

Daftar Pustaka

- Altuntaş, G., Semerciöz, F., & Eregez, H. (2013). Linking Strategic and Market Orientations to Organizational Performance: The Role of Innovation in Private Healthcare Organizations. *Procedia - Social and Behavioral Sciences*, 99(December2017), 413–419. <https://doi.org/10.1016/j.sbspro.2013.10.509>
- Arista, a E. D., & Astuti, S. R. T. (2011). dan Citra Merek terhadap Minat Beli Konsumen. *Arista , Astuti*, 13(1), 37–45.
- Asashi, T., & Sukaatmadja, I. P. G. (1993). PERAN INOVASI PRODUK DALAM MEMEDIASI PENGARUH ORIENTASI PASAR TERHADAP KINERJA PEMASARAN., S-102.
- Bakti, S., & Harun, H. (2011). Staf Pengajar Pada Sekolah Tinggi Ilmu Ekonomi (STIE) Jambi Jln. H.O.S. Cokroaminoto Simp. Kawat Kota Jambi. *Jurnal Manajemen Pemasaran Modern*, 3(1), 1–15.
- Becker, H. S. (2017). Sociological work: Method and substance. *Sociological Work:Method and Substance*, 1–358. <https://doi.org/10.4324/9781315129983>
- Benítez, A., Aragón, G., González, Y., & Prieto, M. (2018). Functional traits of epiphytic lichens in response to forest disturbance and as predictors of total richness and diversity. *Ecological Indicators*, 86(March), 18–26. <https://doi.org/10.1016/j.ecolind.2017.12.021>
- Benner. Mary J. (2001). Tushman 2003. D\.
- Chuang, L.-M., Liu, C.-C., & Kao, H.-K. (2016). The Adoption of Fintech Service: TAM perspective. *International Journal of Management and Administrative Sciences(IJMAS)*, 3(7), 1–15. Retrieved from www.ijmas.org
- Cohen, W. M., & Levinthal, D. A. (2017). Measurement of potential absorption capacity in Colombia's innovative companies. *Espacios*, 38(26), 1307–1321. <https://doi.org/10.2307/2393553>
- Day, G. S. (1994). The Capabilities of Market-Driven Organizations. *Journal of Marketing*, 58(4), 37–52. <https://doi.org/10.1177/002224299405800404>
- Dutta, S., Narasimhan, O., & Rajiv, S. (1999). Success in high-technology markets: Is marketing capability critical? *Marketing Science*, 18(4), 547–568. <https://doi.org/10.1287/mksc.18.4.547>
- El Sawy, A. O. (2008). *MIS Uarterly I*. 7(3), 113–122.
- Farida, N. (2016). Determinants of Marketing Performance: Innovation, Market Capabilities and Marketing Performance. *Jurnal Dinamika Manajemen*, 7(1), 59. <https://doi.org/10.15294/jdm.v7i1.5759>
- Flynn, B. B., Huo, B., & Zhao, X. (2010). The impact of supply chain integration on performance: A contingency and configuration approach. *Journal of OperationsManagement*, 28(1), 58–71. <https://doi.org/10.1016/j.jom.2009.06.001>
- Grant, R. M. (2009). The resource-based theory of competitive advantage: Implications for strategy formulation. *Knowledge and Strategy*, (December 1999), 3–24. <https://doi.org/10.1016/b978-0-7506-7088-3.50004-8>
- Han, J. K., Kim, N., & Srivastava, R. K. (1998). Market orientation and organizational performance: Is innovation a missing link? *Journal of*

