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GLOSSARIUM

Resources based view :Pendekatan yang digunakan dalam orientasi strategicberbasis sumberdaya dengan asumsi bahwa perusahaan menginginkan upaya-upaya manajerial untuk mengarahkan pada sustainable competitive advantage.

Kualitas Hubungan Pelanggan:merupakan derajat/tingkat kesesuaian oleh perusahaan dari suatu hubungan dalam rangka memenuhi keinginan pelanggan dengan menjaga kepercayaan, memberikan informasi, kedekatan hubungan emosional, saling memberi penawaran, mengutamakan pelanggan, dan distribusi yang tepat waktu.

Kapabilitas Penetrasi Pasar Berkarakter Familiaritas : Kemampuan pengusaha dalam memasuki pasar berdasarkan keakraban social, ketertarikan fitur, jalinan kesetiaan emosional pelanggan yang saling memberi kemanfaatan

Kompetensi sosial kewirausahaan : kemampuan pengusaha mengekspresikan diri dalam membangun hubungan sosial melalui pengembangan kompetensi relasional dan interaksi sosial yang berkarakter kekeluargaan sehingga akan terbangun intensitas jaringan bisnis dengan lingkungan usaha.

Pengindraan Pelanggan : sebuah proses yang menghasilkan kegiatan penginderaan yang mengacu pada informasi pada konsumen, pesaing, dan rasa keputusan, mengacu pada interpretasi informasi yang dikumpulkan terhadap pengalaman masa lalu dan pengetahuan, sedangkan respons mengacu pada pemanfaatan informasi yang dikumpulkan dan diinterpretasikan dalam pengambilan keputusan.

Intensitas Jejaring Bisnis = Asosiasi-asosiasi dari individu dan organisasi antara satu dan yang lain yang saling menguntungkan yang bertujuan memperluas distribusi pemasaran produk.

Kinerja Pemasaran UMKM : hasil yang telah dicapai dari apa yang telah dilakukan oleh pemilik/manajer dalam menjalankan bisnisnya. Ukuran yang digunakan dalam pengukuran kinerja bisnis adalah volume penjualan, wilayah pasar,tingkat pertumbuhan penjualan dan jumlah pelanggan.

Jejaring kewirausahaan: ikatan-ikatan antar asosiasi-asosiasi dari individu, kelompok, atau organisasi yang melakukan hubungan dengan satu dan yang lainnya, bertujuan saling menguntungkan atau saling mendapatka kemanfaatan dalam membangun hubungan sosial melalui jejaring sosial, jejaring bisnis dan pengembangan kompetisi kewirausahaan yang berbasis pada spirit kekeluargaan. Jejaring kewirausahaan yang dilakukan oleh pengusaha akan meningkatkan kemampuan dalam beradaptasi dengan perubahan lingkungan, dan mengakses dukungan pemerintah, sehingga akan meningkatkan kapabilitas bisnis unggul dan kinerja pemasaran.

