

DAFTAR PUSTAKA

- Adinoto, A. (2013). Pengaruh Orientasi Pasar dan Perilaku Kewirausahaan Terhadap Kepekaan Perusahaan Dan Implikasinya Pada Kinerja Perusahaan: Studi pada Penyalur Sepeda Motor di Indonesia. *ULTIMA Management*, 2(1), 1–25. <https://doi.org/10.31937/manajemen.v2i1.166>
- Antonius. (2023). Pengaruh Orientasi Pasar, Corporate Brand dan Perceived Service Quality Terhadap Keputusan Membeli Pada Supermarket dan Departement Store Kaisar Siantan di Pontianak. *Jurnal Bis-Ma : Bisnis Manajemen*, 8(3), 629–640.
- Balawera, A. (2013). Green Marketing Dan Corporate Social Responsibility Pengaruhnya Terhadap Keputusan Pembelian Konsumen Melalui Minat Membeli Produk Organik Di Freshmart Kota Manado. *Jurnal Ekonomi Dan Bisnis*, 1(4), 2117–2129.
- Bryan Lukas, & O.C. Ferrell. (2015). The Effect of Market Orientation on Product Innovation. *Journal of the Academy of Marketing Science*, 28(2), 239–247.
- Delafrouz, N., Taleghani, M., & Taghineghad, M. (2013). The Impact of Service Innovation On Consumer Satisfaction. *International Journal of Marketing and Technology*, 3(5), 127–144.
- Den Hertog, P. (2010). *Managing Service Innovation: Firm-Level Dynamic Capabilities and Policy Options*. Dialogic Innovatie & Interactie.
- Deshpandé, R., & Farley, J. U. (2004). Organizational culture, market orientation, innovativeness, and firm performance: An international research odyssey. *International Journal of Research in Marketing*, 21(1), 3–22. <https://doi.org/10.1016/j.ijresmar.2003.04.002>
- Elan, U., Afifi Rahman, M., Farida, N., Syafi, A., & Rochman, ur. (2022). Market Orientation and Product Innovation Impact Purchasing Decisions. *Business and Accounting Research (IJE BAR) Peer Reviewed-International Journal*, 6(3), 1472–1484. <https://jurnal.stie-aas.ac.id/index.php/IJE BAR>
- Farida, N. (2017). *Manajemen Pemasaran : Teori dan Aplikasi*. Press Digimedia.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26* (10th ed.). Badan Penerbit Universitas Diponegoro.
- Haryati Hatta, I., Rachbini, W., & Parenrengi, S. (2018). Analysis Of Product Innovation, Product Quality, Promotion, and Price And Purchase Decisions. *South East Asia Journal of Busniness, Economics and Law*, 16(5), 183–189.
- Hasyim, & Pudyastuti, E. (2021). Pengaruh Promosi, Orientasi Pasar dan Inovasi Produk Terhadap Keputusan Pembelian Motor Pada PT Maju Abadi Motor Medan. *Literasi Jurnal Ekonomi Dan Bisnis*, 4(1), 1–10.
- Kohli, A. K., & Jaworski, B. J. (1990). Market Orientation : The Construct,

- Research Propositions, and Managerial Implications. *Journal of Marketing*, 54(April), 1–18.
- Kotler, P. ;, Kartajaya, H. ;, & Setiawan, I. (2024). *MARKETING 6.0*. John Wiley & Sons.
- Kotler, P., & Armstrong, G. (2021). *Principles Of Marketing 18e Global Edition*. Pearson Education Limited.
- Kotler, P., & Armstrong, G. (2020). Principles of Marketing Eighth Europe an Edition. In *Pearson education ltd* (Issue 17th Edition). www.pearson.com/uk
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15e Global Edition* (Vol. 15E). Pearson Education Limited. <https://doi.org/10.1080/08911760903022556>
- Lafferty, B. A., & Tomas M. Hult, G. (2001). A synthesis of contemporary market orientation perspectives. *European Journal of Marketing*, 35(1/2), 92–109. <https://doi.org/10.1108/03090560110363364>
- Laura Lahindah, Merisa, & Rainty Agustina Siahaan. (2018). The Influence of Product Innovation and Service Quality to Buying Decision and the Impact to Repeat Buying at Progo Road Bandung. *The Asian Journal of Technology Management*, 11(2), 118–124.
- Manual, O. (2005). Guidelines For Collecting And Interpreting Innovation Data. In *Handbook of Innovation Indicators and Measurement* (Third Ed.). OECD Publisher. <https://doi.org/10.4337/9780857933652.00010>
- Piercy, N. F., & Cravens, D. W. (2009). *Strategic Marketing Ninth Edition* (9th ed.). McGraw-Hill.
- Rogers, E. M. (2003). *Diffusion Of Innovation* (New York). Free Press. <https://doi.org/10.4324/9781315263434-16>
- Schiffman, L. G., & Wisenblit, J. (2015). Consumer Behavior. Eleventh Edition. Boston: Pearson. In *Pearson Australia*.
- Slater, S. F., & Narver, J. C. (1994). Market Orientation, Customer Value, and Superior Performance. *Business Horizons*, 37(2), 22–28. [https://doi.org/10.1016/0007-6813\(94\)90029-9](https://doi.org/10.1016/0007-6813(94)90029-9)
- Solomon, M. R. (2018). Consumer Behavior: Buying, Having, and Being. In *Essex: Pearson* (12th editi). Pearson. <http://www.pearsonmylabandmastering.com>
- Suciadi, V. A. P., Firman, A., & Hidayat, M. (2021). Pengaruh Citra Merek, Iklan, Dan Inovasi Layanan Terhadap Keputusan Pembelian Pada Aplikasi Go-Food Di Kota Makassar. *Nobel Management Review (NMaR)*, 2(1), 75–85.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif Dan R & D* (Edisi 2). Alfabeta.

- Suliyanto. (2018). *Metode Penelitian Bisnis : untuk Skripsi, Tesis, & Disertasi* (P. Andi (ed.)).
- Toivonen, M. (2016). *Translational Systems Sciences 6 Service Innovation : Novel Ways of Creating Value in Actor Systems*. Springer Nature.
- Tuwuh Sembhodo, A., Hermawati, A., Fatmawati, E., & Wayan Ruspendi Junaedi, I. (2022). Purchasing Decision Optimization Strategy by Service Quality Innovation Through Purchase Intention. *Jurnal Inovasi Ekonomi*, 7(01), 25–32. <https://doi.org/10.22219/jiko.v7i01.19975>
- Wulandari, E. E. P. (2021). Pengaruh Lokasi, Inovasi Produk, Dan Cita Rasa Terhadap Keputusan Pembelian Pada Eleven Cafe Di Kota Bengkulu. (*JEMS*) *Jurnal Entrepreneur Dan Manajemen Sains*, 2(1), 74–86. <https://doi.org/10.36085/jems.v2i1.1379>