

DAFTAR PUSTAKA

- Affendy Abu Hassim , Asmat-Nizam, Abdul-Talib , a., & Bakar, A. R. A. 2011. The Effects of Entrepreneurial Orientation on Firm Organisational Innovation and Market Orientation Towards Firm Business Performance. *International Conference on Sociality and Economics Development*, 10.
- Agha, S. and L. Alrubaiee, 2012. "Effect of Core Competence on Competitive Advantage and Organizational Performance." *International Journal of Business and Management* Vol. 7, No. 1: 192-204
- Ali Ekber Akgün, İpek Koçoğlu, et al. 2012. "The Relationship Between Intellectual Capital, Innovation and Competitive Advantage", Gebze Institute of Technology, Kocaeli, Turkey.
- Alwi, S. Faridah Syed. 2009. "Online Corporate Brand Images and Consumer Loyalty." *International Journal of Business and Society* Vol 10 No. 2 : pp.1-19
- Ar, I. M., & Baki, B. 2011. Antecedents and performance impacts of product versus process innovation Empirical evidence from SMEs located in Turkish science and technology parks. *European Journal of Innovation Management*, Vol. 14 No. 2: pp. 172-206.
- Arbuckle, James L., 2009, Amos 18 User's Guide, Copyright © 1995–2009 by Amos Development Corporation
- Arends-Tóth, J. V., et.al. 2006. "The influence of method factors on the relation between attitudes and self-reported behaviors in the assessment of acculturation". *European Journal of Psychological Assessment*, 22, 4-12.
- Armstrong, G. K. and Morgan, K. 1998. "Stability and change in levels of habitual physical activity in later life." *Age and Aging*, 27, Supplement 3, 17–23.
- Armstrong, J. S., & Collopy, F. 1996. "Competitor Orientation: Effects of Objectives and Information on Managerial Decisions and Profitability". *Journal of Marketing Research*, 33(2), 188-199.
- Armstrong, S.J. and Overton, T.S. 1977. "Estimating non-response bias in mail surveys", *Journal of Marketing Research*, Vol. 14 No. 3, pp. 396-402.
- Ashton, Robert H. 2005. "Actual Capital and Value Creation : A Review, Duke University." *Journal of Accounting Literature* Vol 24, pp 53-134
- Atalay, M., Anafarta, N., & Sarvan, F. 2013. The relationship between innovation and firm performance: An empirical evidence from Turkish automotive

supplier industry. *Procedia - Social and Behavioral Sciences*, 75: 226 – 235.

- Atuahene-Gima, K. 2005. "Resolving the Capability-Rigidity Paradox in New Product Innovation." *Journal of Marketing*, 69, 61-83
- Atuahene-Gima, K., Ko, A. 2001. "An empirical investigation of the effect of market orientation and entrepreneurship orientation alignment on product innovation." *Organisation Science* Vol. 12 No.1, pp.54-74
- Atuahene-Gima, K.1996. "Differential potency of factors affecting innovation performance in manufacturing and services firms in Australia." *Journal of Product Innovation Management*, Vol. 13, pp. 35-52.
- Avermaete, T., Viaene, J., et.al 2004. "Determinants of product and process innovation in small food manufacturing firms." *Trends in Food Science and Technology* Vol. 15, pp. 474-83.
- Azzam Azmi Abou-Moghli, Ghaith Mustafa Al Abdallah, et al. 2012. "Impact of Innovation on Realizing Competitive Advantage in Banking Sector in Jordan." *American Academic & Scholarly Research Journal* Vol. 4, No. 5.
- Baek-Kyoo (Brian) Joo. 2010. "The Impact of Contextual and Personal Characteristics on Employee Creativity in Korean Firms, Thesi Submitted to The Faculty of The Graduate School of University of Minnesota." Proquest Information and Learning Company
- Baker, T.L, Simpson, P. M, Siguaw, J.A. 1999. "The impact of Supplier Perceptions of reseller market orientation on Key Relationship Construct." *Journal of The Academy of Marketing Science* vol. 27, No. 1
- Baker, W. E. and J. M. Sinkula 2009. "The Complementary Effects of Market Orientation and Entrepreneurial Orientation on Profitability in Small Business." *Journal of Small Business and Management* 47 No. 4: pp. 443-464.
- Baker, W. E. and J. M. Sinkula 1999. "Learning Orientation, Market Orientation, and Innovation: Integrating and Extending Models of Organizational Performance" *Journal of Market - Focused Management*
- Baker, W. E. and J. M. Sinkula 2002. "Market Orientation, Learning Orientation and Product Innovation : Delving into the Organization's Slack Box." *Journal of Market - Focused Management*.
- Baker, W., and J.M. Sinkula 2005. "Environmental marketing strategy and firm performance: Effects on new product performance and market share." *Journal of the Academy of Marketing Science* 33(4), 461-475.

- Bank Indonesia. 2007. "Base Line Survey Komoditi Produk Jenis Unggulan." www.bi.go.id
- Barney, J. B. (1991). "Firm Resources and Sustained Competitive Advantage." *Journal of Management* 17 (1) pp. 99-120
- Beatie, V, Sarah J. Smith. 2010. "Human Capital, Value Creation and Disclosure." *Journal of Human Resource Costing & Accounting* Vol. 14 No. 4 pp. 262-285 q Emerald Group Publishing Limited
- Benito, O. Gonzalez, Javier Gonzalez-Benito and Pablo A. Munoz-Gallego. 2009. "Role of entrepreneurship and market orientation in firms' success." *European Journal Marketing* Vol. 43 No.3/4 pp.500-522
- Berry, J. W. 1997. "Immigration, acculturation, and adaptation." *Applied Psychology: An International Review* 46 pp. 5-68.
- Berry, J. W., Kim, U., Power, S., Young, M., & Bujaki, M. (1989). "Acculturation attitudes in plural societies." *Applied Psychology: An International Review*, 38 pp. 185-206
- Berry, J.W. 2005. "Acculturation: Living successfully in two cultures." *International Journal of Intercultural Relations* 29, 697-712.
- Berry, J.W. Phinney, J. S., Sam, D. L., & Vedder, P. (Eds.). 2006. "Immigrant youth in cultural transition: Acculturation, identity and adaptation across national contexts." Mahwah: Lawrence Erlbaum Associates
- Bharadwaj, Sundar G, P.R.Varadarajan, & Fahly, Jihn. 1993. "Sustainable Competitive Advantage in Service Industries: A Conceptual Model and Research Propositions". *Journal of Marketing* Vol.57: pp.83-99.
- Blau, P. M. 1977. "Inequality and Heterogeneity: A Primitive Theory of Social Structure." New York.
- Blumer, H. 1969. "Symbolic Interactionism: Perspective and Method." Englewood Cliffs, N.J.
- Bodlaj, M. 2010. The Impact Of A Responsive And Proactive Market Orientation On Innovation And Business Performance. *Economic And Business Review*, VOL. 12 No. 4: 241-261.
- Booz, A and Hamilton. 1982. "New Products Management for the 1980s." Booz-Allen &Hamilton Inc, New York
- Boring, S and L. M. Cloutier. 2008. "Value Creation in New Product Development within converging volume chains, An analysis in The Functional Foods and Nutraceutical Industry." *British Food Journal* Vol 110, No.1, Emerald Group Publishing Limited

- Bornemann, M. et al, 2003. "An Illustrated Guide to Knowledge Management, Wissenmanagement Forum, , Graz, Austria
- Byrne, B M, 2010, Structural Equation Modeling with AMOS Basic Concepts, Applications, and Programming, Second Edition, Taylor and Francis Group, LLC
- Bryan S. K. Kim, Annie J. Ahn, & Lam, a. N. A. 2009. Theories and Research on Acculturation and Enculturation Experiences among Asian American Families. *Handbook of Mental Health and Acculturation in Asian American Families*,
- Brendle, M.G, 2002. "Personality and company culture : Important contributions to innovation and a source of competitive advantage for small businesses. Dissertation Abstracts International : Section B : *The Sciences & Engineering* Vol 62(10-B) : 4824
- C.Cheng, C. and Dennis Krumwiede 2012. "The role of service innovation in the market orientation—new service performance linkage." *Elsevier* 32 (Technovation): 487-497.
- Calantone, and di Benedetto, A. C. 1988. "An Integrative Model of New Product Development Process : An Empirical Validation." *Journal of product Innovation Management*, 5 : 201-215
- Calantone, RJ, Cavusgil, S.T dan Zhao, Y. 2002. "Learning Orientation, Firm Innovation capability, and Firm Performance." *Industrial Marketing Management* Vol. 31 : pp.515-524
- Caputo, A. C., Cucchiela, F., Fracocchi, L., et.al. 2002. "Methodological framework for Innovation transfer to SMEs." *Industrial Management and Data Systems* Vol 102/5 : pp. 271-283
- Carayannis, E.G. and Gonzalez, E. 2003. "Creativity and innovation ¼ competitiveness? When, how, and why?." in Shavinina, L.V. (Ed.), *The International Handbook on Innovation*, Elseiver, USA, pp. 587-606.
- Carbonell, P. and A. I. R. Escudero. 2010. "The effect or market orientation on innovation speed and new product performance." *Journal of Business & Industrial Marketing* pp. 501-513
- Cater, T dan B. Cater. 2007. "(In)tangible resources as antecedents of a company's competitive advantage and performance." *JEEMS* 2 pp.186-209
- Celenk, Ozgur, and Fons J.R. Van de Vijver, 2011, *Assessment of Acculturation: Issues and Overview of Measures*, International for Cross-Cultural Psychology , Article 10

