

DAFTAR PUSTAKA

- Akimova, Irina. 2000. "Development of Market Orientation and Competitiveness of Ukrainian Firms." *European Journal of Marketing* Vol.34 No. doi:10.1108/03090560010342511.
- Amabile, Teresa M, et al. 1996. "Assessing the Work Environment for Creativity Reproduced with Permission of the Copyright Owner . Further Reproduction Prohibited without Permission ." *Academy of Management Journal* 39 (5): 1154.
- Amin Muslim, et al. 2016. "The Effect of Market Orientation as a Mediating Variable in the Relationship between Entrepreneurial Orientation and SMEs Performance." *Nankai Business Review International* Vol. 7 No. doi:10.1108/NBRI-08-2015-0019.
- Baker, William E; and James M Sinkula. 1999. "Learning Orientation , Market Orientation , and Innovation : Integrating ..." *Journal of Market - Focused Management* 4 (4).
- . 2009. "The Complementary Effects of Market Orientation and Entrepreneurial ..." *Journal of Small Business Management* 47 (4): 443.
- Barney, Jay. 1991. "Firm Resource and Sustained Competitive Advantage". *Journal of Management* 17.
- Bart, Christopher K, and Maureen Hupfer. 2004. "Mission Statements in Canadian Hospitals." *Journal of Health Organization and Management* Vol. 18 No. doi:10.1108/14777260410538889.
- Bharadwaj, et al. 1993. "Sustainable Competitive Advantage in Service Industries : A." *Journal of Marketing* 57 (4): 83.
- Buli Bereket Mamo. 2017. "Entrepreneurial Orientation , Market Orientation and Performance of SMEs in the Manufacturing Industry Evidence from Ethiopian Enterprises." *Management Research Review* Vol. 40
- Choi, Yun-Jung. 2002. "Market Orientation and Innovation in U.S. Small Business Firms in Small Towns." Iowa State University.
- Coff, Russell, W. 1999. "When Competitive Advantage Doesn't Lead to Performance" *Organization Science* 10 (2): 119.
- Cooper, Donald R, and Pamela S C Schindler. 2014. "Business Research Methods." In *Business Research Methods*.
- Day, George S & Wensley Robin. 1988. "Assessing Advantage : A Framework For Diagnosing Competitive." *Journal of Marketing* 52 (2): 1.

- Dickson, Reid, Peter. 1992. "Toward a General Theory of Competitive Rationality." *Journal of Marketing* 56 (1): 69.
- Dinas Busaya dan Pariwisata Kota Mataram. 2013.
- Febriatmoko, Bogy, and Susilo Toto Raharjo. 2014. "Meningkatkan Kinerja Bisnis Melalui Keunggulan Bersaing Kuliner Khas Semarang." *Magister Manajemen, Universitas Diponegoro. Semarang*, 139–44.
- Ferdinand, Augusty. 2000. "Manajemen Pemasaran: Sebuah Pendekatan Strategy." *Research Paper Series, Program Magister Manajemen Universitas Diponegoro*. 1.
- . 2002. *Structural Equation Modelling Dalam Penelitian Manajemen*. Program Magister Manajemen, Universitas Diponegoro, Semarang.
- . 2005. *Structural Equation Modelling Dalam Penelitian Manajemen*. Fakultas Ekonomi Universitas Diponegoro. Semarang.
- Ghozali, Iman. 2013. *Aplikasi Analisis Multivariat Dengan Program IBM SPSS 21*. 7th ed. Badan Penerbit Universitas Diponegoro, Semarang.
- . 2014. *Konsep Dan Aplikasi Dengan Program AMOS 22.0*. V. Badan Penerbit Universitas Diponegoro, Semarang.
- Hair, JR, Joseph F, Ralph E Anderson, Ronald L. Tatham, and William C. Black. 1995. "Multivariate Data Analysis With Regarding." In *Multivariate Data Analysis*, Fourth. Prentice International, Inc. Hall.
- Halit, Keskin. 2006. "Market Orientation , Learning Orientation , and Innovation Capabilities in SMEs An Extended Model." *European Journal of Innovation Management* Vol. 9 No. doi:10.1108/14601060610707849.
- Han, Jin K, Namwoon Kim, and Rajendra K Srivastava. 1998. "Market Orientation and Organizational Performance : Is Innovation a Missing Link" *Journal of Marketing* 62.
- Harris, Lloyd C, and Emmanuel Ogbonna. 2000. "The Responses of Front-Line Employees to Market-Oriented Culture Change." *Journal of Marketing* 34.
- Harris, Lloyd C, Nigel F Piercy, Lloyd C Harris, and Nigel F Piercy. 1997. "Market Orientation Is Free : The Real Costs of Becoming Market-Led." *Management Decision* 35. doi:10.1108/00251749710160160.
- Hartini, Sri. 2012. "Peran Inovasi : Pengembangan Kualitas Produk Dan Kinerja Bisnis." *Jurnal Manajemen Dan Kewirausahaan* 14: 82–88.
- Hasan, Ali. 2014. *Marketing dan Kasus-kasus Pilihan*. CAPS (Center for Academic Publishing Service). Yogyakarta.