- Marketing*, 62(4), 30–45. <https://doi.org/10.2307/1252285>
- Hassani, H. A., Nayebzadeh, S., & Rabbani, M. (2014). *Investigating the impact of brand management system on Sepah Bank's performance (Case study : Branches of Sepah Bank , Iran , Isfahan City)*. 30(2002), 182–189.
- Hatch, M. J., & Schultz, M. (1997). Relations between organizational culture, identity and image. *European Journal of Marketing*, 31(5/6), 356–365. <https://doi.org/10.1108/eb060636>
- Hausman, W. H., Montgomery, D. B., & Roth, A. V. (2002). Why should marketing and manufacturing work together? Some exploratory empirical results. *Journal of Operations Management*, 20(3), 241–257. [https://doi.org/10.1016/S0272-6963\(02\)00010-4](https://doi.org/10.1016/S0272-6963(02)00010-4)
- Heinzmann, L. M., Lavarda, R. A. B., Machado, D. D. P. N., & Hein, N. (2013). Manufacture strategy stages and strategy-as-practice phases. *Revista de Ciências Da Administração*, 15(36). <https://doi.org/10.5007/2175-8077.2013v15n36p245>
- Iqbal, A., & Yuliandari, N. K. (2019). Determinan Kinerja Usaha Mikro, Kecil, dan Menengah (UMKM) dalam Upaya Mendukung Banyuwangi sebagai Kota Tujuan Wisata. *Jurnal Manajemen Dan Kewirausahaan*, 7(2), 175–188. <https://doi.org/10.26905/jmdk.v7i2.3023>
- Kanibir, H., Saydan, R., & Nart, S. (2014). Determining the Antecedents of Marketing Competencies of SMEs for International Market Performance. *Procedia - Social and Behavioral Sciences*, 150, 12–23. <https://doi.org/10.1016/j.sbspro.2014.09.003>
- Kohli, A. K., & Jaworski, B. J. (1990). *Market Orientation : The*. 54(April), 1–18.
- Kusdyah, I. (2012). Persepsi Harga, Persepsi Merek, Persepsi Nilai, dan Keinginan Pembelian Ulang jasa Klinik Kesehatan. *Jurnal Manajemen Pemasaran*, 7(1), 25–32. <https://doi.org/10.9744/pemasaran.7.4.25-32>
- Lagat, C., & Frankwick, G. L. (2017). Marketing capability, marketing strategy implementation and performance in small firms. *J. for Global Business Advancement*, 10(3), 327. <https://doi.org/10.1504/jgba.2017.10005516>
- Ling, K. C., Chai, L. T., & Piew, T. H. (2010). The Effects of Shopping Orientations, Online Trust and Prior Online Purchase Experience toward Customers' Online Purchase Intention. *International Business Research*, 3(3), 63. <https://doi.org/10.5539/ibr.v3n3p63>
- manek, daniel. (2013). Analisis Pengaruh Orientasi Pasar Terhadap Kinerja Pemasaran Pada Perusahaan Pengolahan Di Kota Semarang. *Jurnal Sains PemasaranIndonesia*, 12(2), 121–148. <https://doi.org/10.14710/jspi.v12i2.121-148>
- McDermott, C. M., & O'Connor, G. C. (2002). Managing radical innovation: An overview of emergent strategy issues. *Journal of Product Innovation Management*, 19(6), 424–438. [https://doi.org/10.1016/S0737-6782\(02\)00174-1](https://doi.org/10.1016/S0737-6782(02)00174-1)
- Megantara, I. M. T., & Suryani, A. (2016). *ONLINE PADA SITUS TRAVELOKA . COM Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali , Indonesia Teknologi informasi berperan sangat penting pada era globalisasi saat ini . Teknologi informasi , komunikasi dan internet telah merambah berbagai*

bidang k. 5(9), 5783–5810.

- Mohammed, Y. M., Othman, A. R., & Mokhtar, S. S. M. (2012). Assessing the Mediating Role of Marketing Capability in the Relationship between TQM Practices and Innovation Performance Dynamic Capabilities Approach Maha Mohammed Yusr School of Business SBM University Utara Malaysia UUM Malaysia Abdul Rahim Othman Sch. *International Journal of Business and Social Science*, 3(23), 165–176.
- Nath, P., Nachiappan, S., & Ramanathan, R. (2010). The impact of marketing capability, operations capability and diversification strategy on performance: A resource-based view. *Industrial Marketing Management*, 39(2), 317–329. <https://doi.org/10.1016/j.indmarman.2008.09.001>
- Odhiambo, O. J., Kibera, F., & Musyoka, R. (2015). The Influence of Organizational Culture and Marketing Capabilities on Performance of Microfinance Institutions in Kenya. *Journal of Marketing Management (JMM)*, 3(1). <https://doi.org/10.15640/jmm.v3n1a9>
- Odoom, R., & Mensah, P. (2019). Brand orientation and brand performance in SMEs: The moderating effects of social media and innovation capabilities. *Management Research Review*, 42(1), 155–171. <https://doi.org/10.1108/MRR-12-2017-0441>
- Oslo'd Manuel. (2005). Third edition ORGANISATION FOR ECONOMIC CO-OPERATION. In *Communities*. <https://doi.org/10.1787/9789264013100-en>
- Pagoropoulos, A., Maier, A., & McAlone, T. C. (2017). Assessing transformational change from institutionalising digital capabilities on implementation and development of Product-Service Systems: Learnings from the maritime industry. *Journal of Cleaner Production*, 166, 369–380. <https://doi.org/10.1016/j.jclepro.2017.08.019>
- Prakoso, B. (2005). PENGARUH ORIENTASI PASAR, INOVASI DAN ORIENTASI PEMBELAJARAN TERHADAP KINERJA PERUSAHAAN UNTUK MENCAPAI KEUNGGULAN BERSAING (Studi Empiris Pada Industri Manufaktur Di Semarang). *Jurnal Studi Manajemen Dan Organisasi (JSMO)*, Volume 2(Nomor 1), 35–57.
- Qureshi, M. S. (2010). *Determinants and Outcomes of Marketing Capabilities in New Technology Based Firms in Berlin, Germany: An Empirical Study*. (April).
- Reijonen, H., Párdányi, S., Tuominen, S., Laukkanen, T., & Komppula, R. (2014). Are growth-oriented SMEs more likely to adopt market and brand orientations? *Journal of Small Business and Enterprise Development*, 21(2), 250–264. <https://doi.org/10.1108/JSBED-10-2013-0152>
- Sismanto, A. (2006). *Diajukan untuk memenuhi sebagai syarat guna memperoleh Derajat Sarjana S-2 Magister Manajemen Program Studi Magister Manajemen Universitas Diponegoro*.
- Slater, S. F., & Narver, J. C. (1995). Market Orientation and the Learning Organization. *Journal of Marketing*, 59(3), 63. <https://doi.org/10.2307/1252120>
- Solikan, E. Z., & Mohammad, A. (2018). *ORIENTASI STRATEGI DALAM PENGUKURAN Eka Zahra Solikahan, Ali Mohammad*. 5(2), 191–197.
- Suliyanto, & Rahab. (2012). The role of market orientation and learning