- Chang, C.-H. 2011. "The Influence of Corporate Environmental Ethics on Competitive Advantage: The Mediation Role of Green Innovation." *Journal Business Ethics* 104: 361–370.
- Chang, William S, Jasper J. Hsieh.2011. "Intellectual Capital and Value Creation-Is Innovation Capital a Missing Link ?" *International Journal of Business and Management* Vol. 6, No.2
- Chen, James K.C, Joe Z.Y.He, et.al 2011. "Perspective of Green Innovation, Green Supplier Capacity Explore Competitive Advantage with Green Supply Chain Management." Institute of Management of Technology, National Chiao Tung University
- Chen, Y.-S. 2008. "The Driver of Green Innovation and Green Image – Green Core Competence." *Journal of Business Ethics* 81: :531–543
- Chen, Y.-S. 2008. "The Positive Effect of Green Intellectual Capital on Competitive Advantages of Firms." *Journal of Business Ethics* 77: :271–286.
- Chen, Y.-S., S.-B. Lai, et al. 2006. "The Influence of Green Innovation Performance on Corporate Advantage in Taiwan." *Journal of Business Ethics* 67: 331–339.
- Chen, Y-S, Lin, M-J, et.al 2009. The positive effects of relationship learning and absorptive capacity on innovation performance and competitive advantage in industrial markets. *Industrial Marketing Management* 38, : 152–158
- Ching-Yaw Chen, Yu-Je Lee, et al. 2008. "The Influences on Innovative Activities, Intellectual Capital towards Corporate Development: Evidence and Insights from Taiwanesepublicly Listed IT Corporations." *The Business Review*, Cambridge Vol. 10 Num. 1: 236-246.
- Collis, D. J. 1991. "A resource-based analysis of global competition: the case of the bearings industry." *Strategic Management Journal* 12(winter): 49-68.
- Comenge, Alberto. 2004. The Hispanic Paradigm, to Acculturate or not to Acculturate ?, The Fletcher School, Tufts University
- Conner, K. R. 1991. "A historical comparison of resource-based theory and five schools of thought within industrial organization economics: do we have a new theory of the firm?" *Journal of Management* 17(1): 121-154.
- Cooper, I. G. 2000. "Strategic Marketing Planning foe Radically New Products," *Journal of Marketing* 64 : 1-16
- Cooper, R. G and E. J Kleinschmidt. 1990. "New Product Success Factors : A Comparison of Kills Versus Successes and Failures." *R & D Management*
- Cooper. 1994. "New product: the factors that drive success." *International Marketing Review* Vo.11 No.1.

- Corkindale, D. and Marcus Belder.2009. "Corporate brand reputation and the adoption of innovations." *Journal of Product & Brand Management* Volume 18 · Number 4 · pp.242–250
- Corsino, M. 2008. Product Innovation and Firm Growth: Evidence from the Integrated Circuits Industry. *DRUID Working Paper*.
- Covin, J. and Slevin, D. 1991. "A conceptual Model of Entrepreneurship as Firm Behaviour." *Entrepreneurship Theory and Practise*, Vol. 16(1) : pp.7-25
- Covin, J., Green, K and Slevin, D. 2006. "Strategic Process on The Entrepreneurial Orientation-Sales Growth Relationship." *Entrepreneurship Theory and Practice* 30 (1) : pp 57-82
- Coyne, K.P . 1986. "Sustainable Competitive Advantage-What it is, What it isn't." *Business Horizon*, 29(1): 54-61
- Crespell, P., & Hansen, E. 2008. Work climate, Innovativeness, and firm performance in the US forest sector : in search of conceptual framework. *NRC Research Press Web*: 1703-1715.
- Cuganesan, Suresh. 2005. "Intellectual Capital – in – action and Value Creation, A Case Study of Knowledge Transformations in an Innovation Project." *Journal of Intellectual Capital*, Vol 6, No. 3, Emerald Group Publishing Limited
- Damanpour, F. 1991, "Organizational Innovation : A Meta Analysis Of Effects of Determinant and Moderator." *Academy of Management Journal* Vol. 34. No.3 : pp.55-90
- Damanpour, F., Gopalakrishnan, S. 2001. "The dynamics of the adoption of product and process innovations in organizations." *Journal of Management Studies*, Vol.38.No. 1 : pp. 45-65
- Das, T. K. and B. Teng 2000. "A resource-based theory of strategic alliances."
- David N. Fuller, CFA Value Creation: Theory and Practice, Copyright 2001 Value Incorporated, [http:// www.valueinc.com](http://www.valueinc.com)
- Davis, J. L, R. G. Bell, et. al 2010, "Entrepreneurial Orientation and Firm Performance : The Moderating Role of Managerial Power." *American Journal of Business*, Vol. 25. No 2
- Day, G. S, and Nedungadi, P. 1994. "Managerial Representations of Competitive Advantage." *Journal of Marketing* Vol. 58: (April). pp.31-44
- Day, G. S, and Wensley, R. 1998. "Assessing Advantage : A Framework for Diagnosing Competitive Superiority." *Journal of Marketing* 52: 1-20
- Day-Y L, K-A Tseng, and S-W Yen, 2009. "The Incremental Impact of Intellectual Capital on Value Creation." *Journal of Intellectual Capital* Vol 10 No.2 : pp 260-276, Emerald Group Publishing Limited.

- De Jong, J.P.J. and Vermuelen, P.A.M. 2006. "Determinants of product innovation in small firms: a comparison across industries." *International Small Business Journal* Vol. 24 No. 6 : pp. 587-609
- Denison, D. R. and A. K. Mishra 1995. "Toward a Theory of Organizational Culture and Effectiveness." *JSTOR* Vol. 6, No. 2.: pp. 204-223.
- Deshpande, R. & Webster, F.E. Jr. 1989. "Organisational culture and marketing; Defining the research agenda." *Journal of Marketing*. vol. 53 : pp. 3–15.
- Deshpande, R., Farley, J.U. and Webster, F.E. 1993. "Corporate culture, customer orientation, and innovativeness in Japanese firms: A quadrad analysis." *Journal of Marketing*, vol. 57 : pp. 23–37.
- Dess, G. G, Lumpkin, G. T, and Covin, J. G. 1996. "Entrepreneurial Strategic Making and Firm Performance ; Tests of Contingency and Configurational Model." *Strategic Management Journal* 18 : 677-695
- Djomena, Nian. 1990. "Ungkapan Sehelai Batik." Jakarta: Jambatan.
- Drucker P. 1985. "Innovation and Entrepreneurship: Practice and Principles." New York: Harper and Row.
- Duan, J. Z. a. Y. 2010. "Empirical study on the impact of market orientation and innovation orientation on new product performance of Chinese manufacturers." *Nankai Business Review International* Vol. 1 No. 2.; pp. 214-231
- Duan, J. Z. a. Y. 2010. "The impact of different types of market orientation on product innovation performance Evidence from Chinese manufacturers." *Management Decision* Vol. 48 No. 6: pp. 849-867.
- Economics and Management of Competitive Strategy © World Scientific Publishing Co. Pte. Ltd. <http://www.worldsebooks.com/business/7171.html>
- Ekadjati, E.S. 2005 . "Kebudayaan Sunda : Suatu Pendekatan Sejarah." Jilid 1, Cetakan kedua, Jakarta : PT Dunia Pustaka Jaya, 1.
- Erdil, S. and O. E. A. H. Keskin "The Relationships Between Market Orientation, Firm Innovativeness And Innovation Performance." *Journal of Global Business and Technology*
- Eris, E. D., & Ozmen, O. N. T. 2012. The Effect of Market Orientation, Learning Orientation and Innovativeness on Firm Performance: A Research from Turkish Logistics Sector. *International Journal of Economic Sciences and Applied Research*, 5 (1):: 77-108.

- Eshlaghy, Abbas Toloie, and Alireza Maatofi, 2011, Learning Orientation, Innovation and Performance : Evidence from Small-Sized Business Firms in Iran, *European Journal of Social Sciences*, Volume 19, Number 1
- Ettlie, Lohn E. Bridges, William P and O'Keefe Robert D. 1984. "Organization Strategy and Structural Differences for Radical Versus Incremental Innovation." Vol. 30. No. 6 : pp. 682-695
- Fairoz, F. M., T. Hirobumi, and Y. Tanaka. 2010. "Entrepreneurial Orientation and Business Performance of Small and Medium Enterprise of Hambantota District Sri Lanka." *Asian Social Science*, Vol. 6, No.3
- Farrell, M. A. 2000. "Developing a Market-Oriented Learning Organisation,." *Australian Journal of Management*, Vol 25. No 2.
- Feigenbaum, A. And A. Karnani. 1991. "Output Flexibility a Competitive Advantage for Small Firm." *Strategic Management Journal* Vol 12 : pp 101-114
- Ferdinand, A. 2000. "Manajemen Pemasaran : Sebuah Pendekatan Strategik." Program Magister Manajemen Universitas Diponegoro, Semarang
- Ferdinand, A. 2005. "Structural Equation Modeling, Dalam Penelitian Manajemen, Aplikasi Model-model Rumit dalam Penelitian untuk Tesis Magister dan Disertasi Doktor." Seri Pustaka Kunci 06, Edisi 3, BP Undip
- Ferdinand, A. 2011. "Metode Penelitian Manajemen." Badan Penerbit Universitas Diponegoro
- Ferdinand, A. T. 2003. "Sustainable Competitive Advantage : Sebuah Explorasi Model Konseptual." Badan Penerbit Universitas Diponegoro. Semarang
- Fred Langerak, E. J. Hultink, et al. 2004. "The Impact of Market Orientation, Product Advantage, and Launch Proficiency on New Product Performance and Organizational Performance." *Journal Product Innovation Management* 21: 79-94.
- Frishemmar J., Horte S.A., 2007. "The Role of Market Orientation and Entrepreneurial Orientation for New Product Development Performance in Manufacturing Firms." *Technology Analysis & Strategic Management*, vol. 19, no. 6, : pp. 765-788.
- Garvin, D.A. 1993. "Building a Learning Organization." *Harvard Business Review*
- Gatignon, H and J. M. Xuereb. 1997. "Strategic Orientation of The Firm and New Product Performance." *Journal of Marketing Research* Vol. 34 : pp. 77-90