- Intangible asset : aktiva-aktiva yang tidak berwujud yang tertanam dalam nilai-nilai perusahaan dan kemampuan dan kapabilitas sumberdaya manusia.
- Tangible asset : aktiva-aktiva yang dapat dilihat dan diukur seperti asset perusahaan, mesin dan lain-lain yang sering disebut juga dengan sumberdaya fisik.
- Entrepreneure: melaksanakan, mengerjakan sesuatu pekerjaan. Kewirausahaan adalah suatu proses memulai bisnis baru, mengorganisasi sumber daya yang diperlukan dengan mempertimbangkan resiko yang terkait dan balas jasa yang akan diterima.
- Kreativitas pengusaha : pemikiran-pemikiran baru pengusaha untuk menjalankan gagasan-gagasan baru yang dapat menunjang keberhasilan bisnis.
- Kapabilitas bisnis unggul : kemampuan perusahaan untuk memberikan nilai lebih daripada pesaingnya berupa pengembangan kualitas produk, produk yang lebih bervariasi, pelayanan yang lebih baik, menciptakan loyalitas pelanggan, dan menentukan harga jual produk yang kompetitif dengan spirit kerjasama yang saling menguntungkan dan member kemanfaatan. Kapabilitas bisnis unggul berpotensi meningkatkan kinerja pemasaran.
- Keunggulan kompetitif : dikembangkan oleh porter yang menyatakan bahwa suatu bangsa dianggap memiliki keunggulan kompetitif dalam industry “jika memiliki keunggulan kompetitif relative terhadap pesaing di seluruh dunia terbaik” dalam hal indicator seperti “kehadiran ekspor besar untuk beragam Negara-negara lain dan atau signifikan investasi asing keluar berdasarkan asset keterampilan dibuat di dalam negeri” (Porter, 1990).
- Entrepreneurship value advantage:kemampuan pengusaha untuk mereformasi atau merevolusi pola produksi dengan memanfaatkan suatu penemuan atau, lebih umum, sebuah kemungkinan teknologi yang belum dicoba untuk menghasilkan komoditas baru atau memproduksi satu yang lama dengan cara baru, dengan membuka sumber baru pasokan barang atau outlet baru untuk produk, dengan reorganisasi industri (Schumpeter, 1939).
- Modal sosial : wujud partisipasi pada komunitas sosial, proaktif dalam konteks sosial, perasaan trust dan safety, hubungan ketetanggaan (neighborhood connection), hubungan kekeluargaan dan pertemanan (family and friends connection), toleransi terhadap perbedaan (tolerance of diversity), berkembangnya nilai-nilai kehidupan (value of life), dan adanya ikatan-ikatan pekerjaan (work connection).
- Modal insani : merupakan tacit knowledge dari seorang individu, yang meliputi kompetensi pekerja, know-how, pendidikan, keinovatifan, kapabilitas, kemampuan dan pekerjaan yang berhubungan dengan pengetahuan dan changeability.

Modal Struktural : infrastruktur yang dapat membantu mendukung pekerja yang mengoptimalkan kinerja intelektualnya dan kinerja perusahaan secara keseluruhan.

Modal Relasional : himpunan semua hubungan-hubungan pasar, kekuatan hubungan dan kerjasama mapan antara perusahaan, lembaga dan orang yang berasal dari rasa memiliki yang kuat dan tingkat kerjasama yang tinggi di antara individu dan institusi sejenis (Capello dan Faggian, 2005).

Entrepreneurial Theory: dikemukakan oleh pelopor dari studi religi berdasarkan ilmu pengetahuan adalah Max Muller (1823-1900), beliau termasuk yang mencetuskan tentang religi komparatif. Klasifikasi dari teori religiusitas/religi terdiri dari teori religi substantif dan teori religi fungsional.

Jejaring sosial : bahwa pada tingkat individu dapat diketahui hubungan interpersonal, yaitu hubungan antara individu, partisipasi sosial, dan ikatan antara individu dan kelompok atau organisasi.

Interaksi sosial : hubungan timbale balik yang dinamis antar individu, antar kelompok atau antar individu dan kelompok.

Jejaring bisnis : didefinisikan oleh Anderson et al. (1994), sebagai hubungan bisnis yang terbentuk dari satu atau lebih dari dua jejaring yang terdiri atas tiga komponen yaitu pelaku, aktivitas, dan sumberdaya, yang muncul pada masing-masing sub-jaringan.

The dynamic and organizational capabilities approach : anteseden organisasional dan rutinitas strategik yang dilakukan para manajer untuk merubah basis sumberdaya mereka guna menghasilkan nilai-nilai dalam penciptaan strategi baru.

Kompetensi : karakteristik individu yang dapat diukur dengan cara membedakan secara signifikan antara orang-orang yang berprestasi baik dan yang biasa saja atau antara orang yang berkinerja efektif dan yang tidak efektif.

Kompetensi kewirausahaan : karakteristik yang mendasar seperti ilmu pengetahuan yang bersifat umum maupun bersifat spesifik atau khusus, motif, sifat, kesan pribadi, peranan sosial dan keterampilan yang pada akhirnya akan memberikan hasil akhir berupa lahirnya perusahaan baru, bertahannya sebuah perusahaan dan pertumbuhan atau perkembangan dalam perusahaan.

Kompetensi relasional : salah satu “karakteristik dari individual yang memfasilitasi proses akuisisi, perkembangan dan pemeliharaan terhadap hubungan yang saling menguntungkan dan memuaskan”.