

## DAFTAR PUSTAKA

- Absah, Y., Rismayani, ., & Harahap, R. H. (2021). *The Effects of Marketing Capabilities on Financial Performance through Innovation Capabilities in Fashion Small and Medium Enterprises in Medan. Ebic 2019*, 351–355. <https://doi.org/10.5220/0009204003510355>
- Ahmad, Z., Chao, L., Chao, W., & Ilyas, S. (2020). How collaboration impacts in the market orientation-performance relationship of SMEs? A perspective from belt and road initiative. *Journal of Business and Industrial Marketing*, 36(5), 796–806. <https://doi.org/10.1108/JBIM-12-2019-0518>
- Akpınar, M., Can, Ö., & Mermercioglu, M. (2017). Assessing the sources of competitiveness of the US states. *Competitiveness Review*, 27(2), 161–178. <https://doi.org/10.1108/CR-02-2016-0014>
- Ali, S., Wu, W., & Ali, S. (2021). Managing the product innovations paradox: the individual and synergistic role of the firm inside-out and outside-in marketing capability. *European Journal of Innovation Management*. <https://doi.org/10.1108/EJIM-05-2021-0234>
- 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)
- Bamfo, B. A., & Kraa, J. J. (2019). Market orientation and performance of small and medium enterprises in Ghana: The mediating role of innovation. *Cogent Business and Management*, 6(1), 484–491. <https://doi.org/10.1080/23311975.2019.1605703>
- Barney, J. (1991). Firm Resources and Sustained Competitive Advantage. *Journal of Management*, 17(1).
- Benhayoun, L., Ayala, N. F., & Le Dain, M. A. (2021). SMEs innovating in collaborative networks: how does absorptive capacity matter for innovation performance in times of good partnership quality? *Journal of Manufacturing Technology Management*, 32(8), 1578–1598. <https://doi.org/10.1108/JMTM-11-2020-0439>
- Bodlaj, M., & Čater, B. (2022). Responsive and proactive market orientation in relation to SMEs' export venture performance: The mediating role of marketing capabilities. *Journal of Business Research*, 138(September 2021), 256–265. <https://doi.org/10.1016/j.jbusres.2021.09.034>

- Boohene, R., Gyimah, R. A., & Osei, M. B. (2020). Social capital and SME performance: the moderating role of emotional intelligence. *Journal of Entrepreneurship in Emerging Economies*, 12(1), 79–99. <https://doi.org/10.1108/JEEE-10-2018-0103>
- Borah, P. S., Dogbe, C. S. K., Pomegbe, W. W. K., Bamfo, B. A., & Hornuvo, L. K. (2023). Green market orientation, green innovation capability, green knowledge acquisition and green brand positioning as determinants of new product success. *European Journal of Innovation Management*, 26(2), 364–385. <https://doi.org/10.1108/EJIM-09-2020-0345>
- BPS. (2019). Analisis Hasil Se2016 Lanjutan Potensi Peningkatan Kinerja Usaha Mikro Kecil. In *Badan Pusat Statistik*.
- Bruhn, M. (2003). Relationship Marketing: Management of Customer Relationships. In *Published in 2003 in Harlow by Pearson education*.
- Cacciolatti, L., & Lee, S. H. (2016). Revisiting the relationship between marketing capabilities and firm performance: The moderating role of market orientation, marketing strategy and organisational power. *Journal of Business Research*, 69(12), 5597–5610. <https://doi.org/10.1016/j.jbusres.2016.03.067>
- Calle Piedrahita, J. S., Isaza Zapata, A. I., Isaza Zapata, G. M., & Portilla Rosero, B. E. (2020). Marketing capabilities to grant a competitive advantage to engineering. *Utopia y Praxis Latinoamericana*, 25(Extra11), 96–110. <https://doi.org/10.5281/zenodo.4278330>
- Davcik, N. S., Cardinali, S., Sharma, P., & Cedrola, E. (2021). Exploring the role of international R&D activities in the impact of technological and marketing capabilities on SMEs' performance. *Journal of Business Research*, 128(April 2020), 650–660. <https://doi.org/10.1016/j.jbusres.2020.04.042>
- David-West, O., Iheanachor, N., & Kelikume, I. (2018). A resource-based view of digital financial services (DFS): An exploratory study of Nigerian providers. *Journal of Business Research*, 88, 513–526. <https://doi.org/10.1016/j.jbusres.2018.01.034>
- Eidizadeh, R., Salehzadeh, R., & Esfahani, A. C. (2017). Analysing the role of business intelligence, knowledge sharing and organisational innovation on gaining competitive advantage. *Journal of Workplace Learning*, 29(4), 250–267. <https://doi.org/10.1108/JWL-07-2016-0070>
- Elgarhy, S. D., & Abou-Shouk, M. (2023). Effects of entrepreneurial orientation, marketing, and innovation capabilities, on market performance: the mediating effect of sustainable competitive advantage. *International Journal of Contemporary Hospitality Management*, 35(6), 1986–2004. <https://doi.org/10.1108/IJCHM-04-2022-0508>

- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. BP Universitas Diponegoro.
- Ferreira, J., & Coelho, A. (2020). Dynamic capabilities, innovation and branding capabilities and their impact on competitive advantage and SME's performance in Portugal: the moderating effects of entrepreneurial orientation. *International Journal of Innovation Science*, 12(3), 255–286. <https://doi.org/10.1108/IJIS-10-2018-0108>
- Ghozali, I. (2015). Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris edisi 2. In *Semarang: Badan Penerbit Universitas Diponegoro*. Badan Penerbit Universitas Diponegoro.
- Gnizy, I. (2019). The role of inter-firm dispersion of international marketing capabilities in marketing strategy and business outcomes. *Journal of Business Research*, 105(August), 214–226. <https://doi.org/10.1016/j.jbusres.2019.08.015>
- Gutiérrez-Martínez, I., & Duhamel, F. (2019). Translating sustainability into competitive advantage: the case of Mexico's hospitality industry. *Corporate Governance (Bingley)*, 19(6), 1324–1343. <https://doi.org/10.1108/CG-01-2019-0031>
- Haryanto, A. T., Haryono, T., Sri, H., & Sawitri, R. (2017). Market Orientation , Learning Orientation and Small Medium Enterprises Performance : The Mediating Role of Innovation. *International Review of Management and Marketing*, 7(1), 484–491.
- Hayatti, N. N., Arief, M., & Wildan, M. A. (2019). The Impact Of Partnership Program To The Marketing Capabilities On Fostered SMEs. *Archives of Business Research*, 7(12). <https://doi.org/10.14738/abr.712.7386>
- Hisnindarsyah. (2022). Effect of partnership strategy on competitive advantage mediated by market area and moderated by health service innovation: Hospital case in Ambon, Indonesia. *World Journal of Advanced Research and Reviews*, 13(2), 377–388. <https://doi.org/10.30574/wjarr.2022.13.2.0154>
- Hunt, S. D. (1995). The Resource-Advantage Theory of Competition: Toward Explaining Productivity and Economic Growth. *Journal of Management Inquiry*, 4(4), 317–332. <https://doi.org/10.1177/105649269500400403>
- Hunt, S. D., & Morgan, R. M. (2015). The Resource-Advantage Theory of Competition. *Review of Marketing Research*, 89(4), 153–206. [https://doi.org/10.1108/S1548-6435\(2004\)0000001008](https://doi.org/10.1108/S1548-6435(2004)0000001008)
- Hunt, S. D., Morgan, R. M., Hunt, S. D., & Morgan, R. M. (1995). Resource-Advantage Theory of Competition : Dynamics , Path Dependencies , Dimensions

Evolutionary. *Journal of Marketing*, 60(4), 107–114.

- Jin, B., & Cho, H. J. (2018). Examining the role of international entrepreneurial orientation, domestic market competition, and technological and marketing capabilities on SME's export performance. *Journal of Business and Industrial Marketing*, 33(5), 585–598. <https://doi.org/10.1108/JBIM-02-2017-0043>
- Kamarulzaman, N. H., Khairuddin, N. H., Hashim, H., & Hussin, S. R. (2021). Measuring market orientation, innovative marketing strategies and performance: evidence from the Malaysian agro-food manufacturers. *Journal of Agribusiness in Developing and Emerging Economies*. <https://doi.org/10.1108/JADEE-06-2021-0148>
- 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>
- Kayabaşı, A., & Mtetwa, T. (2016). Impact of marketing effectiveness and capabilities, and export market orientation on export performance: evidence from Turkey. *European Business Review*, 28(5).
- KEMENKEU. (2019). Bunga Rampai Rekomendasi Kebijakan. In *Badan Kebijakan Fiskal Kementerian Keuangan*. <https://www.kemenkeu.go.id/publikasi/artikel-dan-opini/kebijakan-fiskal-dan-peningkatan-peran-ekonomi-umkm/>
- Keskin, H., Ayar Şentürk, H., Tatoglu, E., Gölgeci, I., Kalaycioglu, O., & Etliloglu, H. T. (2021). The simultaneous effect of firm capabilities and competitive strategies on export performance: the role of competitive advantages and competitive intensity. *International Marketing Review*, 38(6), 1242–1266. <https://doi.org/10.1108/IMR-09-2019-0227>
- Khalid, S., & Bhatti, K. (2015). Entrepreneurial competence in managing partnerships and partnership knowledge exchange: Impact on performance differences in export expansion stages. *Journal of World Business*, 50(3), 598–608. <https://doi.org/10.1016/j.jwb.2015.01.002>
- Kiyabo, K., & Isaga, N. (2020). Entrepreneurial orientation, competitive advantage, and SMEs' performance: application of firm growth and personal wealth measures. *Journal of Innovation and Entrepreneurship*, 9(1). <https://doi.org/10.1186/s13731-020-00123-7>
- Kocak, A., Carsrud, A., & Oflazoglu, S. (2017). Market, entrepreneurial, and technology orientations: impact on innovation and firm performance. *Management Decision*, 55(2), 248–270. <https://doi.org/10.1108/MD-04-2015-0146>