- Gaynor, G. H. 2002. "Innovation by Design, What It Takes to Keep Your company on the Cutting Edge." American Management Association, New York
- Ghorbani, H., S. M. Abdollahi, et al. 2013. "An Empirical Study on the Impacts of Market Orientation and Innovation on New Product Success (Case Study: Food Manufacturers in Isfahan, Iran)." *International Journal of Academic Research in Business and Social Sciences* Vol. 3, No. 9.
- Ghozali, Imam. 2011. "Model Persamaan Struktural: Konsep dan Aplikasi dengan Program AMOS Ver.19.0." Badan Penerbit Universitas Diponegoro, Semarang
- Gima, K. A. and Antony Ko. 2001. "An Empirical Investigation of the effect of Market Orientation and Entrepreneurship Orientation Alignment on Product innovation." *Organization Science* Vol. 12, No. 1, January-February, pp 54-74
- GL. Hery Prasetya, Edi Rahardja, et al. 2007. "Membangun Keunggulan Kompetitif Melalui Aliansi Strategik Untuk Meningkatkan Kinerja Perusahaan (Studi Kasus Pada Pt. Pos Indonesia Wilayah Vi Jateng Dan Diy)." *Jurnal Studi Manajemen & Organisasi* Vol 4, No 2, Juli.
- Gordon, M. 1964. "Assimilation in American life." New York, NY: Oxford University Press.
- Govindarajan, V, and Kopelle, P. K. 2006. "Disruptiveness of Innovations : Measurement and an assesment of Reliability and Validity." *Strategic Management Journal* 27 : 189-199
- Grant, Robert M. 1991. "The Resource-Based Theory of Competitive Advantage : Impication for Strategy Formulation." *California Management Review*
- Graves TD. 1967. "Psychological acculturation in a tri-ethnic community." *Southwestern J Anthropol* 23: 337-350
- Hadjimanolis A. 2000. "An Insvestigation of Innovation Antecedents in Small Firms in The Context of Small Developing Country." *R&D Management*. Vol. 30
- Hafsah. 2004. "Upaya Pengembangan Usaha Kecil dan Menengah." *Buletin Infokop* nomor 25 tahun XX
- Hair, J.F., Black, W.B., et.al., 2006, *Multivariate Data Analysis*. USA:Pearson Prentice Hall
- Hammond, K. I., Robert L., Webster et. al. 2006. "Market Orientation TopManagement Emphasis and Performance within University Schools of

- Business : Implications for Universities.” *Journal of Marketing Theory and Practice* Vol. 14 No. 1 : pp.69-85
- Han, J. K., N Kim, and R. K. Srivastava. 1998. “Market Orientation and Organizational Performance : Is Innovation a Missing link ?” *Journal of Marketing* Vol 62
- Hassan, M. U., Shaukat, S., Nawaz, M. S., & Naz, S. 2013. Effects of Innovation Types on Firm Performance: an Empirical Study on Pakistan’s Manufacturing Sector. *Pakistan Journal of Commerce and Social Sciences*, 7(2): 243-262.
- Hassim, A. A., Asmat-Nizam, et al. 2011. "The Effects of Entrepreneurial Orientation on Firm Organisational Innovation and Market Orientation Towards Firm Business Performance." *International Conference on Sociality and Economics Development* vol.10.
- Hayati, A. 2007. Pengaruh Faktor Sosial, Ekonomi Dan Budaya Terhadap Kewirausahaan Batik Garutan. *Regional Asia-Pasific Workshop on Women Entrepreneurship Development*.
- He, W. and M. Nie 2008. "The Impact of Innovation and Competitive Intensity on Positional Advantage and Firm Performance." *The Journal of American Academy of Business*, Cambridge Vol. 14 Num. 1: 205-209.
- Heizer, Jay and Barry Render. 2008. “Operations Management.” 9th Edition, Pearson Education, Inc, New Jersey
- Helena S.-R, et. al. 2010. “The Influence of Human Capital on the Innovativeness of Firm.” *International Business & Economics Research Journal*, Sept;9, 9; ABI/INFORM Complete. Pg 53.
- Hellofs, L. L. and Jacobson, R. 1999 “Market Share and Customers’ Perceptions of Quality: When Can Firms Grow their Way to Higher versus Lower Quality,” *Journal of Marketing* 63:1, :pp. 16-25.
- Hernard, D. H and Szmanski, D. M. 2001. “Why Some New Product are More Successful than Others.” *Journal of Marketing Research* 38(3): 362-375.
- Hisarciklilar, Onur and Jean-François Boujut, 2008, Symbolic vs. iconic: *How to support argumentative design discourse with 3D product representations*, Proceedings of IDMME- Virtual Concept
- Hitt, M. A., Ireland R. D and Hoskisson R. E. 2001. “Strategic Management : Competitiveness and Globalization.” 4 Edition South-Western College Publishing
- Hitt, M.A., R.D. Ireland, S.M, Camp D. L. Sexton. 2001. “Strategic Entrepreneurship : Entrepreneurial Strategies for Wealth Creation.” *Strategic Management Journal* 22 : pp. 479-491

- Ho, Y.-H., C.-Y. Lin, et al. "Organizational Determinants of Green Innovation Implementation in the Logistics Industry." *The International Journal of Organizational Innovation*.
- Holt, DB 2004. "How Brands Become Icons: The Principles of Cultural Branding." [Harvard University Press](#), Harvard MA
- Hoonsopon, D. 2009. "The Empirical Study of the Impact of Product Innovation Factors on the Performance of New Products: Radical and Incremental Product Innovation." *The Business Review*, Cambridge Vol. 12 Num. 2: 155-162.
- Hoonsopon, D. and G. Ruenrom 2010. "Alternative Perspectives on New Product Innovation." *The Business Review*, Cambridge Vol. 14 Num. 2: 229-234
- Hoonsopon, D. and G. Ruenrom 2012. "The Impact of Organizational Capabilities on the Development of Radical and Incremental Product Innovation and Product Innovation Performance." *Journal Of Managerial Issues* Vol. XXIV Number 3: 250-276
- Hoq, M. Z., & Ha, a. N. C. 2009. Innovativeness: Its Antecedents and Relationship to SME Business Performance. *ANZMAC*: 1-7.
- Hussain, M. F., & Ilyas, S. 2011. Environment for innovation: Gaining competitive advantage. *African Journal of Business Management*, Vol. 5(4): pp. 1232-1235.
- Hosseini, S. M, and N. Sheikhi. 2012. "An Empirical Examination of Competitive Capability's Contribution toward Firm Performance : Moderating Role of Perceived Environmental Uncertainty. *International Business Research*. Vol.5, No.5
- Hosseinzadeh, M. S. 2011. "The Effectiveness of Corporate Branding Strategy in Multi-Business Companies." *Australian Journal of Business and Management Research* Vol. 1 No.5 : (51-59)
- Hua, S. Y, and U. Wemmerlo. 2006. "Product Change, Intensity, product Advantage, and Market Performance : An Empirical Investigation on The PC Industry." *Journal of Product Innovation Management*. Vol 23. Issue 4. p 316-329
- Huang, K. S. and Y.-L. Wang 2011. "Entrepreneurship and Innovation: A Review of the Theory and Literatures." *International Conference on Economics, Trade and Development* vol.7.
- Huang, Y.-C. and Y.-C. J. Wu 2010. "The effects of organizational factors on green new product success." *Management Decision* Vol. 48 No. 10,: pp. 1539-1567.

- Hui, Q. and Qing-xi, W. 2006. "Radical innovation or incremental innovation: strategic decision of technology-intensive firms in the PRC." 18th Engineering Management Conference (IEEE International) in 2006 of the International Conference in Bahia. Brazil. 17-20 September. pp. 327-31.
- Hult, G.T.M., Hurley, R.F. and Knight, G.A., 2004. "Innovativeness: Its Antecedents and impact on Business Performance". *Industrial Marketing Management*. **33**,: pp. 429-438.
- Hult, G.T.M., Nichols, E.L. Jr, Giunipero, L.C. and Hurley, R.F. 1999. "Global Organizational Learning in The Supply Chain: a Low Versus High Learning Study. *Journal of International Marketing*. Vol. 8 No. 3 : pp. 66-83.
- Hunt, L.M., Schneider, S., & Comer, B. 2004. "Should 'acculturation' be a variable in health research? A critical review of research on US Hispanics." *Social Science and Medicine* 59 : 973–986.
- Hunt, S. D. and Morgan, R. M. 1995. "The Comparative Advantage Theory of Competition." *Journal of Marketing* 59, 1-15
- Hurley, Robert F dan Hult G thomas M. 1998. "Innovation Market Orientation and Organizational Learning : An Integration and Empirical Examination." *Journal of Marketing* Vol 62 : pp. 42-54
- Hussain, M. F. and S. Ilyas 2011. "Environment for innovation: Gaining competitive advantage." *African Journal of Business Management* Vol. 5(4): pp. 1232-1235.
- Ikhlas K, F. 2010. "Knowledge Management sebagai keunggulan kompetitif pada Usaha Kecil Menengah (UKM) Implementasi dan Hambatannya." ikhlas.35e@mma.ipb.ac.id
- Ireland R.D, Hitt MA, et.al 2001. "Integrating entrepreneurship and strategic management actions to create firm wealth." *Acad. Manage. Exec.*, 15(1): 49-63.
- Isabel Jimenez-Zarco, Ana, Joan Torrent-Sellens and Maria Pilar Martinez-Ruiz. 2012. "Proactive Orientation effects on product innovation activities : Empirical evidence." *Innovation : Management, Policy & Practice*. Volume 14. Issue 1. March. pp 90-106.
- Jaworski, B. J. and A. K. Kohli 1993. "Market Orientation : Antecedents and Consequences." *Journal of Marketing* 53: 53-70.
- Jensen, M. B, and S. C. Beckmann. 2009. "Determinants of innovation and creativity in corporate branding: Findings from Denmark." *Palgrave Macmillan 1350-23IX Brand Management* Vol. 16. **7** : 468–479

- Jiménez-Zarco, A. I., Martínez-Ruiz, M. P., & González-Benito, Ó. 2006. Performance Measurement System (Pms) Integration Into New Product Innovation: A Literature Review And Conceptual Framework. *Academy of Marketing Science Review*.
- John C. Narver, Stanley F. Slater, et al. 2004. "Responsive and Proactive Market Orientation and New-Product Success." *Journal Product Innovation Managemen* 21: :334–347
- Johnson, Jean I. 1999. "Strategic Integration in Industrial Distribution Channels Managing The Interfirm Relationship as a Strategic Asset." *Journal of the Academy of Marketing Science* Vol 27. no.1 : pp 4-18
- Julianto, D. E, "Model Peningkatan Daya Saing Usaha Kecil Batik di Tulungagung Berbasis Inovasi." didikkekoj@yahoo.com
- Justin L. Davis, R. Greg Bell, et al. 2010. "Entrepreneurial Orientation and Firm Performance: The Moderating Role of Managerial Power." *American Journal of Business* Vol. 25 No.2.
- Kadampully, J. 1999. "Competitive advantage through anticipation, innovation and relationships." *Management Decision* Vol 37. No.1: 51-56.
- Kamukama, N., A. Ahiauzu, et al. 2011. "Competitive advantage: mediator of intellectual capital and performance." *Journal of Intellectual Capital* Vol. 12 No. 1: pp. 152-164.
- Kaplan,S Robert 1998. "Innovation action research: Creating new management theory and practice." *Journal of Management Accounting Research* 10.
- Keller, K. L. and D. A. Aaker 1998. "The Impact of Corporate Marketing on a Company's Brand Extensions." *Corporate Reputation Review*, Vol. 1, No. 4,; pp. 356-378.
- 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 Zheng Zhou a, J. R. Brown, et al. 2009. "Market orientation, competitive advantage, and performance: A demand-based perspective." *Journal of Business Research* 62: 1063–1070
- Khandwalla, P.N. 1985. Pioneering Management : An Indian Excellence Organization Studies, 6, No. 2,; pp.161-183
- Kirzner, I. M. 1997. "Entrepreneurial Discovery and the Competitive Market Process : An Austrian Approach." *Journal of Economic Literature* Volume 35. Issue 1. : pp.60-85

