

DAFTAR REFERENSI

- Adiningsih, Sri, 2002, **Regulasi dalam Revitalisasi Usaha Kecil dan Menengah di Indonesia**
- Akimova, Irina, 1999, "Development of Market Orientation and Competitiveness of Ukrainian Firm", **European Journal of Marketing**, Vol. 34, pp. 1128-1148
- Alizadeh *et. al.*, 2013, "Market Orientation and Business Performance Among SMEs Based in Ardabil Industrial City-Iran", **Kuwait Chapter of Arabian Journal of Business Management Review**, Vol. 2, No.7, pp. 38-47
- Baldacchino, 2009, "Entrepreneurial Creativity and Innovation", **The First International Conference on Strategic Innovation and Future Creation**, University of Malta, Malta, pp. 1-15
- Baldauf, A., Cravens D.W., Piercy F.N., 2001, "Examining Business Strategy, Sales Management and Sales Person Antecedents of Sales Organization Effectiveness", **Journal of Personal Selling & Management**, pp. 109-122
- Beal, M. Reginald, 2000, "Competing Effectively: Environmental Scanning, Competitive Strategy, and Organizational Performance in Small Manufacturing Firms", **Journal Management Small Business, Milwaukee**, Vol. 38, Edisi 1, pp. 27-47
- Best, Roger J., 2009, "Market-Based Management : Strategis for Growing Customer Value and Profitability", Fourth Edition, Pearson Prentice Hall
- Bharadwaj, S. G., Varadarajan, P. R., and Fahy, J., 1993, "Sustainable Competitive Advantage in Services Industries: A Conceptual Model and Research Propositions", **Journal of Marketing**, Vol. 57, No. 4, pp. 83-99
- Cravens, David W., 1996, **Pemasaran Strategi**, Erlangga
- Djarwanto, P.S. dan Subagyo Pangestu, 1998, **Statistik Induktif**, Yogyakarta: BPFE

- Djodjoko, Cynthia Vanessa dan Tawas, Hendra N., 2014, "Pengaruh Orientasi Kewirausahaan, Inovasi Produk, dan Keunggulan Bersaing Terhadap Kinerja Pemasaran Usaha Nasi Kuning Di Kota Manado", **Jurnal EMBA**, Vol. 2, No. 3, pp. 1214-1224
- Fahy, J., (2000), "The Resource-based view of the Firm: Some Stumbling-blocks on the Road to Understanding Sustainable Competitive Advantage", **Journal of European Industrial Training**, 24(2/3/4), pp. 94-104
- Ferdinand, Augusty, 2000, **Manajemen Pemasaran: Sebuah Pendekatan Strategik**, Program Magister Manajemen Universitas Diponegoro Semarang
- Frank, H., Kessler, A., and Fink, M., 2010, "Entrepreneurial Orientation and Business Performance – A Replication Study", **Schmlenbach Business Review**, pp. 175-198
- Ghozali, Imam, 2011, **Structural Equation Modeling Metode Alternatif dengan Partial Least Square**, Edisi 3, Badan Penerbit Universitas Diponegoro, Semarang
- , 2013, **Model Persamaan Struktural: Konsep dan Aplikasi dengan Program AMOS 21**, Semarang, BP Undip
- Gray, B.J., Matear S. & Matheson P.K., 2002, "Improving Service Firm Performance", **Journal of Service Marketing**, Vol. 16, No. 3, pp. 186-200
- Green *et. al.*, 2008, "Antecedents to service quality in a service centre environment", **International Journal of Services and Standards**, Vol. 4, No.2, pp. 1-16
- Hair, Joseph F, Ralph E. Anderson, Ronald L. Tatham and William C. Black, 1995, **Multivariate Data Analysis**, 5th edition, Upper Saddle River, NJ Prentice Hall
- Han *et. al.*, 1998, "Market Orientation and Organizational Performance: Is Innovation a Missing Link?", **Journal of Marketing**, Vol. 62, No.4, pp. 30-45
- Hult, G. Tomas M. and David J. Ketchen Jr., 2001, "Does Market Orientation Matter?: A Test of The Relationship Between Positional Advantage and Performance", **Journal Management Strategic**, 22, pp. 899-906