- Kolbe, D., Frassetto, M., & Calderon, H. (2022). The role of market orientation and innovation capability in export performance of small- and medium-sized enterprises: a Latin American perspective. *Multinational Business Review*, 30(2), 289–312. <https://doi.org/10.1108/MBR-10-2020-0202>
- Koo, K. R., Kim, S. J., & Kim, K. H. (2016). The effects of internal marketing capability on export marketing strategy, B2B marketing mix and export performance. *Journal of Global Scholars of Marketing Science*, 26(1), 51–65. <https://doi.org/10.1080/21639159.2015.1122956>
- Mainardes, E. W., Cisneiros, G. P. de O., Macedo, C. J. T., & Durans, A. de A. (2021). Marketing capabilities for small and medium enterprises that supply large companies. *Journal of Business and Industrial Marketing*, 37(1), 47–64. <https://doi.org/10.1108/JBIM-07-2020-0360>
- Mamun, A. Al, Mohiuddin, M., Fazal, S. A., & Ahmad, G. Bin. (2018). Effect of entrepreneurial and market orientation on consumer engagement and performance of manufacturing SMEs. *Management Research Review*, 41(1), 133–147. <https://doi.org/10.1108/MRR-04-2017-0102>
- Martin, S. L., Javalgi, R. (Raj) G., & Ciravegna, L. (2020). Marketing capabilities and international new venture performance: The mediation role of marketing communication and the moderation effect of technological turbulence. *Journal of Business Research*, 107(September 2019), 25–37. <https://doi.org/10.1016/j.jbusres.2019.09.044>
- Masa'deh, R., Al-Henzab, J., Tarhini, A., & Obeidat, B. Y. (2018). The associations among market orientation, technology orientation, entrepreneurial orientation and organizational performance. *Benchmarking*, 25(8), 3117–3142. <https://doi.org/10.1108/BIJ-02-2017-0024>
- Meflinda, A., Mahyarni, M., Indrayani, H., & Wulandari, H. (2018). The effect of social capital and knowledge sharing to the small medium enterprise's performance and sustainability strategies. *International Journal of Law and Management*, 60(4), 988–997. <https://doi.org/10.1108/IJLMA-03-2017-0073>
- Murray, J. Y., Gao, G. Y., & Kotabe, M. (2011). Market orientation and performance of export ventures: The process through marketing capabilities and competitive advantages. *Journal of the Academy of Marketing Science*, 39(2), 252–269. <https://doi.org/10.1007/s11747-010-0195-4>
- Nuryakin, & Ardyan, E. (2018). SMEs' marketing performance: the mediating role of market entry capability. *Journal of Research in Marketing and Entrepreneurship*, 20(2), 122–146. <https://doi.org/10.1108/JRME-03-2016-0005>
- Olazo, D. B. (2022). Marketing competency, marketing innovation and sustainable

