015.05.006>
- Zulkiffli, S. N. 'Atikah, & Perera, and N. (2011). A LITERATURE A ALYSIS O BUSI ESS PERFORMA CE FOR SMES – SUBJECTIVE OR OBJECTIVE MEASURES? Siti Nur 'Atikah Zulkiffli. *Society of Interdisciplinary Business Research (SIBR) 2011 Conference on Interdisciplinary Business Research*, 1–9.

