

- Abd al-Rahmân ibn Nashir ibn al-Sa'di, *Taysîr al-Karîm al-Rahmânfi Tafsîr Kalm al-Mannân*, di-tahqîq oleh 'Abd al-Rahmân ibn Ma'lâ al-Luwayhik, (Mu'assasah al-Risâlah, Mâlik Fahd,.
- Abd al-Rahmân ibn Nashir ibn al-Sa'di, *Taysîr al-Karîm al-Rahmân*, h. 80.
- Abû 'Abd Allâh Muhammad Ahmad al-Anshârî al-Qurthûbî, *Al-Jâmi' li Ahkâm al-Qur'an*, (Bayrût: Dâr al-Fikr, t.th), Jilid I, h. 195.
- Abû Bakr Muhammad ibn 'Abd Allâh Ibn al-'Arabî, *Ahkam Al-Qur'an*, (Bayrût: Dâr al-Fikr, t.th), jilid II, h. 32.
- Abu Fawas asy-Syirboony. (2013, Maret 12). *Keutamaan tawaqal kepada Allah menurut al-Quran dan as-Sunnah*. Retrieved Maret 14, 2016, from Abu Fawasasy-Syirboony.
- Abû Muhammad al-Husayn ibn Mas'ûd al-Baghawî, *Ma'âlimTanzîl*, (Dâr Thibah, Majma' Mâlik Fahd, 1417 H-1997 M), Cet. IV, jilid I, h. 180.
- Adams, P., Bodas Freitas, I. M., & Fontana, R. (2019). *Strategic orientation, innovation performance and the moderating influence of marketing management. Journal of Business Research, 97, 129–140.*
- Ahmad Muhammad Syakir, Penerbit Mu'assasah al-Risâlah, cetakan Malik Fahad, cet. I,.
- [Ainin, S.](#), [Parveen, F.](#), [Moghavvemi, S.](#), [Jaafar, N.](#) and [Mohd Shuib, N.](#) (2015), "Factors influencing the use of social media by SMEs and its performance outcomes", *Industrial Management & Data Systems*, Vol. 115 No. 3, pp. 570-588.
- Aksoy H, (2017). *How do innovation culture, marketing innovation and product innovation affect the market performance of small and medium-sized enterprises (SMEs)?, Technologyin Society.*
- Alegre, J., Chiva, R., (2013), *Linking Entrepreneurial Orientation and Firm Performance: The Role of Organizational Learning Capability and Innovation Performance, Journal of Small Business Management 2013 51(4), pp. 491–507*
- 'Alî ibn Muhammad ibn 'Alî al-Jurjanî, *Al-Ta'rîfât*, TahqîqIbrâhîm al-Abyarî, (Bayrût: Dâr al-Kitâb al-'Arabî, 1405H), Cet I, h. 124.
- Alrubaiee, L. S., Aladwan, S., Abu Joma, M. H., Idris, W. M., & Khater, S. (2017). *Relationship between Corporate Social Responsibility and Marketing Performance: The Mediating Effect of Customer Value and Corporate Image. International Business Research, 10(2), 104.*

- Alqahtani, N., & Usley, C. (2018). *Entrepreneurial marketing and firm performance: Synthesis and conceptual development. Journal of Business Research*.
- [Anning-Dorson, T., Nyamekye, M. and Odoom, R. \(2017\), "Effects of regulations and competition on the innovativeness-performance relationship", *International Journal of Bank Marketing*, Vol. 35 No. 6, pp. 925-943.](#)
- Arif sutrisno (2014). Keunggulan Biaya Dan Diferensiasi: Analisis Statis Dan Dinamis. Universitas bengkulu.
- Arikunto, S.(2016). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta:Rineka Cipta.
- Assmus, G., Farley, J. U., and Lehmann, D. R. (1984), "How advertising affects sales: Meta-analysis of Econometric Results," in: *Journal of Marketing Research*, Vol. 21 (2), 65-74.
- Augusty, Ferdinand. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen*. Semarang: Universitas Diponegoro.
- Barney, J.B. & Hesterley, W.S. (2006), *Strategic management and competitive advantage concepts*, Pearson Prentice Hall: New Jersey.
- Barney, J. B. (2013). *How marketing scholars might help address issues in resource-based theory. Journal of the Academy of Marketing Science*, 42(1), 24–26.
- Boso, N., Story, V. M., Cadogan, J. W., Annan, J., Kadić-Maglajlić, S., & Micevski, M. (2016). *Enhancing the sales benefits of radical product innovativeness in internationalizing small and medium-sized enterprises. Journal of Business Research*, 69(11), 5040–5045.
- Bowman, C., & Ambrosini, V. (2003). *How the resource-based and the dynamic capability views of the firm inform corporate-level strategy. British Journal of Management*, 14(4), 289–303.
- 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.

