

## DAFTAR PUSTAKA

- Aaker, D.A., Kumar, V., Day, G.S. (2001). *Marketing Research*, 7th edition. John Wiley and Sons New York, NY
- Agarwal, S., Erramilli, K., Dev. Chekitan, S., 2003, Market Oriented and Performance in Service Firms: Role of Innovation, *Journal of Services Marketing*, Vol. 17, No. 1, pp.68-82
- Baker, W.E. and Sinkula, J.M. (2009). “The Complementary Effects of Market Orientation and Entrepreneurial Orientation on Profitability in Small Businesses”. *Journal of Small Business Management* , Vol. 47, No. 4, p.443–464
- Barczak, G., Hultink, E.J., Sultan, F., 2008. Antecedents and consequences of information technology usage in NPD: a comparison of Dutch and U.S. companies. *Journal of Product Innovation Management*, 25(6), 620–631.
- Barnes, Liz; Lea-Greenwood, Gaynor. (2006). *Journal of Fashion Marketing and Management*.;10(3):259-271
- Barney, J. Resource-based theories of competitive advantage: A ten years retrospective on the resource based view. *Journal of Management* .2001, Vol. 27, Iss. 1, pp. 643-650.ISSN 0149-2063.
- Baumgarth, C. (2010), “Living the brand: brand orientation in the business-tobusiness sector”, *European Journal of Marketing*, Vol. 44 No. 5, pp. 653671.
- Bilal, M., Saeed, R., Naeem, B., & Naz, U. (2013). Integrated Marketing Communication: A Review Paper. *Interdisciplinary Journal of Contemporary Research in Business*, 5 (5)(September), 124–133.
- Boso, N., Cadogan, J. W., & Story, V. M. (2012). Entrepreneurial orientation and market orientation as drivers of product innovation success: A study of exporters from a developing economy. *International Small Business Journal*, 31(1).
- Buttenberg, K. (2017). The Influence of Consumer and Brand-Oriented Capabilities on Business Performance in Young Firms : A Quantitative Causal Model Analysis, *11*(4), 833–838.

- Cascio, R. P. (2011). "Marketing Innovation and Firm Performance : Research Model, Research Hypotheses, and Managerian Implication". *A dissertation submitted in partial fulfillment of the requirements for the degree of Doctor of Philosophy in the Department of Marketing in the College of Business Administration at the University of Central Florida Orlando, Florida.*
- Cohen L, Manion L, Morrison K (2013) *Research methods in education*:Routledge
- Cooper, D. R., & Schindler, P. S. (2003). *Business research methods* (8th ed.). New York: McGraw-Hill
- Darroch,Jenny. (2005), Knowledge Management, Innovation and firm Performance, *Journal of Knowledge Management*,vol.9,No3,pp.101-115
- Day, G. S. (1994). "The Capabilities of Market-Driven Organizations". *Journal of Marketing*. Vol. 58 (October 1994). pp. 37 – 52
- Duncan, T. and Moriarity, S. E. (1998) A communication-based marketing model for managing relationships. *Journal of Marketing* 62(2) : 1 – 13 17
- Dunes, M. and Pras, B. (2013), “Practices in the brand management system: identification and considerations for five business sectors”, *Journal of Product & Brand Management*, Vol. 22, No. 7, pp. 444-461.
- Emmanuel, U., & Ibeawuchi, E. (2015). Research Design and Sampling in Social and Management Sciences in 21 st Century. *European Journal of Academic Essays*, 2(3), 37–46
- Ferraresi, A.A., Quandt, C.O., Dos Santos, S.A., & Frega, J.R. (2012). Knowledge management and strategic orientation: leveraging innovativeness and performance. *Journal of Knowledge Management*,
- Greene, William H. (2012). *Econometric Analysis* (Seventh ed.). Boston: Pearson Education.pp. 692–693. ISBN 978-0-27375356-8.
- Hair JF (2003) *Essentials of Business Research Methods*: Wiley
- Hair JF, Black WC, Babin BJ, Anderson RE, et al. (2009). *Análise multivariada de dados*. 6th edn. Bookman, Porto Alegre
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2011). *Multivariate data analysis* (7th ed.). Beijing: China Machine Press