- Hoque Zahirul and Wendy James, 2000, *Journal of Management Accounting Research*, ABI/INFORM Global
- Keegan, Warren J., 1995, **Manajemen Pemasaran Global Edisi Keenam**, PT. Prenhallindo, Jakarta
- Keh, Hean Tat *et. al.*, 2007, "The Effects of Entrepreneurial Orientation and Marketing Information on the Performance of SMEs", **Journal of Business Venturing** **22**, pp. 592-611
- Knight, Gary, 2000, "Entrepreneurship and Marketing Strategy: the SME Under Globalization", **Journal of International Marketing**, Vol. 8, No. 2
- Koh, Hian C., 1997, "Testing Hypotheses of Entrepreneurial Characteristics: A Study of Hongkong MBA Student", **Journal of Managerial Psychology**, pp. 12-25
- Kohli, A.K. & Jaworski, B.J., 1990, "Market Orientation: The Construct, Research Propositions, and Managerial Implications", **Journal of Marketing**, 54, pp. 1-18
- Kraus, 2011, "Entrepreneurial orientation and the business performance of SMEs: a quantitative study from the Netherlands", **Rev Manag Sci** **6**, pp. 161-182
- Kumalaningrum, Maria Pampa, 2012, "Lingkungan Bisnis, Orientasi Kewirausahaan, Orientasi Pasar dan Kinerja Usaha Mikro, Kecil dan Menengah", **Jurnal Riset Manajemen dan Bisnis**, Vol. 7, No. 1, pp. 45-59
- Lee, Ting Ko and Wenyi Chu, 2011, "Entrepreneurial Orientation and Competitive Advantage: The Mediation of Resource Value and Rareness", **African Journal of Business Management**, Vol. 5(33), pp. 12797-12809
- Looy, Van Bart, Gemmel Paul and Dierdonck Van R., 2003, **Service Management An Integrated Approach**, Second Edition, Pearson Education-Prentice Hall, Inc, Harlow-England
- Lumpkin, G. T. & Dess, G. G., 1996, "Clarifying the entrepreneurial orientation construct and linking it to performance", **Academy of Management Review**, 21(1), pp. 135-172

-
- _____, 2001, "Linking Two Dimensions of Entrepreneurial Orientation to Firm Performance: the Moderating Role of Environment and Industry Life Cycle", **Journal of Business Venturing**, pp. 429-451
- Ma, H. (2000). "Competitive Advantage and Firm Performance", **Competitiveness Review**, 10(2), pp. 16
- Manzano, J.A., Kuster I. & Vila N., 2005, "Market Orientation and Innovation: An Inter-Relationship Analysis", **European Journal of Innovation Management**, Vol. 8, No. 4, pp. 437-452
- Matsuno *et. al.*, 2002, "The Effects of Entrepreneurial Proclivity and on Business Performance", **Journal of Marketing**, pp. 18-32
- Nwokah N. Gladson, 2008, "Strategic Market Orientation and Business Performance (The Study of Food and Beverages organisations in Nigeria)", **European Journal of Marketing**, Vol. 42, No.3, pp. 279-286
- Pelham, Alfred M. & David T. Wilson, 1996, "A Longitudinal Study of The Impact of Market Structure; Firm Structure, Strategy and Market Orientation Culture on Dimensions of Small Firm Performance", **Journal of The Academy of Marketing Science**, pp. 27-43
- Pelham, Alfred M., 1997, "Mediating Influensure on the Relationship, Between Market Orientation and Profitability in Small Industry Firm", **Journal of Marketing Theory and Practice**, Summer, 55-76
- Porter, Michael E., 1990, **Competitive Strategy**, The Free Press, New York
- Pribadiyanto, Nur dkk, 2004, "Analisis Faktor-Faktor Orientasi Pasar yang Mempengaruhi Kualitas Layanan dan Relevansinya Terhadap Kinerja Perusahaan", **Jurnal Studi Manajemen & Organisasi**, Vol. 1, No. 2, pp. 50-60
- Raju, P.S. and Lonial, S.C., 2002, "The impact of service quality and marketing on financial performance in the hospital industry: an empirical examination", **Journal of Retailing and Consumer Services**, Vol. 9, pp. 335-348