- Koetjaraningrat. 1989. "Kamus Antropologi. Bandung.": Rhineka Cipta.
- Koetjaraningrat. 1990. "Pengantar Ilmu Antropologi." Jakarta: Rineka Cipta.
- Koetjaraningrat. 1996. "Sejarah Teori Antropologi I." Jakarta: UI Press.
- Kohli, A, and Jaworski, B. 1990. "Market Orientation : The Construct, Research Proposition and Managerial Implication." *Journal of Marketing*. Vol. 54 (April). : pp. 1-18
- Kohli, A., Jaworski, B. & Kumar, A. 1993. "MARKOR: A measure of market orientation." *Journal of Marketing Research*. vol. 30, pp. 467–77.
- Kosasih dan Budiani. 2007. "Pengaruh Knowledge Management terhadap kinerja karyawan : Studi kasus departemen front office Surabaya Plaza Hotel." *Jurnal Manajemen Perhotelan*. FE. Universitas Kristen Petra. Vol. 3 No. 2. September: hal 80 –88
- Kotler, P, and G. Amstrong. 2008. "Principles of Marketing," 12th Edition, Pearson Prentice Hall, Inc, Upper Saddle River, New Jersey
- Kotler, P. 2003. "Marketing Management: Analysis, Planning, Implementation, and Control." 11th Ed., Englewood Cliffs, NJ: Prentice Hall, Inc.
- Kraus, S, M. Pohjola, et.al. "Relating Risk-Taking and Proactiveness to Innovation Output: A Comparison between Family and Non-Family Firms"
- Kreiser, P. M. and J. Davis 2009. "A Revised Conceptual Model Of The Firm-Level Entrepreneurial Process." *Journal Of Small Business Strategy* Vol. 20(1): 1-18
- Kreiser, P. M. and J. Davis 2010. "Entrepreneurial Orientation and Firm Performance: The Unique Impact of Innovativeness, Proactiveness, and Risk-taking." *Journal of Small Business and Entrepreneurship* Vol 23, no. 1: pp. 39–51.
- Kroeber, A. L. 1948. "Anthropology: Race, Language, Culture, Psychology, Prehistory." New York and Burlingame: Harcourt, Brace & World, Inc.
- Kroop, F, and R. Zolin. 2005. "Technological Entrepreneurship and Small Business Innovation Research Programs.". *Academy of Marketing Science Review*. no. 07 Available : <http://www.amsreview.org/articles/>
- Kroop, F, N. J. Lindsay, et.al A. Shoham. 2008. "Entrepreneurial Orientation and International Entrepreneurial Business Venture Start up." *International Journal of entrepreneurial Behavior and Research*. Vol. 14. No.2 : pp.102-117
- Kudiya, K. (2008). "Keunggulan Batik Trusmi Cirebon, Netsains.net/2008/07, <http://komarbatik.com/index.html>

- Kudiya, K. 2009. "Motif Batik Megamendung, nilai seni dan filosofinya." Netsains.net/2009/02, <http://komarbatik.com/index.html>
- Kunda, G. 1992. "Engineering culture: control and commitment in a high-tech corporation." Philadelphia: Temple University Press
- Lado A, N. Olinares, et. al 2001. Exploring The Link Between Market Orientation and Innovation in The European and US Insurance Markets. *International Marketing Review*
- Lado A. A, Byod N. G, et.al 1992. "A Competency-Based Model of Sustainable Competitive Advantage: Toward a Conceptual Integration." *Journal of Management* Vol 18
- Lakhal, L. 2009. Impact of quality on competitive advantage and organizational performance. *Journal of the Operational Research Society*, 60,: 637 --645.
- Laksmi, V. K. P. 2010. "Simbolisme Motif Batik Pada Budaya Tradisional Jawa dalam Perspektif Politik dan Religi." *Ornamen* Vol. 7 No.1.
- Lampungpost.co. 2013. "Batik dari Cina Banjiri Pasar RI." akses 07 April
- Langerak F. 2003. "The Effect of Market Orientation on Positional Advantage and Organizational Performance." *Journal of Strategic Marketing*. Vol 11,: pp 93-115
- Langerak, F. 2001. "Effects of Market Orientation on the Behaviours of Salespersons and Purchasers, Channel Relationship, and the Performance of Manufacturers." *International Journal of Research in Marketing*, 18, (September), : 221-234
- Langerak, F. and Hultink, E. J. 2006. "The Impact of Product Innovativeness on the Link between Development Speed and New Product Profitability." *Journal of Product Innovation Management* 23, : 203–214.
- Langerak, F., Hultink, E. J., et. al 2004. "The Impact of Market Orientation, Product Advantage, and Launch Proficiency on New Product Performance and Organizational Performance." *Journal of Product Innovation Management* 21,: 79-94
- Langerak, F., & Hultink, E. J. 2005. The Impact of Product Innovativeness on the Link between Development Speed and New Product Profitability*
- Lawton , L. And Parasuraman, A. 1980. The Impact of Marketing Concept on New Product Planning. *Journal of Marketing*. Vol.44. No.1, : pp 19-25
- Ledwith, A. and M. O'Dwyer 2008. "Product launch, product advantage and market orientation in SMEs." *Journal of Small Business and Enterprise Development* Vol. 15 No. 1: pp. 96-110

- Lee, T. and W. Chu 2011. "Entrepreneurial orientation and competitive advantage: The mediation of resource value and rareness." *African Journal of Business Management* Vol. 5(33),: pp. 12797-12809.
- Lee,, J.-S. and C.-J. Hsieh 2010. "A Research In Relating Entrepreneurship, Marketing Capability, Innovative Capability And Sustained Competitive Advantage." *Journal of Business & Economics Research* Vol. 8 (9): 109-119.
- Lestari, E. R., Thoyib, A., Zain, D., & Santoso, a. I. 2013. Innovation as a Mediating Variable of the Relationship between Technological Capability and Firm Performance: A Conceptual Approach. *International Journal of Business and Behavioral Sciences*, 3, No.12.
- Lewrick, M. 2004. "Customer Relationship Management: Applying Relationship Management to Deliver More Value to Clients and Partners of the Automotive Industry Development Centre in South Africa." Masters Dissertation. Bristol Business School
- Lewrick, M. 2009. "Introduction of an Evaluation Tool to Predict the Probability of Success of Companies: The Innovativeness, Capabilities and Potential Model (ICP)." *Journal of Technology Management & Innovation* Vol. 4. No. 1.: pp.33–47
- Li HY, Atuahene-gima K. 2001. "Product innovation strategy and performance of new technology ventures in China." *Acad Manage J* 44:1123–1134
- Li, Lan, Ching-Yick Tse, Eliza and Yan Gu, Bag. 2006. "The Relationship between Strategic Planning and Entrepreneurial Business Orientation." *The Chinese Economy*, 39(6): 77-82.
- Li, T. and Calantone, R. J. 1998. "The Impact of Market Knowledge Competence on New Product Advantage: Conceptualization and Empirical Examination." *Journal of Marketing* 62,: 13-29
- Li, T. and R. J. Calantone 1998. "The impact of market knowledge competence on new product advantage : Conceptualization and Empirical Examination." *Journal of Marketing* Vol 62. No 4: 13-29.
- Li;, Y., Y. Zhao, et al. 2008. "Moderating Effects of Entrepreneurial Orientation on Market Orientation-Performance Linkage : Evidence from Chinese Small Firms." *Journal of Small Business Management* Vol. 46 No.1: 113-133.
- Lieh-Ching Chang, C.-T., Lin 2005. "The Exploratory Study of Competitive Advantages of Hsin-Chu City Government by Using Diamond Theory." *The Business Review* Vol. 3, No 2,: 180-185.

- Lin, L.-Y. And Y.-H. Chang 2012. "The Relationship Of Market Orientation, Product Innovation, Competitive Intensity And New Product Marketing Strategy: An Empirical Study Of Taiwan Food Industry." *International Journal Of Advanced Scientific And Technical Research* Vol. 1(Issue2)
- Lin, R.-J., R.-H. Chen, et al. 2010. "Customer relationship management and innovation capability: an empirical study." *Industrial Management & Data Systems* Vol. 110 No. 1,; pp. 111-133.
- Lin, Y. C. and P. H. Tsai 2009. "The impact of a global logistics integration system on localization service and business competitive advantage." *European Business Review* Vol. 21 No. 5,; pp. 418-437
- Lise-L. L and J-A. Tornroos. 2006. "Ethics and Value Creation in Business Research : Comparing Two Approach." *European Journal of Marketing*. Vol III, No. 3/4, Emerald Group Publishing Limited
- Liu, H., J. Hou, et al. 2011. "Entrepreneurial orientation, organizational capability, and competitive advantage in emerging economies: Evidence from China." *African Journal of Business Management* Vol.5 (10),; pp. 3891-3901.
- Liu, S., X. Luo, and Y. Shi. 2002. "Integrating Customer Orientation, Corporate Entrepreneurship, and Learning Orientation in Organization-in Transition : an Empirical Study." *Internal Journal of Research in Marketing* 19,; pp. 367-382
- Lovelock, C and L. Wright. 2004."Principles of Service Marketing and Management." 2nd Edition by Pearson Education
- Low, D. R, R. L. Chapman et.al 2007. "Inter-relationships between innovation and market orientation in SMEs." *Management Research News* Vol. 30 No. 12, ;pp. 878-891 Emerald Group Publishing Limited
- Lucky, E. O.-I. and A. I. Olusegun 2012. "Is Small and Medium Enterprises (SMEs) an Entrepreneurship?" *International Journal of Academic Research in Business and Social Sciences* Vol. 2, No. 1.
- Lukas, B. and Ferrell, O. 2000. "The Effect of Market Orientation on Product Innovation." *Journal of the Academy of Marketing Science* 28(2),; 239-247
- Lumpkin, G. T dan Dess, G.G, 1996. "Clarifying the Entrepreneurial Orientation Construct and Linking it to Performance." *Academy of Management Review*, Vol 21, ;pp. 135-172
- Lumpkin, G.T, and Dess, G.G. 2001. "Linking two dimensions of entrepreneurial orientation to firm performance : the moderating role of environment and industry life cycle." *Journal of Business Venturing*, Vol. 16. No. 5.: pp. 429-51
- Lung, T-L. 2005. "Impact on Improvement of Organizational Synthetic Value Caused by Social Network Relationship." *The Journal of American Academy of Business*.