- Hair, J., Black W.C., Babin B.J., & Anderson R.E. (2009). *Multivariate data analysis: A Global Perspective*. Prentice-Hall, New Jersey
- Hänninen, N., & Karjaluoto, H. (2017). The effect of marketing communication on business relationship loyalty. *Marketing Intelligence and Planning*, 35(4), 458–472. <https://doi.org/10.1108/MIP-01-2016-0006>
- Healy and O'Dwyer, (2014) "Perceptions of product advantage, NPD and organisational performance", *Journal of Small Business and Enterprise Development*, Vol. 21 Issue: 1, pp.49-68
- Hult, G. T. M., Hurley, R. F., & GA, K. (2004). Innovativeness: Its antecedents and impact on business performance. *Industrial Marketing Management*, 33(5), 429-438.
- Hult,G.T.M and D.J Ketchen (2001).Does Market orientation matter:A test of the relationship between positional advantage and performance.*strategy management,J.,22:899-906*
- Hurley,R.F and G.T.M.Hult,(1998).Innovation,market Orientation and Organizational Learning:an Integration with Empirical investigation,*Jounal Marketing*,vol.62,July,pp.43-64.
- Ind, N. and Bjerke, R. (2007), “The concept of participatory market orientation: an organization-wide approach to enhancing brand equity”, *Journal of Brand Management*, Vol. 15 No. 2, pp. 135-145
- Karabulut, A. T. (2015). "Effects of Innovation Types on Performance of Manufacturing Firms in Turkey". *Procedia - Social and Behavioral Sciences*. 195. 1355-1364.
- Keh, H. T., Nguyen, T. T. M., & Ng, H. P. (2007). The effects of entrepreneurial orientation and marketing information on the performance of SMEs. *Journal of Business Venturing*, 22(4), 592–611. <https://doi.org/10.1016/j.jbusvent.2006.05.003>
- Keskin, H. (2006), ‘Market orientation, learning orientation, and innovation capabilities in SMEs: An extended model’, *European Journal of Innovation Management*, vol. 9, no. 4, pp. 396–417.
- Kevin Lane Keller (2009) Building strong brands in a modern marketing communications environment, *Journal of Marketing Communications*, 15:2-3, 139-155, DOI: 10.1080/13527260902757530
- Kotler, P., & Keller, K. L. (2012). *Marketing Management. Global Edition* (Vol. 15E). <https://doi.org/10.1080/08911760903022556>

- Lee, J., Park, S.Y., Baek, I. and Lee, C.-S. (2008), "The impact of the brand management system on brand performance in B-B and B-C environments", *Industrial Marketing Management*, Vol. 37, No. 7.
- Luxton, S., Reid, M., & Mavondo, F. (2015). Integrated marketing communication capability and brand performance. *Journal of Advertising*, 44(1), 37–46. <https://doi.org/10.1080/00913367.2014.934938>
- Malhotra, Naresh and Birks, David (2007) *Marketing Research: an applied approach: 3rd European Edition*, Harlow, UK. Pearson Education, 835pp
- Mavondo, Felix, T. Chimhanzi, Jacqueline, Stewart, Jillian, (2005), Learning Orientation and Market Orientation: Relationship with Innovation, Human Resource Practices and Performance, *European Journal of Marketing*, Vol. 39, No. 11/12, pp. 1235-1263
- McGraw-Hill. (2011). *Integrated Marketing Communication and Brand Management: the Case Study of Fiat 500*. Retrieved from [http://www.economia.uniroma2.it/public/dsi/file/essays/dsi\\_pattuglia.pdf](http://www.economia.uniroma2.it/public/dsi/file/essays/dsi_pattuglia.pdf)
- Morgan, N. A., Slotegraaf, R. J., & Vorhies, D. W. (2009). Linking marketing capabilities with profit growth. *International Journal of Research in Marketing*, 26(4), 284–293.
- Morgan,N.A.(2012).Marketing and business performance.*journal of the academy of marketing science*,40(1)
- Murray, J.Y. & Chao, M.C.H. (2005). A cross-team framework of international knowledge acquisition on new product development capabilities and new product market performance. *Journal of International Marketing* , 13(3), 54-78
- Neema Omary Seukindo(2012).”Effect Of Marketing Communication Mix On Sales Performance Of Soft Drink companies in Dar es Salaam,Tanzania.
- Ngamsutti, S. (2016). Marketing innovation capability and marketing performance : an empirical study of electrical and electronic appliances in Thailand. *The Business and Management Review*, 7(5), 339–346.
- Odunlami, I.B., &Ofoegbu, O.E.(2011). Effect of marketing communication in promoting organizational sales.A case study of Sunshine Company, *Journal of Emerging Trends in Economics and Management Sciences*, 2(5),408412.

