

## DAFTAR PUSTAKA

- Affendy, A. H., Asmat-Nizam, Abdul-Talib, and M. .. Farid. 2015. "Entrepreneurial Orientation Effects on Market Orientation and SMEs Business Performance - A SEM Approach." *Review of Integrative Business and Economics* 4(3):259–71. doi: 10.13140/RG.2.1.2988.7526.
- Agustina. 2019. "Analisis Faktor-Faktor Karakteristik Kewirausahaan Dalam Keberhasilan Usaha Kantin Di Kampus Telkom University Bandung." *EProceedings of Management*, 6(3).
- Agustina, Camelia Sri, and Ida Nurnida. 2019. "ANALISIS FAKTOR-FAKTOR KARAKTERISTIK KEWIRAUSAHAAN DALAM KEBERHASILAN USAHA KANTIN DI KAMPUS TELKOM UNIVERSITY BANDUNG." *Сахарный Диабет* 22(4):263–75.
- Alnawas, Ibrahim, and Jane Hemsley-Brown. 2019. "Market Orientation and Hotel Performance: Investigating the Role of High-Order Marketing Capabilities." *International Journal of Contemporary Hospitality Management* 31(4):1885–1905. doi: 10.1108/IJCHM-07-2018-0564.
- Anning-Dorson, Thomas. 2018. "Innovation and Competitive Advantage Creation: The Role of Organisational Leadership in Service Firms from Emerging Markets." *International Marketing Review* 35(4):580–600. doi: 10.1108/IMR-11-2015-0262.
- Anuar, Khairul, Mohd Ali, Nik Izzaty, Najian Nik, and Mohd Iskandar. 2016. "The Effect of Business Innovation Capability, Entrepreneurial Competencies and Quality Management Towards the Performance of Malaysian Sme'S." *International Journal of Business, Economics and Law* 10(2):7–13.
- Aozhen Xie, Xinmao Yin. 2020. "Electronic and Optical Modulation of Metal-Doped Hybrid Organic–Inorganic Perovskites Crystals by Post-Treatment Control."
- Arikunto, S. 2006. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Bhat, Suhail Ahmad, and Mushtaq Ahmad Darzi. 2016. "Customer Relationship Management: An Approach to Competitive Advantage in the Banking Sector by Exploring the Mediation Role of Loyalty." *International Journal of Bank Marketing* 34(3):388–410. doi: 10.1108/IJBM-11-2014-0160.
- Bistoquet, Arnaud, John Oshinski, and Oskar Škrinjar. 2008. "Myocardial Deformation Recovery from Cine MRI Using a Nearly Incompressible Biventricular Model." *Medical Image Analysis* 12(1):69–85. doi:

10.1016/j.media.2007.10.009.

Brahmanthara, Ketut Adhy, and Ni Nyoman Kerti Yasa. 2017. "TERHADAP KINERJA PEMASARAN Ketut Adhy Brahmanthara ; Ni Nyoman Kerti Yasa Fakultas Ekonomidan Bisnis Universitas Udayana , Bali , Indonesia." *Prosiding Seminar Nasional AIMI* 12(1):27–28.

Chakravorti, Samit. 2009. "Extending Customer Relationship Management to Value Chain Partners for Competitive Advantage." *Journal of Relationship Marketing* 8(4):299–312. doi: 10.1080/15332660903344636.

Darmanto. 2015. "Strengthening Project Performance with Organizational Culture and Project Management Office (PMO) on the Construction of High-Rise Building." *International Journal of Civil Engineering and Technology (IJCIET)*, 10(4), 653-662.

Darmanto, Tjiptogoto Soehari, and Albert Husin. 2017. "PROJECT MANAGEMENT OFFICE ( PMO ) ON THE CONSTRUCTION OF HIGH-RISE."

Darsono. 2013. "Circularly Polarized Proximity-Fed Microstrip Array Antenna for Micro Satellite." *Telkomnika*, 11(4), 803.

Daulay, Raihanah, and Riko Saputra. 2020. "Analysis Of Customer Relationship Management And Marketing Strategies Against Competitive Advantage On The Company's Distributor In Medan City." doi: 10.4108/eai.8-10-2018.2288694.

Dewi, Reni Shinta. 2013. "PENGARUH FAKTOR MODAL PSIKOLOGIS, KARAKTERISTIK ENTREPRENEUR, INOVASI, MANAJEMEN SUMBER DAYA MANUSIA, DAN KARAKTERISTIK UKM TERHADAP PERKEMBANGAN USAHA PEDAGANG DI PASAR TRADISIONAL (Studi Kasus Pada Pedagang Sembako Dan Snack Di Pasar Peterongan)." *Jurnal Administrasi Bisnis* 2(1):29-40.