- Cantarello, S., Martini, A., & Nosella, A. (2012). *A multi-level model for organizational ambidexterity in the search phase of the innovation process. Creativity and Innovation Management, 21(1), 28–48.*
- Chang, C.-H. (2014). *The Determinants of Green Product Innovation Performance. Corporate Social Responsibility and Environmental Management, 23(2), 65–76.*
- Chang, W., Ellinger, A. E., Kim, K. (Kate), & Franke, G. R. (2016). *Supply chain integration and firm financial performance: A meta-analysis of positional advantage mediation and moderating factors. European Management Journal, 34(3), 282–295.*
- Cui, A. S., & Wu, F. (2016). *The Impact of Customer Involvement on New Product Development: Contingent and Substitutive Effects. Journal of Product Innovation Management, 34(1), 60–80.*
- Davcik, N. S., & Sharma, P. (2016). *Marketing resources, performance, and competitive advantage: A review and future research directions. Journal of Business Research, 69(12), 5547–5552.*
- Day, G. S., & Wensley, R. (1988). *Assessing advantage: A framework for diagnosing competitive superiority. Journal of Marketing, 52(2), 1–20.*
- Dess, G.G., & Davis, P.S. (1984), *Porter's generic strategies as determinants of strategic group membership and performance, Academy of Management Journal, 26, pp 467-488.*
- Digitimes (2013a). *New flash technologies and applications in engineering controls. Accessed at: <http://www.digitimes.com.tw/tw/b2b> (on February 21, 2013)*
- Dinas Koperasi dan UMKM Kota Semarang, Jawa Tengah, (2018). Di unduh dari laman infoukm.semarangkota.go.id.
- Ditjen Bimas Islam Kemenag RI, *Undang –Undang No. 33 Tahun 2014 tentang Jaminan Produk Halal*, Jakarta, 2014.
- Dulger, Meral; Alpay, Guven; Bodur, Muzaffer; Yilmaz, Cengiz. *The Business & Management Review. (2016); London Vol. 7, Iss. 3, : 208-217. London: The Academy of Business and Retail Management (ABRM). 78(11), 5040–5045.*
- Dunia Islam. (2015, Januari 18). *Pengertian ilmu pengetahuan dan kedudukan ilmu pengetahuan menurut Islam.* Retrieved April 16, 2016, from Dunia Islam: <http://www.duniaislam.org/18/01/2015/pengertian-ilmu-pengetahuan-dan-kedudukan-ilmu-menurut-islam>.