- Rauch, Andreas, 2004, "Entrepreneurial Orientation and Business Performance: An Assessment of Past Research and Suggestions for the Future", **Published in: Entrepreneurship Theory and Practice, in Press**, pp. 1-54
- Rose, Raduan Che, Haslinda Abdullah, dan Alimin Ismail Ismad, 2010, "A Review on the Relationship Between Organizational Resources, Competitive Advantage and Performance", **The Journal of International Social Research**, Vol. 3/11, Spring, pp. 488-498
- Rue, L.L & Byard L.L, 1997, **Management, Skill and Application**, McGraw-Hall Co, New York
- Satyagraha, Hadi, 1994, **Keunggulan Bersaing dan Aliansi Strategis: Resefinisi SWOT**, Usahawan, No. 4, Tahun XXIII
- Setyawati, Harini Abrilia, 2013, **Pengaruh Orientasi Kewirausahaan dan Orientasi Pasar Terhadap Kinerja Perusahaan Melalui Keunggulan Bersaing dan Persepsi Ketidakpastian Lingkungan Sebagai Prediksi Variabel Moderasi (Survey pada UMKM Perdagangan di Kabupaten Kebumen)**, Tesis Program Pasca Sarjana Magister Manajemen Universitas Diponegoro, pp. 20-31
- Shehu, Aliyu Mukhtar and Rosli Mahmood, 2014, "The Relationship between Market Orientation and Business Performance of Nigerian SMEs: The Role of Organizational Culture", **International Journal of Business and Social Science**, Vol. 5, No. 9(1), pp. 159-168
- Shembi, R.S., 2002, "Entrepreneurial orientation: A Review of selected literature, Department of Management Science Faculting of Engineering", University of Waterloo, Ontario, Canada
- Sismanto, Adi, 2006, **Analisis Pengaruh Orientasi Pembelajaran, Orientasi Pasar dan Inovasi Terhadap Keunggulan Bersaing Untuk Meningkatkan Kinerja Pemasaran (Studi Empiris pada Industri Kecil dan Menengah Produk Makanan di Propinsi Bengkulu)**, Tesis Program Pasca Sarjana Magister Manajemen Universitas Diponegoro
- Stam, W., and Elfring, T., 2008, "Entrepreneurial Orientation and New Venture Performance: The Moderating Role of Intra and Extra Industry Social Capital", **Academy of Management Journal**, Vol. 51, No. 1, pp. 97-111

Sugiarto, P.H., 2013, "Menciptakan Peluang Pasar Melalui Pengembangan Ide Kreatif", Diakses dari <http://sugiartoph.wordpress.com> pada tanggal 24 Mei 2015

—————, 2014, "Kewirausahaan (Pengertian, Kesuksesan dan Kegagalan)", Diakses dari <http://sugiartoph.wordpress.com> pada tanggal 24 Mei 2015

Supranoto, Meike, 2009, **Strategi Menciptakan Keunggulan Bersaing Produk Melalui Orientasi Pasar, Inovasi, dan Orientasi Kewirausahaan dalam Rangka Meningkatkan Kinerja Pemasaran (Studi Empiris pada Industri Pakaian Jadi Skala Kecil dan Menengah di Kota Semarang)**, Tesis, Universitas Diponegoro, pp. 1-11

Suryanita, A., 2006, **Analisis Pengaruh Orientasi Kewirausahaan Terhadap Strategi Pemasaran Guna Meningkatkan Kinerja Pemasaran**, Tesis Universitas Diponegoro

Tajeddini, Kayhan, 2010, "Effect of Customer Orientation and Entrepreneurial Orientation on Innovativeness: Evidence from the Hotel Industry in Switzerland", **Tourism Management** 31, pp. 221-231

Tajeddini, Kayhan *et. al.*, 2013, "Efficiency and Effectiveness of Small Retailers: The Role of Customer and Entrepreneurial Orientation", **Journal of Retailing and Consumer Services** 20, pp. 453-462

Uncles, Mark, 2000, "Market Orientation", **Australian Journal of Management**, Vol. 25, No. 2

Voss G. B. and Voss Z. G., 2000, "Strategic Orientation and Firm Performnace in an Artistics Environment", **Journal of Marketing**, pp. 67-83

Wang, C. L., 2008, "Entrepreneurial Orientation, Learning Orientation, and Firm Performance", **Entrepreneurship Theory and Practice**, 32(4), pp. 635-656

Wang *et. al.*, 2012, "Total quality management, market orientation and hotel performance: The moderating effects of external environmental factors", **International Journal of Hospitality Management** 31, pp. 119-129

Waterhouse, J. & Svendsen, A., 1998, "Strategic Performance Monitoring and Management : Using Non Financial Measures to Improve Corporate Governance", The Canadian Institute of Chartered Accountant, Quebec

Weerawardena, Jay, 2003, "Exploring The Role of Market Learning Capability in Competitive Strategy", **European Journal of Marketing**, Vol. 37, pp. 1-17

Wiklund, Johan, 1999, "The Sustainability of The Entrepreneurial Orientation-Performance Relationship", **Entrepreneurship Theory and Practice**, pp. 37-48

Yuwalliatin, 2006, "Strategic Alliance Success Factors", **The Journal of Supply Chain Management**, Summer

Zahra, S. A., dan S. R. Das, 1993, "Innovation Strategy and Financial Performance in Manufacturing Companies: An Empirical Study", **Production and Operations Management** 2(1) (Winter), pp. 15-37