Djayadiningrat, Adinda Fauziyyah, I. Putu Gde Sukaatmadja, and Ni Nyoman Kerti Yasa. 2017. "Peran Inovasi Produk Memediasi Orientasi Kewirausahaan Terhadap Kinerja Pemasaran IMK Sektor Industri Makanan Kota Denpasar." *E-Jurnal Manajemen Unud* 6(9):4978–5004.

Drucker, Peter. 2014. *Innovation and Entrepreneurship*. Routledge.

Ekawati, N. W., et al. 2016. "Implementation of Ecoprenership and Green Innovation in Building Competitive Advantage to Generate Success of New Spa Products in Bali." *International Bussiness Management*, 10(14), 2660-2669.

Etty Indriani, E., Agus Utomo, A., & Irwan Christanto Edy, I. 2020. "Hasil Uji

Plagiarism Buku Dengan Judul" Model Strategi Penguatan Daya Saing Industri Kreatif Pariwisata Bernilai Kearifan Lokal".”

- Evans, Nigel G. 2016. “Sustainable Competitive Advantage in Tourism Organizations: A Strategic Model Applying Service Dominant Logic and Tourism’s Defining Characteristics.” *Tourism Management Perspectives* 18:14–25. doi: 10.1016/j.tmp.2015.12.015.
- Fairoz, F.M., et al. 2010. “Entrepreneurial Orientation and Business Performance of Small and Medium Scale Enterprises of Hambantota District Sri Lanka.” *Asian Social Science, Vol 6 (3)*.
- Ferdinand, A. 2014. *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi Tesis Dan Desrtasi Ilmu Manajemen*.
- Ferreras-Méndez, José Luis, Julia Olmos-Peñuela, Andrés Salas-Vallina, and Joaquín Alegre. 2021. “Entrepreneurial Orientation and New Product Development Performance in SMEs: The Mediating Role of Business Model Innovation.” *Technovation* 108(February 2020). doi: 10.1016/j.technovation.2021.102325.
- Ghozali, I. 2012. *Structural Equation Modelling, Alternative Method with Partial Least Square*. Semarang: Diponegoro University Press.
- Grönroos, Christian. 1994. “From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing.” *Management Decision* 32 (2), 4–20.
- Gürbüz, Gülruh, and Sinem Aykol. 2009. “Entrepreneurial Management, Entrepreneurial Orientation and Turkish Small Firm Growth.” *Management Research News* 32(4):321–36. doi: 10.1108/01409170910944281.
- Hair, Joe F., Marko Sarstedt, Lucas Hopkins, and Volker G. Kuppelwieser. 2014. “Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research.” *European Business Review* 26(2):106–21. doi: 10.1108/EBR-10-2013-0128.
- Han, Jin K., Namwoon Kim, and Rajendra K. Srivastava. 1998. “Market Orientation and Organizational Performance: Is Innovation a Missing Link?” *Journal of Marketing* 62(4):30–45. doi: 10.1177/002224299806200403.
- Hans, Louis, and F. X. Kurniawan Tjakrawala. 2022. “Pengaruh Transformational Leadership , Entrepreneur Orientation , Dan Innovation Terhadap Sme ’ s Performance.” 379–401.
- Hapsari, G. R. E. 2014. “The Influence of Organizational Learning. Market Orientation and Organizational Innovation on Competitive Excellence (Studies at PT Bank Rakyat Indonesia Tbk. Malang Branch).” *Postgraduate Thesis Faculty of Economics and Business Universitas Brawijaya*.