- Eka Widiastuti. (2013, November 6). *Kepatuhan syariah dalam membangun identifikasi Islamic brand*. Retrieved Mei 5, 2016, from Shariah Compliant: <http://sebi-community.blogspot.co.id/2013/11/kapatuhan-syariah-dalam-membangun.html>.
- Fitzsimmons, J.A., Fitzsimmons, M., 2004. *Service Management*, 4th ed. Irwin McGraw-Hill, Boston.
- Fraj, E., Martínez, E., & Matute, J. (2011). *Green marketing strategy and the firm's performance: the moderating role of environmental culture*. *Journal of Strategic Marketing*, 19(4), 339–355.
- Ghozali, Imam. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)*. Edisi 4. Semarang : Badan Penerbit Universitas Diponegoro.
- Grant, R.M. (1991), “*The resource-based theory of competitive advantage: implications for strategy formulation*”, *California Management Review*, 22: 114-135.
- Gupta, A. K., Raj, S. P., & Wilemon, D. (1986). *A model for studying R&D. Marketing interface in the product innovation process*. *Journal of Marketing*, 50(2), 717.
- Gupta, A. K., Smith, K. G., & Shalley, C. E. (2006). *The interplay between exploration and exploitation*. *Academy of Management Journal*, 49(4), 693-706.
- Hair J.F. et.al (1995), “*Multivariate Data Analysis With Reading*”, *Fourth Edition*, Prentice Hall. New Jersey.
- Hillman AJ, Dalziel T. 2003. *Boards of directors and firm performance: integrating agency and resource dependence perspectives*. *Academy of Management Review* 28: 383 – 396.
- Hong, I. B. (2018). *Predicting user-level marketing performance of location-based social networking sites*. *Journal of Computer Information Systems*, 1–11.
- Hoppner, J. J., Griffith, D. A., & White, R. C. (2015). *Reciprocity in Relationship Marketing: A Cross-Cultural Examination of the Effects of Equivalence and Immediacy on Relationship Quality and Satisfaction with Performance*. *Journal of International Marketing*, 23(4), 64–83.
- Horsky, D. (1977), “*Market Share Response to Advertising: An Example of Theory Testing*,” in: *Journal of Marketing Research*, Vol. 14 (2), 10-21.

- Huang, C.-T., & Tsai, K.-H. (2014). *Synergy, environmental context, and new product performance: A review based on manufacturing firms. Industrial Marketing Management, 43(8), 1407–1419.*
- Imam al-Syawkânî, *Fath al-Qâdir*, (Bayrût: Dâr al-Ma'rifah, 2007), Cet. IV, h. 216.
- Imam al-Qurthubî, *Al-Jâmi' li Ahkâm al-Qur'ân*, (Beirut: Mu'assasah al-Risâlah, 2006), Cet. I, h. 195.
- Ismail. (2011, Mei 19). *Marketing bisnis ala Rasulullah SAW*. Retrieved Mei 6, 2016, from Handoko Tantra: <http://www.handokotantra.com/marketing-bisnis-ala-rasulullah-saw.html>.
- Jeong, I., Pae, J. H., & Zhou, D. (2006). *Antecedents and consequences of the strategic orientations in new product development: The case of Chinese manufacturers. Industrial Marketing Management, 35(3), 348–358.*
- John L. Esposito, *Ensiklopedi Oxford Dunia Islam Modern*, Penerjemah, Eva YN, et al, (Bandung: Penerbit Mizan, 2001), Cet. I, h. 323.
- Katsikeas, C. S., Leonidou, C. N., & Zeriti, A. (2016). *Eco-friendly product development strategy: antecedents, outcomes, and contingent effects. Journal of the Academy of Marketing Science, 44(6), 660–684.*
- Kementerian Agama, *Al-Qur'an dan Terjemahnya*.
- Kettunen, J., Kairisto-Mertanen, L., & Penttilä, T. (2013). *Innovation pedagogy and desired learning outcomes in higher education. On the Horizon, 21(4), 333–342.*
- Khalili, H., Nejadhussein, S., Fazel, A. (2013), "The influence of entrepreneurial orientation on innovative performance", *Journal of Knowledge based Innovation in China, Vol. 5 Iss 3 pp. 262 – 278.*
- Kim, N., Shin, S., & Min, S. (2016). *Strategic marketing capability: Mobilizing technological resources for new product advantage. Journal of Business Research, 69(12), 5644–5652.*
- Kim, N., & Atuahene-Gima, K. (2010). *Using exploratory and exploitative market learning for new product development. Journal of Product Innovation Management, 27(4), 519–536.*
- Langerak, F. (2003). *The effect of market orientation on positional advantage and organizational performance. Journal of Strategic Marketing, 11(2), 93–115.*
- La Porta, R., Lopez-De-Silanes, F., Shleifer, A., & Vishny, R. W. (1997). *Legal Determinants of External Finance. The Journal of Finance, 52(3), 1131–1150.*

