

DAFTAR PUSTAKA

- Afsharghasemi, A., M. Zain, M. Sambasvian, dan S. N. S. Imm. 2013. Market Orientation, Government Regulation, Competitive Advantage and Internationalization of SMEs: A Study In Malaysia. *Journal of Business Administration Research* 2 (2) : 13-22.
- Agarwal, S., Erramilli, M.K., and Dev, C.S. (2003), Market orientation and performance in service firms: Role of innovation. *Journal of Services Marketing*, 17(1), 68-82.
- Alhakimi, W., and Baharun, R. (2009), A synthesis model of market orientation constructs toward building customer value: A theoretical perspective. *Africa Journal of Marketing Management*, 1 (2), 43-49.
- Baker., Sinkula., 1999. “*The Synergistic Effect of market oriented and learning organization on organization performance*”. *Journal of The Academy of Marketing Science*. Vol. 27, P. 411-427.
- Baker, W. E., & Sinkula, J. M. (2005). Environmental Marketing Strategy and Firm Performance: Effects on New Product Performance and Market Share. *Academy of Marketing Science*, 33(4), 461-475. <https://doi.org/10.1177/0092070305276119>.
- Brown, G., Green, K.W. Jr, Inman, R.A. and Willis, T.H. (2005), “Market orientation: relation to structure and performance”, *Journal of Business & Industrial Marketing*, Vol. 20 No. 6, pp. 276-84.
- Calantone, R.J., Chan, K., and Cui, A.S. (2006). Decomposing Product Innovativeness and Its Effects on New Product Success. *Journal of Product Innovation Management* 23:408–421.
- Cano, C. R., Carrillat, F. A., & Jaramillo, F. (2004). A meta-analysis of the relationship between market orientation and business performance: Evidence from five continents. *International Journal of Research in Marketing*, 21(2), 179–200.
- Cooper , Robert G., 2000. “ *Product Inovation and Technology Strategy*”, *Journal Research Technology Management*, p. 38 -41.
- Denton, Robert, 2009 , *Organizational Planning* , Mc. Graw Hill Book Company, New York.
- Ferdinand, A. T. (2000). *Manajemen pemasaran: Sebuah pendekatan strategik*. *Reseach Paper Series*, (01), 1-55.

- Gatignon, H., Tushman, M.L., Smith, W., and Anderson, P. (2002). A Structural Approach to Assessing Innovation: Construct Development of Innovation Locus, Type, and Characteristics. *Management Science* 48(9):1103–1122.
- Ghozali, Imam. (2013). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 21 (Ed.Ke-7)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gibran, Pengaruh Orientasi Pasar dan Inovasi Produk Terhadap Keunggulan Bersaing pada Factory Outlet The Summit Bandung, 2012
- Han, Jin K, Narnwoon Kim, and Rajenbdra K Srivastava, 1998, “ *Market Orientation an Organization Performance : Is Innovation Missing Link?*” *Journal of Marketing* . p. 42 – 54.
- Idar, R., Y. Yusoff, dan R. Mahmood. 2012. The Effect of Market Orientation As Mediator to Strategic Planning Practices and Performance Relationship: Evidence From Malaysian SMEs. *Procedia Economic and Finance*4(2012):68-78.
- Ilyas H (2011) *Strategic marketing channel management*. Mc Graw Hill Companies Inc., Boston.
- Kirca, A. H., S. Jayachandran, and W.O. Bearden. (2005). Market orientation: a meta-analytic review and assessment of its antecedents and impact on performance. *Journal of Marketing* 69 (2): 24-41.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing (14th ed.)*. New Jersey: Pearson.
- Kotler P, Keller KL. 2009. *Manajemen Pemasaran Jilid 1 ed. 13*. Penerbit Erlangga.
- Kumar, V., Jones, E., Venkatesan, R., & Leone, R.P. (2011). Is market orientation a source of sustainable competitive advantage or simply the cost of competing? *Journal of Marketing*, 75(1), 6-30.
- Lado, N., and A. Maydeu-Olivares. 2001. Exploring the link between market orientation and innovation in the European and US insurance markets. *International Marketing Review* 18 (2): 130-145.
- Narver, J. C., & Slater , S. F. 1990. “*The Effect of Market Orientation on Business Profitability*”, *Journal of Marketing*. Pp.20 – 35.

- Nasution, M.N. 2005. *Total Quality Management*. PT.Gramedia Pustaka Utama, Jakarta.
- Odoom, R., Anning-dorson, T., & Acheampong, G. (2017). Antecedents of social media usage and performance benefits in small-and medium-sized enterprises (SMEs). *Journal of Enterprise Information Management*, 30, 383–399.
- Pribadi J, Kanai J (2011) Measurement marketing performance in banking industry. *Journal on Management and Business*, UTM Malaysia.
- Sood, A. and Tellis, G.J. (2005). Technological Evolution and Radical Innovation. *Journal of Marketing* 69(3):152–174.
- Song X. Michael and Parry M.E., 1997., “*The Determinants of Japanese New Product Successes*”. *Journal of Marketing Research*, Vol. XXXIV February 1997. Pp. 64-76.
- Sorescu, A.B. and Spanjol, J. (2008). Innovation’s Effect on Firm Value and Risk: Insights from Consumer Packaged Goods. *Journal of Marketing* 72(2):114–132.
- Sugiyono. (2011). *Metode Penelitian Pendidikan*. Bandung: Alfabeta.
- Taleghani, M., S. Gilaninia, dan S.M. Talab. 2013. Relationship between Market Orientation Culture and Business Performance. *Interdisciplinary Journal of Contemporary Research in Business* 5(1): 949-954.
- Wahyono, 2002, *Orientasi Pasar dan Inovasi: Pengaruhnya Terhadap Kinerja Pemasaran*, *Jurnal Sains Pemasaran Indonesia*, Vol.1, No.1, Mei.
- Zhou, K.Z., Brown, J.R., & Dev, C.S. (2009). Market orientation, competitive advantage, and performance: A demand-based perspective. *Journal of Business Research*, 62(11), 1063-1070.

Lampiran 1. Kuesioner Penelitian