- Orr, L.M., Bush, V.D. and Vorhies, D.W. (2011), Leveraging firm-level marketing capabilities with marketing employee development, *Journal of Business Research*, Vol. 64, pp. 1074–1081
- Osborne, J. W., & Waters, E. (2002). Four Assumptions Of Multiple Regression That Researchers Should Always Test. *Practical Assessment, Research & Evaluation*, 8(2), 1–5.
- Patricia, C. C. (2017). INFLUENCE OF MARKETING COMMUNICATION ON MICRO-ENTERPRISE PERFORMANCE IN KERICHO COUNTY , KENYA, V(5), 474–486.
- Pelham, Alfred, 1997, "mediating influences on the relationship between market orientation and profitability in small industry firms" *Journal of Marketing Theory and Practice*, summer, 55-57.
- Porcu, L., del Barrio-Garcia, S. and Kitchen, P.J. (2012), "How Integrated Marketing Communications (IMC) works? A theoretical review and an analysis of its main drivers and effects", *Communication and Society*, Vol. 25 No. 1, pp. 7-34
- Rahi, S. (2017). Research Design and Methods : A Systematic Review of Research Paradigms , Sampling Issues and Instruments Development International Journal of Economics & Management Sciences, 6(2).
- Reid, M., Luxton, S., Mavondo, F. (2005): The Relationship between integrated marketing communication, market orientation, and brand orientation, *Journal of Advertising*, Vol. 34, No. 4, pp. 11-23.
- Rao, Purba. 1996. "Measuring Consumer Perception Through Factor Analysis". *The Asia Manager*. February-March. Hal 28-32.
- Saeed, M., Ahmad, Z.U. and Mukhtar, S.M, International Marketing Ethics from an Islamic Perspectives: A Value Maximization Approach *Journal of Business Ethics*, 32: 127-142; 2002
- Schultz, DE, Tannenbaum, S., & Lauterborn, RF (1994). The new marketing paradigm. Integrated marketing communications. *Chicago: NTC Business Books*
- Schumpeter, J. A. (1942). *Capitalism, Socialism and Democracy*. New York: Harper & Row.
- ŠIMBEROVÁ, I. 2008. Vztahy se stakeholdery v soudobých marketingových koncepcích.

- Singh YK. *Fundamental of Research Methodology and Statistics*. New Delhi: Newage International (P) Ltd. Publisher; 2006
- Stewart, (2009), "Marketing Accountability: Linking Marketing Actions to Financial Results," *Journal of Business Research*, 62 (6), 636–64.
- Thipsri and Ussahawanitchakit, 2008."Effects of Technological on New Product Development and Export Performance: An Empirical Research of exporting Cosmetics Business in Thailand". *International of strategic Management*. 8(2),p. 1-11. *Trendy ekonomiky a managementu*, II(02): 71–80
- Ünüsân, Ç. Ve Sezgin, M. (2005) *Turizmde Strateji Eksenli Pazarlama İletişimi, Nüve Kültür Merkezi Yayınları: 23.*
- Vorhies, D.W., Orr, L.M. and Bush, V.D. (2011), Improving customer-focused marketingcapabilities and firm financial performance via marketing exploration and exploitation, *Journal of the Academy of Marketing Science*, Vol. 39 No. 5, pp. 736–756.
- Wai Jin (Thomas) Lee Aron O'Cass Phyra Sok , (2017)," Unpacking brand management superiority: examining the interplay of brand management capability, brand orientation and formalisation ",*European Journal of Marketing*, Vol. 51
- Wang, C. L., & Ahmed, P. K. (2007). "Dynamic Capabilities : a review and research agenda". *International journal of management reviews*, Vol. 9, No.1, pp.3135
- Wang, Catherine L. & Pervaiz K. Ahmed (2004). The development and validation of the organisational innovativeness construct using confirmatory factor analysis. *European Journal of Innovation Management*, 7(4), 303-31