- Liao, H., Toya, K., Lepak, D.P., and Hong, Y., (2009) "*Do They See Eye to Eye? Management and Employee Perspectives of High-Performance Work Systems and Influence Processes on Service Quality*", *Journal of Applied Psychology*, Vol.94, No. 2, pp. 371-391.
- Liao, Z. (2016). *Temporal cognition, environmental innovation, and the competitive advantage of enterprises*. *Journal of Cleaner Production*, 135, 1045–1053.
- Liu, T.-C., & Chen, Y.-J. (2015). *Strategy orientation, product innovativeness, and new product performance*. *Journal of Management & Organization*, 21(01), 2–16.
- Love, L. G., Priem, R. L., & Lumpkin, G. T. (2002). *Explicitly articulated strategy and firm performance under alternative levels of centralization*. *Journal of Management*, 28(5), 611–627.
- Malik, M. (2001), *History of Islam*, Qureshi Brothers, Lahore.
- Manisha mathur. (2013). *Drivers of channel equity: Linking strategic marketing decisions to market performance* [*The Marketing Review*](#), Volume 13, Number 4, , pp. 393-414(22).
- McNally, R. C., Cavusgil, E., & Calantone, R. J. (2010). *Product innovativeness dimensions and their relationships with product advantage, product financial performance, and project protocol*. *Journal of Product Innovation Management*, 27(7), 991–1006.
- Moleong, Lexy J, ,(2014). *Metodologi Penelitian Kuantitatif*, PT Remaja Rosdakarya, Bandung.
- Montes FJL, Moreno AR, Fernandez LMM. 2004. *Asesing the Organizational Climate and Contractual Relationship for Perceptions of Support for Inovation*. *International Journal of Manpower*, Vol. 25, p. 167–80.
- Morgan, R.M., & Hunt. S.D. (2002). *The Commitment-Trust of The Relationship Marketing* . *Journal of Marketing*, July, Vol. 58, No.3.
- Muhammad ibn Jarîr ibn Yazîd ibn Katsîr ibn Ghâlib al-Amalî Abû Ja'far al Thabari, *Jami' al-Bayân fi Ta'wil al-Qur'ân*, al-Thabarî, di-tahqîq oleh Ahmad Muhammad Syakir, Penerbit Muassah al-Risalah, Malik Fahad. Cet I.
- Muhammad Rawas Qal'ajî dan Muhammad Shâdiq Qanaybî, *Mu'jam Lughah al Fuqahâ*, (Bayrût: Dâr al-Fikr, 1405H-1985M), Cet.I, h. 184.