- orientation in improving innovativeness and performance of small and medium enterprises. *Asian Social Science*, 8(1), 134–145. <https://doi.org/10.5539/ass.v8n1p134>
- Supranoto, M. (2009). Strategi menciptakan keunggulan bersaing produk melalui orientasi pasar inovasi dan orientasi kewirausahaan dalam rangka meningkatkan kinerja pemasaran. *Pengaruh Orientasi Kewirausahaan... Jurnal EMBA*, 2(3), 14–17.
- Tajeddini, K., & Ratten, V. (2020). The moderating effect of brand orientation on inter-firm market orientation and performance. *Journal of Strategic Marketing*, 28(3), 194–224. <https://doi.org/10.1080/0965254X.2017.1293138>
- Tan, K. C., Kannan, V. R., & Narasimhan, R. (2007). The impact of operations capability on firm performance. *International Journal of Production Research*, 45(21), 5135–5156. <https://doi.org/10.1080/00207540600871269>
- Tellis, G. J., Prabhu, J. C., & Chandy, R. K. (2009). Radical innovation across nations: The preeminence of corporate culture. *Journal of Marketing*, 73(1), 3–23. <https://doi.org/10.1509/jmkg.73.1.3>
- Tumewang, Y. K. (2019). A comparison of non-financial performance and earnings quality between QIIB and BIB. *Jurnal Ekonomi & Keuangan Islam*, 5(1), 25–33. <https://doi.org/10.20885/jeki.vol5.iss1.art4>
- Urde, M. (1999). Brand Orientation: A Mindset for Building Brands into Strategic Resources. *Journal of Marketing Management*, 15(1–3), 117–133. <https://doi.org/10.1362/026725799784870504>
- Urde, M., Baumgarth, C., & Merrilees, B. (2013). Brand orientation and market orientation - From alternatives to synergy. *Journal of Business Research*, 66(1), 13–20. <https://doi.org/10.1016/j.jbusres.2011.07.018>
- Utama, L., & Yuniarwati, Y. (2017). Pengaruh Merek, Kepercayaan Dan Pengalaman Terhadap Niat Konsumen Dalam Melakukan Transaksi Secara Online. *Jurnal Ekonomi*, 21(3), 420–435. <https://doi.org/10.24912/je.v21i3.28>
- Utaminingsih, A. (2016). Pengaruh Orientasi Pasar, Inovasi, Dan Kreativitas Strategi Pemasaran Terhadap Kinerja Pemasaran Pada Ukm Kerajinan Rotan Di Desa Teluk Wetan, Welahan, Jepara. *Media Ekonomi Dan Manajemen*, 31(2), 77–87. Retrieved from <https://media.neliti.com/media/publications/149462-ID-pengaruh-orientasi-pasar-inovasi-dan-kre.pdf>
- Venkatraman, N., & Ramanujam, V. (1986). Measurement of Business Performance in Strategy Research: A Comparison of Approaches. *Academy of Management Review*, 11(4), 801–814. <https://doi.org/10.5465/amr.1986.4283976>
- Widjajanti, K., Sugiyanto, E. K., & Marka, M. M. (2016). Kapital Sosial Strategi. *Jurnal Dinamika Sosial Budaya*, 18(1), 95–108.
- Wu, S. J., Melnyk, S. A., & Flynn, B. B. (2010). Operational Capabilities: The Secret Ingredient. *Decision Sciences*, 41(4), 721–754. <https://doi.org/10.1111/j.1540-5915.2010.00294.x>
- Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195–211. <https://doi.org/10.1177/0092070300282002>

- Yu, W., Ramanathan, R., & Nath, P. (2014). The impacts of marketing and operations capabilities on financial performance in the UK retail sector: A resource-based perspective. *Industrial Marketing Management*, 43(1), 25–31. <https://doi.org/10.1016/j.indmarman.2013.07.014>
- Yulianto, G., & Hasan, A. (2019). *Pengaruh Orientasi Pasar, Konsumen, Merek, Dan Inovasi Layanan Terhadap Kinerja Umkm Di Yogyakarta*. <https://doi.org/10.31227/osf.io/vkndm>
- Zehir, C., Köle, M., & Yıldız, H. (2015). The Mediating Role of Innovation Capability on Market Orientation and Export Performance: An Implementation on SMEs in Turkey. *Procedia - Social and Behavioral Sciences*, 207, 700–708. <https://doi.org/10.1016/j.sbspro.2015.10.141>

