

Daftar Referensi

- Allocca, M. A., & Kessler, E. H. (2006). Innovation Speed In Small And Medium-Sized Enterprises. *Creativity And Innovation Management*, 15(3), 279-295.
- Anshori, Y. (2005). Analisis Keunggulan Bersaing Melalui Penerapan Knowledge Management Dan Knowledge-Based Strategy Di Surabaya Plaza Hotel. *Jurnal Manajemen Perhotelan*, 1(2).
- Arfanly, B., & Syamsun, M. (2016). Peran Entrepreneurial Marketing Dalam Peningkatan Kinerja Pemasaran Pada Industri Rumah Tangga Kabupaten Kendal, Jawa Tengah. *MANAJEMEN IKM: Jurnal Manajemen Pengembangan Industri Kecil Menengah*, 11(2), 141-150.
- Ashour, M. (2011). Investigating`Marketing Orientation`Influences On Achieving Competitive Advantage-Within Jordanian Mobile Telecommunication Industry (Behavioural-Attitudinal Perspective).
- Avlonitis, G. J., & Salavou, H. E. (2007). Entrepreneurial Orientation Of Smes, Product Innovativeness, And Performance. *Journal Of Business Research*, 60(5), 566-575.
- Banu Goktan, A., & Miles, G. (2011). Innovation Speed And Radicalness: Are They Inversely Related? *Management Decision*, 49(4), 533-547.
- Barney, J. B. (2001). Is The Resource-Based "View" A Useful Perspective For Strategic Management Research? Yes. *Academy Of Management Review*, 26(1), 41-56.
- Becherer, R. C., Haynes, P. J., & Fletcher, L. P. (2006). Paths To Profitability In Owner-Operated Firms: The Role Of Entrepreneurial Marketing. *Journal Of Business And Entrepreneurship*, 18(1), 17.
- Bharadwaj, S. G., Varadarajan, P. R., & Fahy, J. (1993). Sustainable Competitive Advantage In Service Industries: A Conceptual Model And Research Propositions. *The Journal Of Marketing*, 83-99.

- Carbonell, P., & Rodríguez, A. I. (2006). The Impact Of Market Characteristics And Innovation Speed On Perceptions Of Positional Advantage And New Product Performance. *International Journal Of Research In Marketing*, 23(1), 1-12.
- Carbonell, P., & Rodríguez Escudero, A. I. (2010). The Effect Of Market Orientation On Innovation Speed And New Product Performance. *Journal Of Business & Industrial Marketing*, 25(7), 501-513.
- Chahal, H., Chahal, H., Dangwal, R., Dangwal, R., Raina, S., & Raina, S. (2016). Marketing Orientation, Strategic Orientation And Their Synergistic Impact On Business Performance: A Case Of Smes In Emerging Context (India). *Journal Of Research In Marketing And Entrepreneurship*, 18(1), 27-52.
- Chang, W., Park, J. E., & Chaib, S. (2010). How Does CRM Technology Transform Into Organizational Performance? A Mediating Role Of Marketing Capability. *Journal Of Business Research*, 63(8), 849-855.
- Chen, J., Reilly, R. R., & Lynn, G. S. (2005). The Impacts Of Speed-To-Market On New Product Success: The Moderating Effects Of Uncertainty. *IEEE Transactions On Engineering Management*, 52(2), 199-212.
- Cheng, C. C., & Krumwiede, D. (2012). The Role Of Service Innovation In The Market Orientation—New Service Performance Linkage. *Technovation*, 32(7), 487-497.
- Chiou, J.-S., & Chang, T.-Z. (2009). The Effect Of Management Leadership Style On Marketing Orientation, Service Quality, And Financial Results: A Cross-Cultural Study. *Journal Of Global Marketing*, 22(2), 95-107.
- Clarysse, B., Bruneel, J., & Wright, M. (2011). Explaining Growth Paths Of Young Technology-Based Firms: Structuring Resource Portfolios In Different Competitive Environments. *Strategic Entrepreneurship Journal*, 5(2), 137-157.
- Daud, A. (2015). The Role Of Service Innovation And Positional Advantage On Marketing Performance. *Conference Paper*, 1-9.