- Mulyani Jefhar. (2014, Mei 11). *Pengertian produk, definisi kualitas produk, dan dimensi kualitas produk*. Retrieved Mei 19, 2016, from Jhoblog: <http://mulyajho.blogspot.co.id/2014/05/pengertian-produk-definisi-kualitas.html>.
- Murray, J.Y., Gao, G.Y., Kotabe, M., (2011). *Market orientation and performance of export ventures: the process through marketing capabilities and competitive advantages*. *J. Acad. Mark. Sci.* 39 (2), 252e269.
- M. Ulum. (2010). Konsep promosi penjualan dalam Islam. Retrieved Maret 15, 2016, from *Digital Library UIN Sunan Ampel*: <http://digilib.uinsby.ac.id/8647/5/bab.%20ii.pdf>.
- Ngamsutti. S Phaprukbaramee & Ussahawanitchakitt. (2016). *Marketing innovation capability and marketing performance: an empirical study of electrical and electronic appliances in Thailand* *The Business and Management Review*, Volume 7 Number 5.
- Nuryakin, & Ardyan, E. (2018). *SMEs' marketing performance: the mediating role of market entry capability*. *Journal of Research in Marketing and Entrepreneurship*.
- O'Cass, A., Heirati, N., & Ngo, L. V. (2014). *Achieving new product success via the synchronization of exploration and exploitation across multiple levels and functional areas*. *Industrial Marketing Management*, 43(5), 862–872.
- Porter, M. E. (1985). *Competitive advantage: Creating and sustaining superior performance*. New York: Free Press.
- Porter, M.E. (1988), *Competitive strategy: techniques for analyzing industries and competitors*. Free Press: New York. Second edition.
- Prajogo, D. I. (2007), "The relationship between competitive strategies and product quality", *Industrial Management & Data Systems*, Vol. 107 Iss: 1 pp. 69 – 83
- Qardhawi. (1982). *Halal dan haram dalam Islam*. Surabaya: Bina Ilmu.
- Ramadani, V., Hisrich, R. D., Abazi-Alili, H., Dana, L.-P., Panthi, L., & Abazi-Bexheti, L. (2018). *Product innovation and firm performance in transition economies: A multi-stage estimation approach*. *Technological Forecasting and Social Change*.
- Rehman, A., & Shahbaz Shabbir, M. (2010). *The relationship between religiosity and new product adoption*. *Journal of Islamic Marketing*, 1(1), 63–69

- Reid, M., Luxton, S. and Mavondo, F. (2005), "The Relationship Between Integrated Marketing Communication, Market Orientation, And Brand Orientation," in: *Journal of Advertising*, Vol. 34 (4), 11-23.
- Ria M. Hapsari, Farida Indriani & Sutopo, (2017). *Quality Analysis Of Support Marketing And Quality Of Salestraining On Sales Performance Capability Onperformancesales Performance*, *Jurnal Sains Pemasaran Indonesia Volume XVI, No. 3*, 145-166.
- Rita, Indah Mustikowati. (2014). Orientasi Kewirausahaan, Inovasi, dan Strategi Bisnis Untuk Meningkatkan Kinerja Perusahaan (Studi Pada UKM Sentra Kabupaten Malang). *MODERNISASI*, Volume 10, Nomor 1, Februari.
- Rodriguez, M., Peterson, R. M., & Ajjan, H. (2014). *Crm/Social Media Technology: Impact on Customer Orientation Process and Organizational Sales Performance. Ideas in Marketing: Finding the New and Polishing the Old*, 636–638.
- Rogers, E. M. (2003). *Diffusion of innovation (5th ed.)*. New York: The Free Press.
- Sadiku-Dushi, N., Dana, L.-P., & Ramadani, V. (2019). *Entrepreneurial marketing dimensions and SMEs performance. Journal of Business Research*, 100, 86–99.
- Salman. (2010, Februari 18). Ekonomi dan manajemen dalam perspektif tauhid. Retrieved April 16, 2016, from Masjid salman ITB.
- Sarkees, M., Hulland, J., & Prescott, J. (2010). *Ambidextrous organizations and firm performance: the role of marketing function implementation. Journal of Strategic Marketing*, 18(2), 165–184.
- Schaeck, K., & Cihák, M. (2013). *Competition, Efficiency, and Stability in Banking. Financial Management*, 43(1), 215–241.
- Sekaran, Uma. (2011). *Research Methods for business Edisi I and 2*. Jakarta: Salemba Empat.
- Sharma, P., Davcik, N. S., & Pillai, K. G. (2016). *Product innovation as a mediator in the impact of R&D expenditure and brand equity on marketing performance. Journal of Business Research*, 69(12), 5662–5669.
- Sheng, M. L. (2019). *Foreign tacit knowledge and a capabilities perspective on MNEs' product innovativeness: Examining source-recipient knowledge absorption platforms. International Journal of Information Management*, 44, 154–163.