- Haroon Hafeez, Muhammad, Mohd Noor Mohd Shariff, and Halim bin Mad Lazim. 2012. "Relationship between Entrepreneurial Orientation, Firm Resources, SME Branding and Firm's Performance: Is Innovation the Missing Link?" *American Journal of Industrial and Business Management* 02(04):153–59. doi: 10.4236/ajibm.2012.24020.
- Hartanty, Irfanunnisa' Tsalits, and Alifah Ratnawati. 2013. "Peningkatan Kinerja Pemasaran Melalui Optimalisasi Keunggulan Bersaing." *Jurnal Ekonomi Dan Bisnis* 14(2):72–89.
- Heng, Lie, Augusty Tae Ferdinand, Nur Afifah, and Ramadania Ramadania. 2020. "Service Innovation Capability for Enhancing Marketing Performance: An SDL Perspectives." *Business: Theory and Practice* 21(2):623–32. doi: 10.3846/btp.2020.12163.
- Hernández-Perlines, Felipe, Jeffrey G. Covin, and Domingo E. Ribeiro-Soriano. 2021. "Entrepreneurial Orientation, Concern for Socioemotional Wealth Preservation, and Family Firm Performance." *Journal of Business Research* 126(December 2020):197–208. doi: 10.1016/j.jbusres.2020.12.050.
- Hisrich, R. D. 1992. "The Need for Marketing in Entrepreneurship." *Journal of Business & Industrial Marketing*.
- Hunt, Shelby D., and Dennis B. Arnett. 2004. "Market Segmentation Strategy, Competitive Advantage, and Public Policy: Grounding Segmentation Strategy in Resource-Advantage Theory." *Australasian Marketing Journal* 12(1):7–25. doi: 10.1016/S1441-3582(04)70083-X.
- Hunt, Shelby D., Dennis B. Arnett, and Sreedhar Madhavaram. 2006. "The Explanatory Foundations of Relationship Marketing Theory." *Journal of Business and Industrial Marketing* 21(2):72–87. doi: 10.1108/10610420610651296.
- Hutahayan, Benny. 2019. "Factors Affecting the Performance of Indonesian Special Food SMEs in Entrepreneurial Orientation in East Java." *Asia Pacific Journal of Innovation and Entrepreneurship* 13(2):231–46. doi: 10.1108/apjie-09-2018-0053.
- Indah, Dewi Purnama, and Devie. 2013. "Analisa Pengaruh Customer Relationship Management Terhadap Keunggulan Bersaing Dan Kinerja Perusahaan." *Business Accounting Review* 1(2):161–71.
- Kajalo, Sami, and Arto Lindblom. 2015. "Market Orientation, Entrepreneurial Orientation and Business Performance among Small Retailers." *International Journal of Retail and Distribution Management* 43(7):580–96. doi: 10.1108/IJRDM-04-2014-0044.

- Kamukama, N. 2011. “Competitive Advantage: Mediator of Intellectual Capital and Financial Performance’,” *Journal of Intellectual Capital*, Vol. 12 No. 1, Pp. 152-164.
- Kuncoro, Wuryanti, and Wa Ode Suriani. 2018. “Achieving Sustainable Competitive Advantage through Product Innovation and Market Driving.” *Asia Pacific Management Review* 23(3):186–92. doi: 10.1016/j.apmr.2017.07.006.
- Kuntjoroadi, Wibowo, and Nurul Safitri. 2009. “Analisis Strategi Bersaing Dalam Persaingan Usaha Penerbangan Komersial.” 16:45–52.
- Laukkanen, Tommi, Gábor Nagy, Saku Hirvonen, Helen Reijonen, and Mika Pasanen. 2013. “The Effect of Strategic Orientations on Business Performance in SMEs: A Multigroup Analysis Comparing Hungary and Finland.” *International Marketing Review* 30(6):510–35. doi: 10.1108/IMR-09-2011-0230.
- Leibenstein, Harvey. 1979. *A Branch of Economics Is Missing: Micro-Micro Theory*. *Journal of Economic Literature*.
- Lekmat, Laddawan, Christopher Selvarajah, and Chandana Hewege. 2018. “Relationship between Market Orientation, Entrepreneurial Orientation, and Firm Performance in Thai SMEs: The Mediating Role of Marketing Capabilities.” *International Journal of Business and Economics* 17(3):213–37.
- Lin, Ru Jen, Rong Huei Chen, and Kevin Kuan Shun Chiu. 2010. “Customer Relationship Management and Innovation Capability: An Empirical Study.” *Industrial Management and Data Systems* 110(1):111–33. doi: 10.1108/02635571011008434.
- Luiz dos Santos, Ismael, and Sidnei Vieira Marinho. 2018. “Relationship between Entrepreneurial Orientation, Marketing Capability and Business Performance in Retail Supermarkets in Santa Catarina (Brazil).” *Innovation and Management Review* 15(2):118–36. doi: 10.1108/INMR-04-2018-008.
- Lumpkin et al. 2010. “Long-Term Orientation: Implications for the Entrepreneurial Orientation and Performance of Family Businesses.”
- Lumpkin, G. T., and Gregory G. Dess. 2008. “Academy of Management.” *Academy of Management Perspectives* 22(4):35590361. doi: 10.5465/amp.2008.35590361.
- Lusch, Robert F., Stephen L. Vargo, and Matthew O’Brien. 2007. “Competing through Service: Insights from Service-Dominant Logic.” *Journal of Retailing* 83(1):5–18. doi: 10.1016/j.jretai.2006.10.002.
- Ma, Hao. 2004. “Toward Global Competitive Advantage: Creation, Competition,