- Hilman, Haim & Kaliappan Narendheren. 2015. "Innovation Strategies and Performance : Are They Truly Linked?" *World Journal of Entrepreneurship, Management and Sustainable Development* 11. doi:10.1108/WJEMSD-04-2014-0010.
- Hult, G Tomas M;Ketchen, David J, Jr;Slater, Stanley F. 2002. "A Longitudinal Study of the Learning Climate and Cycle Time in Supply Chains." *The Journal of Business & Industrial Marketing* 12 (4): 302.
- Hult, Thomas G M, et al., 2004. "Innovativeness: Its Antecedents and Impact on Business Performance." *Industrial Marketing Management* 30 (1): 55–76.
- Hurley, Robert, and Tomas Hult. 1998. "Innovation , Market Orientation , and Organizational Learning : An Integration and Empirical Examination." *Journal of Marketing*, no. July. doi:10.2307/1251742.
- Imani, Hosseini Mirzahassan, and Farideh Hosseini. 2013. "The Chain Impact of Customer Value on Organizational Performance : A Customer-Based Perspective in a Command Economy." *African Journal of Business Management* 7 (29): 2852–62. doi:10.5897/AJBM12.057.
- James, R, J Roger, and D Gudmundson. 1997. "Small Firm Information Seeking as a Response to Environmental Threats and Opportunities." *Journal of Small Business Management* 35: 11.
- Jaworski, Bernard J;, and Ajay K Kohli. 1993. "1993 Jaworski and Kohli Mo.pdf." *Journal of Marketing* 57: 53–70.
- Jimenez-Jimenez, D., Sr Valle, and M Hernandez-Espallardo. 2008. "Fostering Innovation." *European Journal of Innovation Management* 11 (3): 389–412. doi:10.1108/14601060810889026.
- John, A, B Elizabeth, and B Richard. 1987. "The Tenuous Link Between Formal Strategic Planning and Financial Performance [2]." *Academy of Management* 12: 658.
- Kamya, Moses Tahate, Joseph M Ntayi, and Augustine Ahiauzu. 2010. "Knowledge Management and Competitive Advantage : The Interaction Effect of Market Orientation." *African Journal of Business Management* 4
- Kandampully, Jay, Ria Duddy, and Jay Kandampully. 1999. "Competitive Advantage through Anticipation , Innovation and Relationships." *Management Decision* 37: 51–56. doi:10.1108/00251749910252021.
- Kantabutra Sooksan. 2010. "Vision Effects : A Critical Gap in Educational Leadership Research." *International Journal of Educational Management* Vol. Vol. 24 No. doi:10.1108/09513541011055956.

- Kohli, Ajay K.; and Bernard J Jaworski. 1990. "Market Orientation: The Construct, Research Proposition, and Managerial Implication'." *Journal of Marketing*, 1–18.
- Kotler, Philip. 1987. *Marketing Management*. 8th ed. Prentice Hall International.
- . 2002. *Marketing Management , Millenium Edition. Marketing Management, Millenium Edition*.
- Kumar, Akshay, D M D Robert A Jaffin, and D M D Charles Berman. 2002. "The Effect of Smoking on Achieving Osseointegration of Surface-Modified Implants : A Clinical Report." *The International Journal of Oral & Maxillofacial Implants* 17 (6).
- Laforet, Sylvie. 2009. "Effects of Size, Market and Strategic Orientation on Innovation in Non- high- tech Manufacturing SMEs." *European Journal of Marketing* 43 (1/2): 188–212. doi:10.1108/03090560910923292.
- . 2012. "Organizational Innovation Outcomes in SMEs : Effects of Age , Size , and Sector." *Journal of World Business* 48 (4). Elsevier Inc.: 490–502. doi:10.1016/j.jwb.2012.09.005.
- Leal-Rodríguez, Antonio L., and Gema Albot-Morant. 2016. "Linking Market Orientation, Innovation And Performance: An Empirical Study On Small Industrial Enterprises In Spain." *Journal of Small Business Strategy*.
- Lukas Bryan, A and Ferrell O.C. 2000. "The Effect of Market Orientation on Product Innovation." *Journal of the Academy of Marketing Science* Vol 28,
- Mahmoud, et al. 2016. "Market Orientation , Learning Orientation and Business Performance The Mediating Role of Innovation." *International Journal of Bank Marketing* 34 (5): 623–48. doi:10.1108/IJBM-04-2015-0057.
- Mahmoud, et al. 2012. "Market Orientation , Innovation and Corporate Social Responsibility Practices in Ghana ' S Telecommunication Sector." *Social Responsibility Journal* 8 (2): 327–46. doi:10.1108/1747111211247910.
- Matear, Sheelagh, Brendan J. Gray, and Tony Garrett. 2004. "Market Orientation, Brand Investment, New Service Development, Market Position and Performance for Service Organisations." *International Journal of Service Industry Management* 15 (3): 284–301. doi:10.1108/09564230410540944.
- Matsuno, Ken;; and John T Mentzer. 2000. "The Effect of Strategy Type on the Market Orientation-Performance Relationship." *Journal of Marketing* 64
- Nandakumar, M K, Abby Ghobadian, and Nicholas O Regan. 2011. "Generic Strategies and Performance – Evidence from Manufacturing Firms." *International Journal of Productivity and Performance Management*