- Siren, C. A., Kohtamäki, M., & Kuckertz, A. (2012). *Exploration and exploitation strategies, profit performance, and the mediating role of strategic learning: Escaping the exploitation trap. Strategic Entrepreneurship Journal, 6(1), 18–41.*
- Slotegraaf, R. J., & Pauwels, K. (2008). *The impact of brand equity and innovation on the long-term effectiveness of promotions. Journal of Marketing Research, 45(3), 293–306.*
- Stock, R. M., & Schnarr, N. L. (2016). *Exploring The Product Innovation Outcomes Of Corporate Culture And Executive Leadership. International Journal Of Innovation Management, 20(01), 1650009.*
- Story, V. M., Boso, N., & Cadogan, J. W. (2014). *The Form of Relationship between Firm-Level Product Innovativeness and New Product Performance in Developed and Emerging Markets. Journal of Product Innovation Management, 32(1), 45–64.*
- Spanjol, J., William, J., Qualls, W. J., & Rosa, J. A. (2011). *How many and what kind? The role of strategic orientation in new product ideation. Journal of Product Innovation Management, 28(2), 236–250.*
- Story, V. M., Boso, N., & Cadogan, J. W. (2014). *The Form of Relationship between Firm-Level Product Innovativeness and New Product Performance in Developed and Emerging Markets. Journal of Product Innovation Management, 32(1), 45–64.*
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D.* Bandung: PT Alfabet.
- Suwarso Muhammad, (2004) *Manajemen Strategik (konsep dan kasus) Edisi ketiga,* penerbit salemba bandung.
- Syekh Muhammad bin Abdul Wahab. (2005). *Kitab Tauhid.* Retrieved Mei 6, 2016, from *Islam House:* <https://islamhouse.com/id/books/70872>.
- [Tan, Q.](#) & [Sousa, C.](#) (2015), "Leveraging marketing capabilities into competitive advantage and export performance", [International Marketing Review](#), Vol. 32 No. 1, pp. 78-102.
- Truong, Y., Klink, R. R., Simmons, G., Grinstein, A., & Palmer, M. (2017). *Branding strategies for high-technology products: The effects of consumer and product innovativeness. Journal of Business Research, 70, 85–91.*

- Tsung-Chi Liu & Yi-Jen Chen (2015). *Strategy orientation, product innovativeness, and new product performance. Journal of Management & Organization, 21*, pp 2-16.
- Visnjic, I., Wiengarten, F., & Neely, A. (2014). *Only the Brave: Product Innovation, Service Business Model Innovation, and Their Impact on Performance. Journal of Product Innovation Management, 33(1)*, 36–52.
- Vomberg, A., Homburg, C., & Bornemann, T. (2014). *Talented people and strong brands: The contribution of human capital and brand equity to firm value. Strategic Management Journal, 36(13)*, 2122–2131.
- Walker, O. C.; Harper W. L. (2005). *Manajemen pemasaran suatu pendekatan strategis dengan orientasi global*. Jakarta: Erlangga.
- Winda Kartikarini. (2013, April 16). *Strategi pemasaran yang diterapkan oleh Nabi Muhammad SAW*. Retrieved Mei 6, 2016, from Winda Kartikarini Blog: <http://windakartikarini.blogspot.co.id/2013/04/strategi-pemasaran-yang-diterapkan-oleh.html>.
- Yûsuf al-Qaradhâwî, *Al-Halâl wa al-Harâm fi al-Islâm*, terjemah Wahid Amadi *et al*, Halal Haram dalam Islam, (Solo: Era Intermedia, 1424H-2003 M), Cet III, h. 31.
- Zehir, C., Can, E., & Karaboga, T. (2015). *Linking Entrepreneurial Orientation to Firm Performance: The Role of Differentiation Strategy and Innovation Performance. Procedia - Social and Behavioral Sciences, 210*, 358–367.

No kuesioner :

KUESIONER
PENINGKATAN MARKETING PERFORMANCE BERBASIS
PRODUCT INNOVATIVENESS