- Davidsson, P., Achtenhagen, L., & Naldi, L. (2005). Research On Small Firm Growth: A Review.
- Dhawan, R. (2001). Firm Size And Productivity Differential: Theory And Evidence From A Panel Of US Firms. *Journal Of Economic Behavior & Organization*, 44(3), 269-293.
- Ferdinand, A. T., & Fitriani, L. K. (2015a). Acculturative Iconic Product Attractiveness And Marketing Performance.
- Ferdinand, A. T., & Fitriani, L. K. (2015b). Acculturative Iconic Product Attractiveness And Marketing Performance. *Journal Of Global Strategic Management*, 2(9), 15-15. Doi: 10.20460/Jgsm.2015915570
- Grönroos, C. (2008). Service Logic Revisited: Who Creates Value? And Who Co-Creates? *European Business Review*, 20(4), 298-314.
- Grönroos, C., & Gummerus, J. (2014). The Service Revolution And Its Marketing Implications: Service Logic Vs Service-Dominant Logic. *Managing Service Quality*, 24(3), 206-229.
- Grönroos, C., & Ravald, A. (2011). Service As Business Logic: Implications For Value Creation And Marketing. *Journal Of Service Management*, 22(1), 5-22.
- Hacioglu, G., Eren, S. S., Eren, M. S., & Celikkan, H. (2012). The Effect Of Entrepreneurial Marketing On Firms' Innovative Performance In Turkish Smes. *Procedia-Social And Behavioral Sciences*, 58, 871-878.
- Hamali, S. (2013). Meningkatkan Inovasi Melalui Entrepreneurial Marketing Dan Dampak Pada Kinerja Pemasaran UKM-UKM Garment Di Jawa Barat. *Sustainable Competitive Advantage (SCA)*, 3(1).
- Hill, J., & Wright, L. T. (2000). Defining The Scope Of Entrepreneurial Marketing: A Qualitative Approach. *Journal Of Enterprising Culture*, 8(01), 23-46.
- Hooley, G. J., Greenley, G. E., Cadogan, J. W., & Fahy, J. (2005). The Performance Impact Of Marketing Resources. *Journal Of Business Research*, 58(1), 18-27.

- Hughes, M., & Morgan, R. E. (2007). Deconstructing The Relationship Between Entrepreneurial Orientation And Business Performance At The Embryonic Stage Of Firm Growth. *Industrial Marketing Management*, 36(5), 651-661.
- Hult, G. T. M., & Ketchen, D. J. (2001). Does Market Orientation Matter?: A Test Of The Relationship Between Positional Advantage And Performance. *Strategic Management Journal*, 22(9), 899-906. Doi: 10.1002/Smj.197
- Ionitã, D. (2012). Entrepreneurial Marketing: A New Approach For Challenging Times. *Management & Marketing*, 7(1), 131.
- Isawati, E. (2008). Analisis Faktor-Faktor Yang Mempengaruhi Kinerja Pemasaran Dengan Faktor Lingkungan Sebagai Peubah Moderat. *Thesis, Semarang: Program Studi Magister Manajemen, Sekolah Pascasarjana Universitas Diponegoro*.
- Jogaratnam, 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. Doi: 10.1016/J.Ijhm.2016.10.002
- Kafetzopoulos, D., & Psomas, E. (2015). The Impact Of Innovation Capability On The Performance Of Manufacturing Companies: The Greek Case. *Journal Of Manufacturing Technology Management*, 26(1), 104-130.
- Kasouf, C. J., Darroch, J., Hultman, C. M., & Miles, M. P. (2009). Service Dominant Logic: Implications At The Marketing/Entrepreneurship Interface. *Journal Of Research In Marketing And Entrepreneurship*, 10(1), 57-69.
- Kessler, E. H., Allocca, M. A., & Rahman, N. (2007). External Knowledge Accession And Innovation Speed In The Small And Medium Sized Enterprise (SME). *Small Enterprise Research*, 15(1), 1-21.
- Kessler, E. H., & Bierly, P. E. (2002). Is Faster Really Better? An Empirical Test Of The Implications Of Innovation Speed. *IEEE Transactions On Engineering Management*, 49(1), 2-12.

- Kraus, S., Harms, R., & Fink, M. (2009). Entrepreneurial Marketing: Moving Beyond Marketing In New Ventures. *International Journal Of Entrepreneurship And Innovation Management*, 11(1), 19-34.
- Kreiser, P. M., & Davis, J. (2010). Entrepreneurial Orientation And Firm Performance: The Unique Impact Of Innovativeness, Proactiveness, And Risk-Taking. *Journal Of Small Business & Entrepreneurship*, 23(1), 39-51.
- Lam, S. Y., Shankar, V., Erramilli, M. K., & Murthy, B. (2004). Customer Value, Satisfaction, Loyalty, And Switching Costs: An Illustration From A Business-To-Business Service Context. *Journal Of The Academy Of Marketing Science*, 32(3), 293-311.
- Lee, S. M., & Lim, S. (2009). Entrepreneurial Orientation And The Performance Of Service Business. *Service Business*, 3(1), 1.
- Liao, C., Wang, H.-Y., Chuang, S.-H., Shih, M.-L., & Liu, C.-C. (2010). Enhancing Knowledge Management For R&D Innovation And Firm Performance: An Integrative View. *African Journal Of Business Management*, 4(14), 3026.
- Lonial, S. C., & Carter, R. E. (2015). The Impact Of Organizational Orientations On Medium And Small Firm Performance: A Resource-Based Perspective. *Journal Of Small Business Management*, 53(1), 94-113.
- Lynn, G. S., Reilly, R. R., & Akgun, A. E. (2000). Knowledge Management In New Product Teams: Practices And Outcomes. *IEEE Transactions On Engineering Management*, 47(2), 221-231.
- Martin, S. L., Javalgi, R. G., & Cavusgil, E. (2016). Marketing Capabilities, Positional Advantage, And Performance Of Born Global Firms: Contingent Effect Of Ambidextrous Innovation. *International Business Review*. Doi: 10.1016/J.Ibusrev.2016.11.006
- Matear, S., Gray, B. J., & Garrett, T. (2004). Market Orientation, Brand Investment, New Service Development, Market Position And Performance For Service Organisations. *International Journal Of Service Industry Management*, 15(3), 284-301.

