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GLOSSARY

Adaptabilitas Selera Pelanggan adalah kemampuan perusahaan dalam menyesuaikan diri terhadap perubahan selera pelanggan

Akulturas adalah proses sosial yang timbul bila suatu kelompok masyarakat manusia dengan suatu kebudayaan tertentu dihadapkan dengan unsur-unsur dari suatu kebudayaan asing sehingga unsur-unsur budaya asing itu diterima tanpa menyebabkan hilangnya kepribadian dari kebudayaan itu sendiri.

Akulturas Budaya adalah salah satu unsur perubahan budaya, adanya hubungan budaya lokal dengan budaya asing.

Daya Proaktifitas Usaha adalah kemampuan seorang wirausaha dalam berupaya mengamati dan melakukan perubahan.

Fleksibilitas Respon Pesaing adalah kemampuan perusahaan dalam merespon terhadap perubahan strategi yang dilakukan pesaing.

Kapabilitas Inovasi Lini Produk adalah kemampuan yang dimiliki perusahaan dalam melakukan inovasi pada lini produk.

Interaksi Sosial adalah hubungan timbal balik yang dinamis antar individu, antar kelompok atau antar individu dan kelompok

Interaksi Sosial Asosiatif adalah interaksi yang mengarah pada bentuk-bentuk hubungan atau gabungan

Keunggulan Bersaing Produk adalah keunggulan yang dimiliki produk yang dapat digunakan untuk mengalahkan pesaing

Kinerja Pemasaran adalah ukuran prestasi yang diperoleh dari aktifitas proses pemasaran secara menyeluruh dari sebuah perusahaan atau organisasi

Market Based View (MBV) merupakan bagian teori kontingensi yang digunakan dalam perumusan strategi yang diakitikan dengan lingkungan industrinya

Produk adalah segala sesuatu yang ditawarkan ke pasar untuk mendapatkan perhatian, dibeli, dipergunakan dan yang dapat memuaskan keinginan atau kebutuhan konsumen.

Produk Akulturatif adalah produk yang dihasilkan dari kombinasi dua budaya atau lebih tanpa meninggalkan kepribadian budaya tersebut, baik cita rasa, selera dan kebiasaan budaya setempat.

Produk Ikonik adalah produk yang memiliki aspek yang berkontribusi terhadap ekspresi diri konsumen dan identitas pribadi.

Produk Ikonik Akulturatif adalah produk yang bersifat spesifik yang menjadi daya pengingat bagi konsumen memiliki akulturasi makna historis, akulturasi simbolik dan akulturasi motif unik yang menggabungkan dua atau lebih budaya yang berbeda, sehingga berpotensi menciptakan keunggulan bersaing.

Produk Inti adalah produk yang menjadi pertimbangan konsumen dalam melakukan pembelian maupun pembelian ulang.

Resource Based View (RBV) adalah suatu pendekatan yang digunakan dalam orientasi strategik berbasis sumberdaya dengan asumsi bahwa perusahaan menginginkan upaya-upaya manajerial untuk mengarahkan pada *sustainable competitive advantage*