

## DAFTAR ISI

HALAMAN JUDUL .....	i
SERTIFIKASI .....	ii
PENGESAHAN TESIS.....	iii
<i>ABSTRACT</i> .....	iv
ABSTRAK .....	v
KATA PENGANTAR.....	vi
DAFTAR ISI.....	viii
DAFTAR TABEL .....	xii
DAFTAR GAMBAR.....	xiii
<b>BAB I PENDAHULUAN.....</b>	<b>1</b>
<b>1.1 Latar Belakang .....</b>	<b>1</b>
<b>1.2 Research Gap .....</b>	<b>7</b>
<b>1.3 Masalah Penelitian .....</b>	<b>8</b>
<b>1.4 Pertanyaan Penelitian .....</b>	<b>9</b>
<b>1.5 Tujuan Penelitian .....</b>	<b>11</b>
<b>1.6 Kegunaan Penelitian .....</b>	<b>11</b>
<b>BAB II TELAAH PUSTAKA DAN PENGEMBANGAN MODEL.....</b>	<b>12</b>
<b>2.1 <i>Resource Advantage Theory of Competition</i> .....</b>	<b>12</b>
<b>2.2 Orientasi Pasar dan <i>Absorptive Capacity</i> dalam kerangka         <i>Resource Advantage Theory of Competition</i> .....</b>	<b>14</b>
<b>2.3 Orientasi Pasar .....</b>	<b>15</b>
<b>2.4 <i>Absorptive Capacity</i> .....</b>	<b>18</b>
<b>2.5 <i>Business Model Innovation</i> .....</b>	<b>22</b>
<b>2.6 <i>New Product Development</i> .....</b>	<b>25</b>
<b>2.7 <i>Business Performance</i> .....</b>	<b>28</b>
<b>2.8 Model Penelitian Empirik dan Hipotesis .....</b>	<b>28</b>
<b>2.9 Indikator Penelitian .....</b>	<b>29</b>

<b>BAB III METODE PENELITIAN .....</b>	<b>32</b>
<b>3.1 Jenis Penelitian .....</b>	<b>32</b>
<b>3.2 Jenis dan Sumber Data .....</b>	<b>32</b>
<b>3.2.1 Data Primer .....</b>	<b>32</b>
<b>3.2.2 Data Sekunder .....</b>	<b>33</b>
<b>3.3 Penentuan Populasi dan Sampel .....</b>	<b>33</b>
<b>3.3.1 Populasi .....</b>	<b>33</b>
<b>3.3.2 Sampel .....</b>	<b>33</b>
<b>3.4 Definisi Operasional Variabel .....</b>	<b>34</b>
<b>3.5 Teknik Pengumpulan Data .....</b>	<b>36</b>
<b>3.6 Teknik Analisis .....</b>	<b>37</b>
<b>3.7 Analisis Structural Equation Modeling (SEM) .....</b>	<b>38</b>
<b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....</b>	<b>43</b>
<b>4.1 Karakteristik Responden Penelitian.....</b>	<b>43</b>
<b>4.1.1 Karakteristik Responden Berdasarkan Jenis Kelamin.....</b>	<b>43</b>
<b>4.1.2 Karakteristik Responden Berdasarkan Usia .....</b>	<b>43</b>
<b>4.1.3 Karakteristik Responden Berdasarkan Pendidikan</b>	
<b>Terakhir .....</b>	<b>44</b>
<b>4.2 Deskriptif Hasil Penelitian.....</b>	<b>45</b>
<b>4.2.1 Tanggapan Responden terhadap Variabel <i>Market</i></b>	
<b><i>Orientation</i> .....</b>	<b>46</b>
<b>4.2.2 Tanggapan Responden terhadap Variabel <i>Business Model</i></b>	
<b><i>Innovation</i> .....</b>	<b>47</b>
<b>4.2.3 Tanggapan Responden terhadap Variabel <i>Absorptive</i></b>	
<b><i>Capacity</i> .....</b>	<b>48</b>
<b>4.2.4 Tanggapan Responden terhadap Variabel <i>New Product</i></b>	
<b><i>Development</i> .....</b>	<b>49</b>
<b>4.2.5 Tanggapan Responden terhadap Variabel <i>Business</i></b>	
<b><i>Performance</i> .....</b>	<b>50</b>

<b>4.3</b>	<b>Analisis Structural Equation Model (SEM)</b> .....	<b>51</b>
4.3.1	Analisis Faktor Konfirmatori ( <i>Confirmatory Factor Analysis</i> ) .....	51
4.3.2	Uji Normalitas Data.....	61
4.3.3	Multivariate Outliers .....	63
4.3.4	Interpretasi dan Modifikasi Model .....	64
4.3.5	Uji Validitas.....	65
4.3.6	Uji Reliabilitas.....	66
4.3.7	Pengujian Hipotesis Penelitian .....	68
<b>4.4</b>	<b>Pembahasan</b> .....	<b>70</b>
4.4.1	Pengaruh Variabel <i>Market Orientation</i> terhadap <i>Absortive Capacity</i> .....	70
4.4.2	Pengaruh Variabel <i>Absortive Capacity</i> terhadap <i>Business Performance</i> .....	71
4.4.3	Pengaruh Variabel <i>Absortive Capacity</i> terhadap <i>New Product Development</i> .....	72
4.4.4	Pengaruh Variabel <i>Business Model Innovation</i> terhadap <i>New Product Development</i> .....	73
4.4.5	Pengaruh Variabel <i>New Product Development</i> terhadap <i>Business Performance</i> .....	74
4.4.6	Uji Pengaruh Langsung.....	75
4.4.7	Uji Pengaruh Tidak Langsung .....	76
4.4.8	Total pengaruh.....	76
<b>BAB V</b>	<b>PENUTUP</b> .....	<b>78</b>
5.1	Kesimpulan Masalah Penelitian.....	78
5.2	Implikasi Teoritis .....	81
5.3	Implikasi Manajerial.....	82
5.4	Keterbatasan Penelitian.....	84
5.5	Agenda Penelitian Mendatang .....	84

<b>DAFTAR PUSTAKA .....</b>	<b>86</b>
<b>LAMPIRAN.....</b>	<b>94</b>