- Narver, John, C, and F Slater, Stanley. 1990. "Effect of a Market Orientation.pdf." *Journal of Marketing*.
- Olivares, Albert Maydeu, Nora Lado, and Albert Maydeu-olivares. 2003. "Market Orientation and Business Economic Performance A Mediated Model." *International Journal of Service Industry Management* 14 (3)
- Porter, Michael C. 1990. "Competitive." In *Competitive Strategy*.
- _____. 1998a. *Clusters and New Economics of Competition*. *Harvard Business Review*.
- _____. 1998b. "The Competitive Advantage of Nations." In , 1:20.
- _____. 2008. *Competitive Advantage*. Karisma Publishing Group. Tangerang.
- Prakoso, Bagas. 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)* 2 (Nomor 1): 35–57.
- Pribadiyanto, et al. 2004. "Analisis Faktor-Faktor Orientasi Pasar Relevansinya Terhadap Kinerja Perusahaan." *Jurnal Studi Manajemen Dan Organisasi (JSMO)* 1: 50–60.
- Sismanto, Adi. 2006. "Analisis Pengaruh Orientasi Pembelajaran Orientasi Pasar Dan Inovasi Terhadap Keunggulan Bersaing Untuk Meningkatkan Kinerja Pemasaran."
- Slater, Stanley F and Narver, John C. 1993. "Article Information :" *European Journal of Marketing* Vol.27 No. doi:10.1108/03090569310045870.
- _____. 2000. "The Positive Effect of a Market Orientation on Business Probability: A Balanced Replication'." *Journal of Business Research* 48: 69–73.
- Slater, Stanley, F, and C Narer, John. 1999. "Research Notes and Communications : Market-Oriented Is More than Being Customer-Led." *Strategic Management Journal* 20 (12): 1165.
- Slater, Stanley, F, and C Narver, John. 1995. "Market Orientation and the Learning Organization." *Journal of Marketing* 59 (3): 63.
- Slater, Stanley F, and John C Narver. 1998. "Customer-Led And Market-Oriented : Let ' S Not Confuse The Two." *Strategic Management Journal*
- Sudaryanto, Ragimun, and Rahma Rina. 2012. "Strategi Pemberdayaan UMKM Menghadapi Pasar Bebas ASEAN." *Jurnal UMKM*, 1–32.

- Supranoto, Meike. 2009. "Strategi Menciptakan Keunggulan Bersaing Produk Melalui Orientasi Pasar, Inovasi, Dan Orientasi Kewirausahaan Dalam Rangka Meningkatkan Kinerja Pemasaran".
- Tabachnick, B.G. and L.S. Fidell. 1997. *Using Multivariate Statistics Second Edition*. New York: Harper and Row Publisher.
- Uncles, Mark. 2000. "Market Orientation." *Australian Journal of Management*
- Vázquez, Rodolfo, Maria Leticia Santos, and Luis Ignacio Álvarez. 2001. "Market Orientation, Innovation and Competitive Strategies in Industrial Firms." *Journal of Strategic Marketing* 9 (1): 69–90. doi:10.1080/09652540123013.
- Venkatraman, N.; and Vasudevan Ramanujan. 1986. "1968 Venkatraman Dan Ramanujam Measurement Bp.pdf." *The Academy of Management Review*
- Walker, Richard M, Fariborz Damanpour, and Carlos A Devece. 2010. "Management Innovation and Organizational Performance : The Mediating Effect of Performance Management." *The Journal of Public Administration Research*, 367–86. doi:10.1093/jopart/muq043.
- Wibowo, Amin. 2008. "The Impact Of Organisational Culture And Internal Corporate Governance On Organisational Performance In Indonesian Companies." Curtin University of Technology, Graduate School of Business.
- Wiklund, Johan, and Dean Shepherd. 2005. "Entrepreneurial Orientation and Small Business Performance : A Configurational Approach." *Journal of Business Venturing* 20: 71–91. doi:10.1016/j.jbusvent.2004.01.001.
- Wiklund, Pia Sandvik. 1999. "Innovation and Strategy Student Focused Design and Improvement of University Courses." *Managing Service Quality: An International Journal* 9. doi:10.1108/09604529910302118.
- www.bps.go.id.
- [www.depkip.go.id](http://www.depkop.go.id).
- Zeithaml, Valerie A, Parasuraman, and Berry L Leonard. 1985. "Problems and Strategies in Service Marketing ." *Journal of Marketing* 49 (April): 33–46. doi:10.2307/1251563.
- Zhang, Jing, and Yanling Duan. 2010. "Nankai Business Review International Empirical Study on the Impact of Market Orientation and Innovation Orientation on New Product Performance of Chinese Manufacturers." 1 (2):
- Zhou, Kevin Zheng, James R. Brown, and Chekitan S. Dev. 2009. "Market Orientation, Competitive Advantage, and Performance: A Demand-Based Perspective." *Journal of Business Research* 62 (11): 1063–70.