- Maatoofi, A. R. and K. Tajeddini 2011. "Effect of Market Orientation and Entrepreneurial Orientation on Innovation Evidence from Auto Parts Manufacturing in Iran." *Journal of Management Research* Vol. 11, No. 1: pp. 20-30
- Mahmood, R. and N. Hanafi 2013. "Entrepreneurial Orientation and Business Performance of Women-Owned Small and Medium Enterprises in Malaysia: Competitive Advantage as a Mediator." *International Journal of Business and Social Science* Vol. 4 No. 1;
- Mahoney, J.T., 1995. "The Management of Resources and The Resources of Management." *Journal of Business Research* Vol 33,:pp 91-101
- Maimunah, El R, S. Augury, and Siti., 2008. "Knowledge Management Sebagai Salah Satu Jembatan Pengembangan Institusi Unggulan." *Jurnal AMIK Raharja* Vol. 2, No. 1, : 80 – 90
- Majeed, Sadia, 2011, "The Impact of Competitive Advantage on Organizational Performance", *European Journal of Business and Management*, Vol 3, No.4.
- Manzano, J. A., Ku"ster, I., & Vila, N. 2005. "Market orientation & innovation: an inter-relationship analysis." *European Journal of Innovation Management* , 8 , : 437-452
- Maryati dan Suryawati., 2003. "Pengantar Sosiologi." Penerbit Erlangga, Jakarta.
- Mavondo, F and M. Farrel. 2003. "Cultural Orientation : its Relationship with Market Orientation, Innovation and Organizational Performance, Management Decision." Proquest, pp 241.
- Mc. Adam, R., G Amstrong, et.al. 1998. "Investigation of the relationship between total quality and innovation : a reserach study involving small organizations." *European Journal of innovation Management* 1 (3), : 139-147
- McNamara, C.P. 1972. "The present status of the marketing concept." *Journal of Marketing* 36 (1): 50-7
- Medhouse, Mehrdad, et. al. 2011. Entrepreneurial Orientation and Innovation Performance : The Mediating Role of Knowledge Management. *Asian Journal of Business Management* 3(4) : 310-316
- Mehrdad Madhoushi, Abdolrahim Sadati, et al. 2011. "Entrepreneurial Orientation and Innovation Performance: The Mediating Role of Knowledge Management." *Asian Journal of Business Management* 3(4):: 310-316
- Mela, C. F. And P. K. Kopalle 2002. "The impact of collinearity on regression analysis: the asymmetric effect of negative and positive correlations." *Applied Economics* 34: 667-677.
- Menon, Ajay, et.al, 1997, "Product Quality: Impact of interdepartmental Interactions, " *Journal of The Academy of Marketing Science* 25(3), : pp. 187-200

- Miller, D., 1983. "The Correlates of Entrepreneurship in Three Types of Firm." *Journal of Management Science* 29, : pp 770-791
- Milles, D, Friesen, et.al., 1983. "Strategy-Making and Environment : The third Link." *Strategic Management Journal* Vol. 4. No. 3
- Ming-Ji J. L. and C-J Chen, 2008 "Integration and knowledge sharing: transforming to long-term competitive advantage." *International Journal of Organizational Analysis* Vol. 16 No. 1/2, pp. 83-108
- Minguela-Rata, B. 2011. "Product Innovation: An Empirical Study Into The Impact Of Simultaneous Engineering On New Product Quality." *Revista Journal* Vol. 5 Num. 3: Pp: 80-101
- Mintzberg, H. 1990 "The Desain School : Reconsidering The Basic Premise of Strategy Management." *Management Journal*.Vol. II
- Mohammed A. Al-Zyadaat, Mousa A. Saudi, & Al-Awamreh, a. M. A. 2012. The Relationship Between Innovation and Marketing Performance in Business Organizations: An Empirical Study on Industrial Organizations in the Industrial City of King Abdullah II. *International Business and Management*, 5, No.2: 76-84.
- Montoya-Weiss, M. and Calantone, R., 1994, "Determinants of new product performance." *Journal of Product Innovation Management*, Vol. 11, November, : pp. 397-417.
- Moon, S. S. 2008. "Acculturation, Social Support, and Family Conflict: Korean–American Adolescents’ Perceptions." *Child Adolesc Soc Work J* 25: 227–240
- Morgan, N. A,dan N. F. Piercy, 1998, "Interactions Between Marketing and Quality at the SBU Level: Influences and Outcomes,"*Journal of The Academy of Marketing Science*,Vol.26, No.3, pp. 190-208
- Morris, Michael H. and Foard F. Jones., 1999. "Entrepreneurship in Established Organizations: The Case of the Public Sector." *Entrepreneurship Theory and Practice* 24 (1) : 71-91
- Morris;, M. H., Susan Coombes, et al. 2007. "Antecedents and Outcomes of Entrepreneurial and Market Orientations in a Non-profit Context:Theoretical and empirical Insight." *Journal of Leadership & Organizational Studies* Vol.13, No 4.
- Murtadlo, A. 2013. "Upaya Pengembangan Usaha Pengrajin Batik Malangan." Ilmu Ekonomi, Fakultas Ekonomi Dan Bisnis, Universitas Brawijaya, aar0389@yahoo.com
- Mustappa, A., 2006. "Mh. Rustandi Kartakusuma : ke Arah Pendekatan Kritik Sastra Sunda, 157 dalam Rosidi, A., Ekadjati, H.E.S., dan Alwasilah, A.C.,

Ed., Prosiding Konferensi Internasional Budaya Sunda (KIBS), Jilid 1, Bandung : Yayasan Kebudayaan Rancage dan PT Dunia Pustaka Jaya, 157.

Nakata, C., Im, S., Park, H., & Ha, Y.-W. 2006. "Antecedents and consequence of Korean and Japanese new product advantage." *Journal of Business Research*, 59(1), 28-36.

Narver , J.C and Slater, S., 1995. "Market Orientation and Learning Organization." *Journal of Marketing*. Vol. 59. No. 3, : pp 241-255)

Narver, J. C. and S. F. Slater 1990. "The Effect of Market Orientation on Business Profitability." *Journal of Marketing* Vol. 54 : pp.20-35.

Narver, J.C and Slater, S. 1991. "Becoming more market oriented: An exploratory study of the programmatic and market-back approaches." *Marketing Science Institute*, report no. 91–128, October, pp. 1–30.

Navarone, O., 2003. "Analisis Pengaruh Tingkat Kesuksesan Produk Baru dalam Peningkatan Kinerja Pemasaran." *Jurnal Sains Pemasaran Indonesia*, Vol.II No.1.

Neely, A.2005, "The Evolution of Performance Measurement Research: Developments in the Last Decade and a Research Agenda for the NEXT". *International Journal of Operations & Production Management*, Vol. 25, No. 12, : pp. 1264-1277

Nikoomaram, Hashem, Ali Reza Ma'atoofi., 2011. The Effect of Learning Orientation on Market Orientation and Performance in Small-sized Firms : Evidence from Ira. *European Journal of Social Sciences*-Vol. 18. No. 4, p 632-642

Oke, A. 2007. "Innovation types and innovation management practices in service companies." *International Journal of Operations & Production Management* Vol. 27 No. 6,: pp. 564-587.

Oke, A., Burke, G. and Myers, A. 2007. Innovation types and performance in growing UK SMEs. *International Journal of Operations & Production Management*, Vol. 27. No. 7 : pp. 735-53.

Oni, E. O. 2012. "Relevance Of Entrepreneurial Proactiveness On Business Performance: Nigerian Companies Experience." *Kuwait Chapter Of Arabian Journal Of Business And Management Review* Vol. 1, No.6,;

Osaze, EB., 2003. "Corporate Proactive Management Lagos." Centre for Management Development

- Padilla, A. M. and W. Perez 2003. "Acculturation, Social Identity, and Social Cognition: A New Perspective." *Hispanic Journal of Behavioral Sciences*, Vol. 25 No. 1,: 35-55.
- Palmer, J. and M. Griswold 2011. "Product and Service Innovation within Small Firms: An Exploratory Case Analysis of Firms in the Restaurant Industry." *International Journal of Business and Social Science* Vol. 2 No. 13.
- Pangeran, Perminas. 2012. "Orientasi Pasar, Orientasi Kewirausahaan dan Kinerja Keuangan Pengembangan Produk Baru Usaha Mikro Kecil dan Menengah." *JRMB* Vol.7. No.1
- Parkman, I. D., S. S. Holloway, et al. 2012. "Creative industries: aligning entrepreneurial orientation and innovation capacity." *Journal of Research in Marketing and Entrepreneurship* Vol. 14 No. 1,: pp. 95-114
- Pelham, Alfred M. 1997 "Mediating Influences on the Relationship between Market Orientation and Profitability in Small Industrial Firm"
- Peteraf, M. A. & Barney, J. B. 2003. "Unraveling the resource-based tangle." *Managerial and Decision Economics* 24(4): 309-323.
- Pikiran Rakyat. 2013. "Batik Cina Menyerbu Pasar Lokal." Bandung, Indonesia, 5 April
- Pitt, L., Caruana, A. And Berthon, P. 1996. "Market Orientation and Business Performance : Some European Evidence." *International Marketing Review*. Vol. 13. No.1,: pp. 5-18
- Pitta, D.A. and Katsanis, L.P. 1995, "Understanding brand equity for successful brand extension", *Journal of Consumer Marketing*, Vol. 12, pp. 51-64.
- Pla-Barber, J, and Alegre, J. 2007. "Analysing he Link between Export Intensity, Innovation and Firm Size in a science-based Industry." *International Business Review*. 16,:275-293
- Polder, M., George van Leeuwen, Mohnen, P., & Raymond, a. W. 2010. Product, Process And Organizational Innovation: Drivers, Complementarity And Productivity Effects. *UNU - Maastricht Economic and social Research and training centre on Innovation and Technology*.
- Porter, M. E., 1990. "Competitive Advantage : Creating and Sustaining Superior Performance." New York, Free Press.
- Porter, M. E., 1991. "Toward A Dynamic Theory of Strategy." *Strategic Management Journal* Vol. 12
- Porter, Michael E., 1985. "Competitive Advantage." The Free Press, New York