- competitive advantage of small and medium enterprises (SMEs): a mixed-method analysis. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-01-2022-0050>
- Oliveira Junior, A. B. de, & De Oliveira, M. J. (2022). The art of forming a partnership in an entrepreneurial world: the Brazilian case. *Journal of Entrepreneurship in Emerging Economies*. <https://doi.org/10.1108/JEEE-06-2021-0240>
- Osorio Tinoco, F. F., Hernández-Espallardo, M., & Rodriguez-Orejuela, A. (2020). Nonlinear and complementary effects of responsive and proactive market orientation on firms' competitive advantage. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 841–859. <https://doi.org/10.1108/APJML-01-2019-0058>
- Purwanti, I., Lailyningsih, D. R. N., & Suyanto, U. Y. (2022). Digital Marketing Capability and MSMEs Performance: Understanding the Moderating Role of Environmental Dynamism. *Jurnal Manajemen Teori Dan Terapan / Journal of Theory and Applied Management*, 15(3), 433–448. <https://doi.org/10.20473/jmtt.v15i3.39238>
- Ratnawati. (2019). Partnership Strategy and Competitive Advantage to Improve The Performance of MSMEs in The Creative Industry. *Journal of Applied Management (JAM)*, 17(4), 668–676.
- Rezaei, J., Ortt, R., & Trott, P. (2018). Supply chain drivers, partnerships and performance of high-tech SMEs: An empirical study using SEM. *International Journal of Productivity and Performance Management*, 67(4), 629–653. <https://doi.org/10.1108/IJPPM-01-2017-0017>
- Rincon, M. L. C., Diaz, M. L. A., & Castro, R. P. (2021). Is entrepreneurship enough to achieve superior performance in SMEs in emerging countries? Multiple mediation of market orientation and marketing capabilities. *Journal of Entrepreneurship in Emerging Economies*. <https://doi.org/10.1108/JEEE-03-2021-0115>
- Sachitra, V., & Chong, S. C. (2018). Resources, capabilities and competitive advantage of minor export crops farms in Sri Lanka: An empirical investigation. *Competitiveness Review*, 28(5), 478–502. <https://doi.org/10.1108/CR-01-2017-0004>
- Santos-Vijande, M. L., López-Sánchez, J. Á., Loredó, E., Rudd, J., & López-Mielgo, N. (2022). Role of innovation and architectural marketing capabilities in channelling entrepreneurship into performance. *Journal of Innovation and Knowledge*, 7(2). <https://doi.org/10.1016/j.jik.2022.100174>
- Sivageahnam, K., Al-Mamun, A., & Nasir, W. (2015). Innovation, strategic

orientation and performance of Malaysian manufacturing SMES: a review. *International Seminar on Entrepreneurship and Business*, October. <http://umkeprints.umk.edu.my/id/eprint/4941>

- Susanto, P., Hoque, M. E., Shah, N. U., Candra, A. H., Hashim, N. M. H. N., & Abdullah, N. L. (2021). Entrepreneurial orientation and performance of SMEs: the roles of marketing capabilities and social media usage. *Journal of Entrepreneurship in Emerging Economies*. <https://doi.org/10.1108/JEEE-03-2021-0090>
- Theodosiou, M., Kehagias, J., & Katsikea, E. (2012). Strategic orientations, marketing capabilities and firm performance: An empirical investigation in the context of frontline managers in service organizations. *Industrial Marketing Management*, 41(7), 1058–1070. <https://doi.org/10.1016/j.indmarman.2012.01.001>
- 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>
- Usman, I., Maupa, H., Idrus, M., Haerani, S., & Nurjanna, N. (2020). Moderation effect of competence of knowledge and innovation: case of Bali. *Business Process Management Journal*, 26(6), 1307–1327. <https://doi.org/10.1108/BPMJ-06-2019-0236>
- Wahyuni, N. M., & Sara, I. M. (2020). The effect of entrepreneurial orientation variables on business performance in the SME industry context. *Journal of Workplace Learning*, 32(1), 35–62. <https://doi.org/10.1108/JWL-03-2019-0033>
- Wang, M., Mühlbacher, H., Wittmann, X., & Perrett, P. (2021). Dynamic collaboration between small- and medium-sized enterprises from highly dissimilar markets. *European Management Journal*, 39(2), 185–200. <https://doi.org/10.1016/j.emj.2020.06.004>
- Wibisono, T., Samuel, H., & Devie. (2018). The Effect of Marketing Capability on Financial Performance with the mediating role of Perceived Service Quality and the moderating role of Competitive Intensity. An empirical study on the Banking Sector in Indonesia. *Petra International Journal of Business Studies*, 1(2), 80–88. <https://doi.org/10.9744/ijbs.1.2.80-88>
- Yao, Q., & Qin, H. (2016). Marketing capability, competitive advantage, and business performance. *International Journal of Technology, Policy and Management*, 16(3), 195–213. <https://doi.org/10.1504/IJTPM.2016.079242>
- Zacca, R., & Alhoqail, S. (2021). Entrepreneurial and market orientation interactive

effects on SME performance within transitional economies. *Journal of Research in Marketing and Entrepreneurship*, 23(2), 268–281. <https://doi.org/10.1108/JRME-08-2019-0067>

Zhang, L., Kara, A., Spillan, J. E., & Mintu-Wimsatt, A. (2017). Exploring market orientation among Chinese small and medium-sized enterprises. *Chinese Management Studies*, 11(4), 617–636. <https://doi.org/10.1108/CMS-08-2016-0158>