- Moreno, A. M., & Casillas, J. C. (2008). Entrepreneurial Orientation And Growth Of Smes: A Causal Model. *Entrepreneurship Theory And Practice*, 32(3), 507-528.
- Morgan, N. A., Clark, B. H., & Gooner, R. (2002). Marketing Productivity, Marketing Audits, And Systems For Marketing Performance Assessment: Integrating Multiple Perspectives. *Journal Of Business Research*, 55(5), 363-375.
- Morris, M. H., Minet, S., & Laforge, R. W. (2002). Entrepreneurial Marketing: A Construct For Integrating Emerging Entrepreneurship And Marketing Perspectives. *Journal Of Marketing Theory And Practice*, 10(4), 1-19.
- Morris, M. H., Schindehutte, M., & Laforge, R. W. (2002). Entrepreneurial Marketing: A Construct For Integrating Emerging Entrepreneurship And Marketing Perspectives. *Journal Of Marketing Theory And Practice*, 10(4), 1-19.
- Olson, E. M., Slater, S. F., & Hult, G. T. M. (2005). The Performance Implications Of Fit Among Business Strategy, Marketing Organization Structure, And Strategic Behavior. *Journal Of Marketing*, 69(3), 49-65.
- Papasolomou-Doukakis, I. (2002). Internal Marketing: A Means For Creating A Sales Or Marketing Orientation? The Case Of UK Retail Banks. *Journal Of Marketing Communications*, 8(2), 87-100. Doi: 10.1080/13527260210142338
- Ruiz, D. M., Gremler, D. D., Washburn, J. H., & Carrión, G. C. (2008). Service Value Revisited: Specifying A Higher-Order, Formative Measure. *Journal Of Business Research*, 61(12), 1278-1291.
- Schramm-Klein, H., & Morschett, D. (2006). The Relationship Between Marketing Performance, Logistics Performance And Company Performance For Retail Companies. *International Review Of Retail, Distribution And Consumer Research*, 16(02), 277-296.
- Shan, P., Song, M., & Ju, X. (2015). Entrepreneurial Orientation And Performance: Is Innovation Speed A Missing Link? *Journal Of Business Research*. Doi: 10.1016/J.Jbusres.2015.08.032

- Shan, P., Song, M., & Ju, X. (2016). Entrepreneurial Orientation And Performance: Is Innovation Speed A Missing Link? *Journal Of Business Research*, 69(2), 683-690.
- Song, L. Z., Di Benedetto, C., & Song, M. (2010). Competitive Advantages In The First Product Of New Ventures. *IEEE Transactions On Engineering Management*, 57(1), 88-102.
- Stokes, D. (2000). Putting Entrepreneurship Into Marketing: The Processes Of Entrepreneurial Marketing. *Journal Of Research In Marketing And Entrepreneurship*, 2(1), 1-16.
- Suliyanto. (2015). Mimicry Marketing Strategy On Marketing Performance Of Small And Medium Enterprise. *Trikonomika*, 14(2), 96-103.
- Szymanski, D. M., Bharadwaj, S. G., & Varadarajan, P. R. (1993). An Analysis Of The Market Share-Profitability Relationship. *The Journal Of Marketing*, 1-18.
- Tatikonda, M. V., & Montoya-Weiss, M. M. (2001). Integrating Operations And Marketing Perspectives Of Product Innovation: The Influence Of Organizational Process Factors And Capabilities On Development Performance. *Management Science*, 47(1), 151-172.
- Thomas, L. C., Painb  ni, S., & Barton, H. (2013). Entrepreneurial Marketing Within The French Wine Industry. *International Journal Of Entrepreneurial Behavior & Research*, 19(2), 238-260.
- Valliere, D. (2006). Consequences Of Growth: Shaping Entrepreneurial Attitudes. *The International Journal Of Entrepreneurship And Innovation*, 7(3), 141-148.
- Vargo, S. L., & Lusch, R. F. (2004). Evolving To A New Dominant Logic For Marketing. *Journal Of Marketing*, 68, 1-17.
- Wang, Y., Po Lo, H., Chi, R., & Yang, Y. (2004). An Integrated Framework For Customer Value And Customer-Relationship-Management Performance: A Customer-Based Perspective From China. *Managing Service Quality: An International Journal*, 14(2/3), 169-182.

Wang, Z., & Wang, N. (2012). Knowledge Sharing, Innovation And Firm Performance. *Expert Systems With Applications*, 39(10), 8899-8908.

Woodall, T., & Swailes, S. (2009). Conceptualising And Measuring Defensive Marketing Orientation (DMO): Some Inaugural Thoughts On Assessing Marketing's Place In 'Society's Doghouse'. *Journal Of Strategic Marketing*, 17(5), 345-364.