- Powell, W. W. and Grodal, S. 2004: "Networks of Innovators", The Oxford Handbook of Innovation , Oxford University Press,
- Prahalad C.K dan Hamel G. 1990. "The Core Competence of The Corporation." Harvard Business Review
- Prajogo, D. I. 2007. "The relationship between competitive strategies and product quality." *Industrial Management & Data Systems* Vol. 107 No. 1,; pp. 69-83.
- Prajogo, D. I. and A. S. Sohal 2003. "The relationship between TQM practices, quality performance, and Innovation Performance." *The International Journal of Quality & Reliability Management* 20 No. 8: 901-918
- Prajogo, D.I. and Ahmed, P.K. 2006, "Relationships between innovation stimulus, innovation capacity, and innovation performance", *R&D Management*, Vol. 36 No. 5, pp. 499-515
- Prasetya, GL. Herry, et. al., 2007. "Membangun Keunggulan Kompetitif melalui Aliansi Strategik untuk Meningkatkan Kinerja Perusahaan." *Jurnal Studi Manajemen dan Organisasi* Vol. 4. No 2..
- Purnama, N. B. And H. Setiawan 2003. "Analisis Pengaruh Sumber-Sumber Keunggulan Bersaing Bidang Pemasaran Terhadap Kinerja Perusahaan Manufaktur Di Indonesia." *JSB* No. 8 Vol. 2,; 105 – 130
- Ramzy., 2011. "Knowledge Management Sebagai Competitive Advantage." diakses dari [http:// km.gunarta.net/node/37](http://km.gunarta.net/node/37)
- Rane Kalpic., 2008. "Why bigger is not always better: the strategic logic of value creation through M&As." *Journal of Business Strategy*, No.28, pp.10.
- Rathnasiri Hewege, Chandana., 2011. " Acculturation and Management Control- Japanese Soul in Sri Lankan Physique." *Contemporary Management Research* Vol. 7, No. 1, March : pp 3-20.
- Rauch, A., J. Wiklund, Et Al. 2010. "Entrepreneurial Orientation And Business Performance: An Assessment Of Past Research And Suggestions For The Future." In:Entrepreneurship Theory And Practice, In Press
- Rauch, A., Wiklund, et.al. 2004 "Entrepreneurial orientation and business performance: cumulative empirical evidence, in Bygrave, W.D., Brush, C.G., Davidsson, M.L.P., Meyer, G.D., Fiet, J., Sohl, J., Greene, P.G., Zacharakis, A. And Harrison, R.T. (Eds), *Frontiers of Entrepreneurship Research*, Babson College, Wellesley, MA.
- Redfield R, Linton R, et.al. 1936. "Memorandum on the study of acculturation." *American Anthropologist* ; 56: 973–1002.

- Rizali, N., H. Jusuf, Et Al. 2003. "Batik Garut : Kajian Bentuk Dan Warna." *Jurnal Wacana Seni Rupa Jurnal Seni Rupa Dan Desain* Vol. 3 No.6.
- Rob, L, J. Guthrie, et.al. 2008 "Creating value through Cooperation An investigation of Farmers' Markets in New Zealand." *British Food Journal* Vol. 110 No. 1,: pp. 11-25
- Rohidi, T. R., 2000 "Kesenian, Tinjauan dalam Perspektif Kebudayaan,." Cetakan I, Bandung : STISI Press. 2, 4 – 7, 9, 18.
- Rosli, M. M., & Sidek, S. 2012. Innovation and Firm Performance: Evidence from Malaysian Small and Medium Enterprises. *Entrepreneurship Vision 2020: Innovation, Development Sustainability, and Economic Growth*: 794-809.
- Russell W, T. And R. B. Robinson 2005. "Modeling Knowledge-Based Entrepreneurship And Innovation In Japanese Organizations." *International Journal Of Entrepreneurship* Vol. 9.
- Safarnia, H., Z. Akbari, et al. 2011. "Review of Market Orientation & Competitive Advantage in the Industrial Estates Companies (Kerman, Iran): Appraisal of Model by Amos Graphics." *World Journal of Social Sciences* Vol. 1. No. 5.: Pp. 132- 150.
- Sakchutchawan, S , P. C. Hong, et.al. 2011. "Innovation and Competitive Advantage:Model and Implementation for Global Logistics." *International Business Research* Vol. 4, No. 3; July
- Salavou, H. and G. Avlonitis 2008. "Product innovativeness and performance: a focus on SMEs." *Management Decision* Vol. 46 No. 7,: pp. 969-985
- Salavou, H., G. Baltas, et al. 2004. "Organisational innovation in SMEs: the importance of strategic orientation and competitive structure." *European Journal of Marketing* Vol 38, No.9/10;: 1091-1112.
- Sam, D. L. 2006. "Acculturation: conceptual background and core components."
- Sam, D. L., & Berry, J. W. 2010, in press. "Acculturation: When individuals and groups of different cultural backgrounds meet. Perspectives on Psychological Science"
- Santos-Rodrigues, H., P. F. Dorrego, et al. 2010. "The Influence Of Human Capital On The Innovativeness Of Firms." *The International Business & Economics Research Journal*, Vol 9. No. 9: 53-63
- Santos-Vijande, M.L. and Alvarez-Gonzalez, L.I. 2007, "Innovativeness and organizational innovation in total quality oriented firms: the moderating role of market turbulence", *Technovation*, Vol. 27 No. 9, pp. 514-32.

- Scheinkman, J. e. A. 2005. *Social Interactions. Princeton University and NBER.*
- Schelling, T ., 1972. "A Process of Residential Segregation: Neighborhood Tipping," in *Racial Discrimination in Economic Life*, ed. by A. Pascal. Lexington, MA: Lexington Books.
- Schelling, T., 1971 "Dynamic Models of Segregation." *Journal of Mathematical Sociology*, 1, 143-186.
- Schelling, T.,1978. "Micromotives and Macrobehavior." New York: Norton.
- Schindehutte, M., Micahel H., et.al. 2008. "Understanding Market Driving Behavior : the Role of Entrepreneurship." *Journal of Small Business Management*. Vol. 46. Issue. 1, pp. 4-26.
- Schumpeter, J.A., 1934. "The Theory of Economic Development." Cambridge, Massachusetts; Harvard University Press.
- Schwartz, R.G., Teach, R.D, and Birch, NJ. 2005. "A longitudinal study of entrepreneurial firm opportunity recognition and product strategies : implications by firm type." *International Journal of Entrepreneurial Behaviour and Reseach* Vol. 11 No. 4, : pp. 315-29
- Schwartz, S. J., J. B. Unger, et al. 2010. "Rethinking the Concept of Acculturation Implications for Theory and Research." *American Psychological Association* Vol. 65, No. 4: 237–251.
- Schwartz, S. J., M. J. Montgomery, et al. 2006. "The Role of Identity in Acculturation among Immigrant People: Theoretical Propositions, Empirical Questions, and Applied Recommendations." *Human Development* 41: 1–30
- Sebora, Terrence C, and T. Therapatvong. 2010. "Corporate Entrepreneurship : a test of External and Internal Influences on Managers, Idea Generation, Risk Taking, and Proactiveness." *In Entrepreneur Management* 6 : 331-350
- Sedyawati, E. 2006 " Budaya Indonesia : Kajian Arkeologi, Seni, dan Sejarah." Jakarta : PT Raja GrafindoPersada, 382 – 383
- Sekaran, Uma. 1992. "Research Method for Business." John Willey and Sons, Inc. Canada
- Sethi, R, Smith, D. C, and Park, C. W. 2001. "Cross-Functional Product Development Teams, Creativity, and the Innovativeness of New Consumer Products." *Journal of Marketing Research* 38, 73-85
- Setyanti, S. W. L. H., Eka Afnan Troena, et al. 2013. "Innovation Role in Mediating the Effect of Entrepreneurship Orientation, Management Capabilities and Knowledge Sharing Toward Business Performance: Study at

Batik SMEs in East Java Indonesia." *IOSR Journal of Business and Management* Volume 8, (Issue 4): pp 16-27.

Shankar, V. 2006. "Proactive and Reactive Product Line Strategies: Asymmetries Between Market Leaders and Followers." *Management Science* 52, 2; 276-292.

Shapiro, s. M. 2002 "Innovation : A blue print for surviving and thriving in age of change." New York, Donnelly and Sons Company

Shin, S. 2012. "Decomposed Approach of Market Orientation and Marketing Mix Capability : Research on Their Relationships with Firm Performance in the Korean Context." *International Business Research* Vol. 5, No 1; January.

Shri. Suresh Tulshiram Salunke, & Srivastava, R. K. 2013. The impact of core product and core application onProduct launch and its success in an Industrial Market. *Basic Research Journal of Education Research and Review*, Vol. 2(1) 16-21.

Shyh-Hwang Lee 2009. "Developing Hierarchical Structure for Assessing the Impact of Innovation Factors on a Firm's Competitiveness - A Dynamic-Capabilities Approach." *The Journal of American Academy of Business*, Cambridge Vol. 15 Num. 1: 216-223

Siagian, S., 2004."Manajemen Strategik". Penerbit Bumi Aksara Jakarta

Singh, R., H.S. Sandhu, B.A. et.al. 2010. "Relating Organised Retail Supply Chain Management Practices, Competitive Advantage and Organisational Performance , VISION–*The Journal of Business Perspective* Vol. 14. No. 3 • July-September

Siqueira, A. C. O. And A. D. Cosh 2008. "Effects Of Product Innovation And Organisational Capabilities On Competitive Advantage: Evidence From Uk Small And Medium Manufacturing Enterprises." *International Journal Of Innovation Management* Vol. 12, No. 2: Pp. 113–137.

Slater , S., and Narver, J., 2000. "The Positive Effect of Market Orientation on Business Profitability." *Journal of Business Research* Vol. 48, No.1,: pp.69-73

Slater S.F., and Narver, J.C. 1995. "Market Orientation and the Learning Organization." *Journal of Marketing* 59: 63–74

Slater, S. F. and J. C. Narver 1995. "Market orientation and the learning organization." *Journal of Marketing* Vol. 59: 63-74

Slater, Stanley F. and John C. Narver., 1994. "Does Competitive Environment Moderates the Market Orientation-Performance Relationship?" *Journal of Marketing*, 58 (I) 46-55.

- Slevin P, Dennis dan Covin, G. Jeffrey. 1990. "Juggling Entrepreneurial Style and Organizational Structure-How to Get Your Act Together." *Sloan Management Review*, Winter, pp43-53
- Snoj, B., B. Milfeiner, et.al., 2007. "An Examination of The Relationship among Market Orientation, Innovation Resources, Reputational Resources, and Company Performance in the Transitional Economy of Slovenia." *Canadian Journal of Administrative Science* pp. 151-164
- Soekesi, A. E. M. 2013. "Karakteristik Ukm Batik Pada Klaster Batik Di Jawa Tengah." *Seri Kajian Ilmiah*,15, No1.
- Soetrisno, N 2002. "Strategi Penguatan UKM Melalui Pendekatan Klaster Bisnis Konsep, Pengalaman Empiris dan Harapan." Jakarta, Luthfansah Mediatama.
- Sohail, Adil, et al, 2011, Link Between Product Innovation and Technological Organization Performance, *Asian Journal of Business Management*, 3(4) 287-293
- Song, M., and Montoya-Weiss, M. M. 2001. "The Effect of Perceived Technological Uncertainty on Japanese New Product Development." *The Academy of Management Journal*, 44(1), :pp.61-80.
- Song, X. M. and Mitzi M. Montoya-Weiss. 1998. "Critical Development Activities for Really New versus Incremental Products." *Journal of Product Innovation Management* 15 (2),: pp. 124-135.
- Song, X.M. dan Parry, M.E., 1997. "The determinants of Japanese new product successes." *Journal of Marketing Research*, Vol.XXXIV Februari.
- Song, X.M., S.M., Nelly and Y. Zhao., 1996. "Marketing R & D-Marketing Intergration in The New Product Development Process." *Industrial Marketing Management* 25, : pp.545-553
- Sparke, P. 2004 "An Introduction to Design and Culture (1900 to The Present)." Edition 2.0, London : Routledge. 84 – 85.
- Spiro, R. L. and B. A. Weitz 2010. "Adaptive Selling: Conceptualization, Measurement, and Nomological Validity." *Journal of Marketing Research* Vol. 27, No. 1: pp. 61-69.
- Stanton, W. J 1996 "Prinsip Pemasaran." terjemahan, edisi ketujuh, Jilid 1, Penerbit Erlangga, Jakarta
- Stuart, J., C. Ward et.al., 2010. "Current Issues in The Development and Acculturation of Muslim Youth in New Zealand." *Bulletin Number 2, Serial No 58*

- Subramanian, Mohan and Mark A. Youndt, 2005, The Influence of Intellectual Capital on the types of Innovative Capabilities, *Academy of Management Journal*, Vol.48, No.3, 450-463
- Sujan, H., B. A.Weitzh, et al. 1988. "Increasing Sales Productivity by Getting Salespeople to Work Smarter." *Journal of Personal Selling and Sales Management*.
- Sujarwanto, Imam, 2012, Interaksi Sosial Antar Umat Beragama (Studi Kasus Pada Masyarakat Karangmalang Kedungbanteng Kabupaten Tegal), *Journal of Educational Social Studies*, 1(2).
- Suhong Li, Bhanu Ragu-Nathanb, T.S. Ragu-Nathanb, & Raob, a. S. S. 2006. The impact of supplychain management practices on competitive advantage and organizational performance. *The International Journal and Management Science*: 107-124
- Suliyanto 2011. "The Effect Of Orientation Learning On Competitive Advantage Through Innovation: Study On Small And Medium Enterprises." *Business And Management Review* Vol. 1(7): Pp. 28 – 36.
- Suliyanto and Rahab 2012. "The Role of Market Orientation and Learning Orientation in Improving Innovativeness and Performance of Small and Medium Enterprises." *Asian Social Science* Vol. 8, No. 1.
- Sumardjo, J. 2003 “ Simbol-Simbol Artefak Budaya Sunda : Tafsir-Tafsir Pantun Sunda.” Bandung : Penerbit, Kelir.
- Sun, P.-C. 2010. "Differentiating high involved product by trivial attributes for product line extension strategy." *European Journal of Marketing* Vol. 44 No. 11/12: pp. 1557-1575.
- Sun, Pi-Chuan., 2010. “Differentiating high involved product by trivial attributes for product line extension strategy.” *European Journal of Marketing*. Vol. 44. No 11/12
- Sunarya, Y. Y., B. Anas, et al. 2011. "Pemetaan Desain Batik Priangan (Jawa Barat) Modern dalam Konteks Industri Kreatif di Bandung." Konferensi Internasional Budaya Sunda II, Revitalisasi Budaya Sunda : Peluang dan Tantangan dalam Dunia Global, Yayasan Kebudayaan Rancage
- Suryana, 2003. “Kewirausahaan : Pedoman Praktis, Kiat dan Proses Menuju Bisnis.” Edisi Revisi, Jakarta, Salemba Empat
- Sutrasmawati, E. 2008. "Pengaruh Kompetisi Produk Dalam Meningkatkan Kinerja Pemasaran Melalui Competitive Advantage." *Jurnal Bisnis Dan Ekonomi (Jbe)*, Vol. 15, No.2: 91 - 97.

- Svensson, G., 2001. "Re-evaluating the marketing concept." *European Business Review*, Vol. 13 Iss: 2,: pp.95 – 101
- Szymanski, D. M., S. G. Bharadwaj et.al. 1993. "An Analysis of the Market Share-Profitability Relationship." *Journal of Marketing*, 57 (July), 1-18.
- Tambunan, T, 2010 "Ukuran Daya Saing Koperasi dan UKM Background studi RPJM Nasional 2010 – 2014." Bidang Pemberdayaan Koperasi dan UKM, Bappenas
- Tariq, M., R. Ishrat, Et Al. 2011. "New Product Development Processes A Case Study Of Apple S Success With Iconic Ipod And Iphone." *Interdisciplinary Journal Of Contemporary Research In Business* Vol 3, No 1: 158-169.
- Teece, D. J, 2007. "Explicating dynamic capabilities : The nature and microfoundations of (sustainable) enterprise performance." *Strategic Management Journal*. 28(13),:pp. 1319-1350
- Tellis, G. J. 1989. "The Impact Of Corporate Size And Strategy On Competitive Pricing." *Strategic Management Journal* 10, 6.
- Tellis, G. J., Jaideep C. P and Rajesh K. C., (2009). "Radical Innovation Across Nations: The Preeminence of Corporate Culture." *Journal of Marketing*, 73 (1), 2–23.
- Thoumrungroje, A. 2010. "The Effects of Entrepreneurial and Customer Orientations on Performance: The Mediating Role of Radical Product Innovation." *The Business Review*, Cambridge Vol. 15 Num. 2.
- Tjiptono, F. 2002. "Strategi Pemasaran". Edisi Kedua, Cetakan Kedua, Andi, Yogyakarta
- Trasorras, R. J., 2008. "The Relationships of value, Satisfaction and Loyalty on Customer retention in The Professional Service Sector." Dissertation, H. Wayne Huizengan School of Business & Entrepreneurship Nova Southeastern University.
- Tsai, K.-H., C. Chou, et al. 2008. "The curvilinear relationships between responsive and proactive market orientations and new product performance: A contingent link." *Industrial Marketing Management* 37: 884–894
- Tsai, K-H and Hsieh, M-H. 2009. "How different type of partners influence innovative product sales: Does technological capacity matter?" *Journal of Business Research*, 62: 1321-1328
- Tung, J. 2012. "A Study Of Product Innovation On Firm Performance." *The International Journal Of Organizational Innovation* Vol 4 Num 3: 84-97.

- Turner, J. H. 1988. "A Theory of Social Interaction." Stanford University Press, Stanford, California.
- U. S.-M. and J. M. Villas-Boas 2008. "Competitive product lines with quality constraints." *Quant Market Econ* 6: 1-16.
- Uriarte A. Filemon., 2008. "Introduction to Knowledge Management." ASEAN Foundation, Jakarta, Indonesia
- Usman, B. 2011. "Perspektif Baru Dalam Productivity, Sustainability Concept, SVC, SCA, SDP, Value Added Process Dan Keterkaitannya Pada Manajemen Operasi Dan Inovasi"
- Vanhaverbeke, W.; Peeters, N. 2005: "Embracing Innovation as Strategy: Corporate Venturing, Competence Building and Corporate Strategy Making, Creativity and Innovation Management." *Creativity And Innovation Management* Vol. 14, No. 3, : pp. 246-257
- Varadarajan, P.R, and S. Jayachandran., 1999. "Marketing Strategy : An Assesment of The State of The Field and Outlook." *Journal of Management Science* Vol. 27. No.2, : pp 120-144
- Veblen, T., 1934. "The Theory of the Leisure Class: An Economic Study of Institutions." New York, Modern Library.
- Venkatraman, N. 1989. "Strategic orientation of business enterprises: The construct, dimensionality, and measurement." *Management Science* 35: 942-962.
- Venkatraman, N. and V. Ramanujam, 1986. "Measurement of Business Performance in Strategy Research : A Comparison Approaches." *Academy of Management Review*, Vol. 11, : pp. 801-814
- Voss, G. B. and Z. G. Voss 2000. "Strategic Orientation and Firm Performance in an Artistic Environment." *Journal of Marketing* Vol. 64: 67-83
- Wagner, E.R., and Eric N. Hansen., 2006. "Innovation in large versus small companies : insights from the US Wood Products Industry." *Management Decision* Vol. 43, No.6
- Wahyono, 2002. "Orientasi Pasar dan Inovasi: Pengaruh terhadap Kinerja Pemasaran", *Indonesian Journal of Marketing Science*.
- Wahyono, B, 2011. Permasalahan di UKM Batik dan Solusinya (Studi Kasus di UKM Batik Nderbolo Sragen).
- Wahyuono, B. 2007. "Peran BDS dalam Pemberdayaan UKM. SMEs & Cooperative Agencies of Eastjava."

- Walker, J.A. 1989 "Design History & The History of Design." London : Pluto Press.
- Walker, Ovvile C, Jr, 1992 "Marketing Strategy-Planning and Implementation." Richard D. Irvin Inc
- Wang, C. L. 2008. "Entrepreneurial Orientation, Learning Orientation, and Firm Performance." *Entrepreneurship Theory and Practice* 32(4): 635-656
- Wang, W.-C., C.-H. Lin, et al. 2011. "Types of Competitive Advantage and Analysis." *International Journal of Business and Management* Vol. 6, No. 5;.
- Wang, Y., & Lo., H.P, 2003, 'Customer-focused performance and the dynamic model for competence building and leveraging A resource-based view', *Journal of Management Development*, volume 22, pp. 483-526.
- Weenefelt, b, 1984. "A Resource-Based View of The Firm." *Strategic Management Journal* Vol 5, No.2, : pp 171-180
- Weitz, B. A., 1985. "Introduction to Special Issue on Competition." *Journal of Marketing Research* 22(3),:pp. 229-242
- Wibowo, L. A, V. Gaffar et.al 2010. "Pembentukan Citra Taman Rekreasi DKI Jakarta sebagai Green City melalui Kualitas Penyampaian Jasa dan Value Creation," UPI Bandung
- Wiklund, J, 1999. "The Sustainable of The Entrepreneurial Orientation Performance Relationship. Entrepreneurship Theory and Practise."
- Wiklund, J. and Dean Shepherd 2003. "Knowledge-based resources, entrepreneurial orientation, and the performance of small and medium-sized business." *Strategic Management Journal* Vol.24, No.13: 1307-1314.
- William Todorovic, Zelimir and Jun Ma, 2008. "Entrepreneurial and market orientation relationship to performance The multicultural perspective." *Journal of Enterprising Communities: People and Places in the Global Economy* Vol. 2 No. 1, : pp. 21-36
- Wingwon, B. 2012. "Effects of Entrepreneurship, Organization Capability, Strategic Decision Making and Innovation toward the Competitive Advantage of SMEs Enterprises." *Journal of Management and Sustainability* Vol. 2, No. 1;.
- Wirasasmita, Y. 2010. "Pengelolaan Inovasi menuju keunggulan kompetitif.", *Buletin Manajemen Kewirausahaan* , Edisi September 2010, Program Magister Manajemen Universitas Padjadjaran
- Wong, K. S. and C. Tong 2011. "The Mediating Effects of Customer and Competitor Orientations on New Product Success." *International Journal of Business and Management* Vol. 6, No.

- Wong, P. K., L. Lee, et al. 2008. "Occupational Choice: The Influence of Product vs. Process Innovation." *Small Business Economics* 30: 267–281.
- Wong, S. K. S. and C. Tong 2012. "The influence of market orientation on new product success." *European Journal of Innovation Management* Vol. 15 No. 1,: pp. 99-121.
- Wong, S. K.-S. 2012. "The influence of green product competitiveness on the success of green product innovation Empirical evidence from the Chinese electrical and electronics industry." *European Journal of Innovation Management* Vol. 15 No. 4,: pp. 468-490.
- Wright, R. E., J. C. Palmer, et.al., 2005. "Types of Product Innovations and Small Business Performance in Hostile and Benign Environments." *Journal of Small Business Strategy*, Winter, Vol. 15, No. 2, :pp. 33-44
- www.4sidis.blogspot.com "Makalah Kebudayaan Batik Indonesia."
- Xin, J. Y., A. C. L. Yeung, et al. 2008. "Radical innovations in new product development and their financial performance implications: An event study of US manufacturing firms." *Oper Manag Res*: 119–128.
- Xin, Jeng Y, Andy C.L Yeung, T.C.E. Cheng, 2009. "Radical Innovation in New Product Development and Their Financial Performance Implication : An Event Study of US Manufacturing Firms.' *Open Manag Res* 1 : 119-128
- Yang, Z., R. Li-Hua, et al. 2007. "Corporate entrepreneurship and market performance: an empirical study in China." *Journal of Technology Management in China* Vol. 2 No. 2,: pp. 154-162
- Yao, C. L., and P. H. Tsai., 2009. "The impact of a global logistics integration system on localization service and business competitive advantage." *European Business Review*. Vol. 21 No. 5, : pp. 418-437
- Yunal, V. O., & Indriyani, a. R. 2013. Analisa Pengaruh Motivasi Berwirausaha Dan Inovasi Produk Terhadap Pertumbuhan Usaha Kerajinan Gerabah Di Lombok Barat. *AGORA Vol. 1, No. 1*, 1, No. 1.
- Yung-Lung Lai and F.-J. Lin 2011. "The Effects of Knowledge Management and Technology Innovation on New Product Development Performance -An Empirical Study of Taiwanese Machine Tools Industry." *Procedia-Social and Behavioral Sciences*.
- Zahra SA, 1993. "A Conceptual Model of Entrepreneurship as Firm Behavior: A Critique and Extension." *Entrep. Theory Pract.*, 17(4): 5-21.
- Zahra SA, Sapienza HJ, Davidsson P, 2006. "Entrepreneurship and dynamic capabilities: A review, model and research agenda." *J. Manage. Stud.*, 43(4): 917-955.

- Zain-Ul-Abideen and S. Saleem 2011. "Examining Market Orientation and its Impact on New-Product Success in Pakistan." *European Journal of Business and Management* Vol 3, No.4
- Zeithaml V.A, Berry L.L et.al., 1996. "The Behavioral Consequences of Service Quality." *Journal of Marketing*, Vol 60
- Zeithaml, Valerie, A, 1988. "Consumer Perception of Price, Quality, and Value; A Means-End Synthesis of Evidence." *Journal of Marketing*. Vol. 52. No.3.: pp 2-22
- Zeng, Z. 2009. "The comparison of innovation activities and international trade effect in China and Japan in the era of knowledge economy." *Journal of Chinese Economic and Foreign Trade Studies* Vol. 2 No. 3: pp. 211-228.
- Zhang, J. and Y. Duan 2010. "Empirical study on the impact of market orientation and innovation orientation on new product performance of Chinese manufacturers." *Nankai Business Review International* Vol. 1 No. 2.; pp. 214-231.
- Zhang, J. and Y. Duan 2010. "The impact of different types of market orientation on product innovation performance Evidence from Chinese manufacturers." *Management Decision* Vol. 48 No. 6.; pp. 849-867.
- Zhou KZ, Li CB 2007. "How does strategic orientation matter in Chinese firms?" *Asia Pac. J. Manage.*, 24(4): 447-466.
- Zhou, C. and J. Li 2008. "Product innovation in emerging market-based international joint ventures: An organizational ecology perspective." *Journal of International Business Studies* 39: 1114–1132.
- Zhou, K. Z, Yim, C. K, and David, K. T, 2005. "The Effect of Strategic Orientation on Technology and Market-Based Breakthrough Innovation." *Journal of Marketing* 69, 42-60.
- Zhou, K. Z. 2006. "Innovation, imitation, and new product performance: The case of China." *Industrial Marketing Management* 35: 394–402.
- Zhou, K. Z., J. J. Li, et al. 2007. "Market Orientation, Job Satisfaction, Product Quality, and Firm Performance: Evidence from China." *Strategic Management Journal*

GLOSSARY

Adaptabilitas Selera Pelanggan adalah kemampuan perusahaan dalam menyesuaikan diri terhadap perubahan selera pelanggan

Akulturas adalah proses sosial yang timbul bila suatu kelompok masyarakat manusia dengan suatu kebudayaan tertentu dihadapkan dengan unsur-unsur dari suatu kebudayaan asing sehingga unsur-unsur budaya asing itu diterima tanpa menyebabkan hilangnya kepribadian dari kebudayaan itu sendiri.

Akulturas Budaya adalah salah satu unsur perubahan budaya, adanya hubungan budaya lokal dengan budaya asing.

Daya Proaktifitas Usaha adalah kemampuan seorang wirausaha dalam berupaya mengamati dan melakukan perubahan.

Fleksibilitas Respon Pesaing adalah kemampuan perusahaan dalam merespon terhadap perubahan strategi yang dilakukan pesaing.

Kapabilitas Inovasi Lini Produk adalah kemampuan yang dimiliki perusahaan dalam melakukan inovasi pada lini produk.

Interaksi Sosial adalah hubungan timbal balik yang dinamis antar individu, antar kelompok atau antar individu dan kelompok

Interaksi Sosial Asosiatif adalah interaksi yang mengarah pada bentuk-bentuk hubungan atau gabungan

Keunggulan Bersaing Produk adalah keunggulan yang dimiliki produk yang dapat digunakan untuk mengalahkan pesaing

Kinerja Pemasaran adalah ukuran prestasi yang diperoleh dari aktifitas proses pemasaran secara menyeluruh dari sebuah perusahaan atau organisasi

Market Based View (MBV) merupakan bagian teori kontingensi yang digunakan dalam perumusan strategi yang diakitikan dengan lingkungan industrinya

Produk adalah segala sesuatu yang ditawarkan ke pasar untuk mendapatkan perhatian, dibeli, dipergunakan dan yang dapat memuaskan keinginan atau kebutuhan konsumen.

Produk Akulturatif adalah produk yang dihasilkan dari kombinasi dua budaya atau lebih tanpa meninggalkan kepribadian budaya tersebut, baik cita rasa, selera dan kebiasaan budaya setempat.

Produk Ikonik adalah produk yang memiliki aspek yang berkontribusi terhadap ekspresi diri konsumen dan identitas pribadi.

Produk Ikonik Akulturatif adalah produk yang bersifat spesifik yang menjadi daya pengingat bagi konsumen memiliki akulturasi makna historis, akulturasi simbolik dan akulturasi motif unik yang menggabungkan dua atau lebih budaya yang berbeda, sehingga berpotensi menciptakan keunggulan bersaing.

Produk Inti adalah produk yang menjadi pertimbangan konsumen dalam melakukan pembelian maupun pembelian ulang.

Resource Based View (RBV) adalah suatu pendekatan yang digunakan dalam orientasi strategik berbasis sumberdaya dengan asumsi bahwa perusahaan menginginkan upaya-upaya manajerial untuk mengarahkan pada *sustainable competitive advantage*