- Cooperation, and Co-Option.” *Management Decision* 42(7):907–24. doi: 10.1108/00251740410550961.
- Maldonado-Guzmán, Gonzalo, Jose Arturo Garza-Reyes, Sandra Yesenia Pinzón-Castro, and Vikas Kumar. 2019. “Innovation Capabilities and Performance: Are They Truly Linked in SMEs?” *International Journal of Innovation Science* 11(1):48–62. doi: 10.1108/IJIS-12-2017-0139.
- Malhotra, A. 2005. “Absorptive Capacity Configurations in Supply Chains: Gearing for Partner-Enabled Market Knowledge Creation.” *MIS Quarterly*, 145-187.
- Masa’deh, Ra’ed, Jawaher Al-Henzab, Ali Tarhini, and Bader Yousef Obeidat. 2018. “The Associations among Market Orientation, Technology Orientation, Entrepreneurial Orientation and Organizational Performance.” *Benchmarking* 25(8):3117–42. doi: 10.1108/BIJ-02-2017-0024.
- McDermott, Christopher M., and Gina Colarelli O’Connor. 2002. “Managing Radical Innovation: An Overview of Emergent Strategy Issues.” *Journal of Product Innovation Management* 19(6):424–38. doi: 10.1016/S0737-6782(02)00174-1.
- Merakati, Indah, Rusdarti, and Wahyono. 2017. “Pengaruh Orientasi Pasar, Inovasi, Orientansi Kewirausahaan Melalui Keunggulan Bersaing Terhadap Kinerja Pemasaran.” *Journal of Economic Education* 6(2):114–23.
- Mohammad, Inayah Nadzillah, James D. D. Massie, Ferdinand J. Tumewu, and Management Program. 2018. “THE EFFECT OF ENTREPRENEURIAL ORIENTATION AND INNOVATION CAPABILITY TOWARDS FIRM PERFORMANCE IN SMALL AND MEDIUM ENTERPRISES (Case Study: Grilled Restaurants in Manado).” *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 7(1). doi: 10.35794/emba.v7i1.22255.
- Mulyadi. 2007. *Sistem Perencanaan Dan Pengendalian Manajemen (3rd Ed.)*. Jakarta : Salemba.
- Munawaroh, Rimiati, dan Fajarwati. 2016. “ORIENTASI PASAR TERHADAP KEUNGGULAN BERSAING UMKM DI ERA REVOLUSI INDUSTRI 4 . 0 ( Studi Pada UMKM Makanan Dan Minuman Kabupaten Banyumas ) SKRIPSI Diajukan Kepada Fakultas Ekonomi Dan Bisnis Islam.”
- Myers, S., & Marquis, D. G. 1969. *Successful Industrial Innovations: A Study of Factors Underlying Innovation in Selected Firms (Vol. 69, No. 17)*. National Science Foundation.
- Nuryakin. 2018. “The Objectives of the Study Are to Identify the Impact of Marketing Capabilities in Its Dimensions.”

- Octavia, Ade, Sigit Indrawijaya, Yayuk Sriayudha, Heriberta, Husni Hasbullah, and Asrini. 2020. "Impact on E-Commerce Adoption on Entrepreneurial Orientation and Market Orientation in Business Performance of Smes." *Asian Economic and Financial Review* 10(5):516–25. doi: 10.18488/journal.aefr.2020.105.516.525.
- Odoom, Raphael, and Priscilla Mensah. 2019. "Brand Orientation and Brand Performance in SMEs: The Moderating Effects of Social Media and Innovation Capabilities." *Management Research Review* 42(1):155–71. doi: 10.1108/MRR-12-2017-0441.
- Onwe, Chukwuemeka Christian, Anastasia Ogbo, and Abu Amodu Ameh. 2020. "Entrepreneurial Orientation and Small Firm Performance: The Moderating Role of Environmental Hostility." *Entrepreneurial Business and Economics Review* 8(4):67–84. doi: 10.15678/EBER.2020.080404.
- Pakpahan. 2020. "COVID-19 Dan Implikasi Bagi Usaha Mikro, Kecil, Dan Menengah." 20(April). doi: 10.26593/jihi.v0i0.3870.59-64.
- Palmatier, Robert W. 2008. *Relationship Marketing*.
- Prabowo, Adimas, and Gendut Sukarno. 2019. "Kontribusi Customer Relationship Management Dalam Meningkatkan Kinerja Pemasaran." 4:27–35.
- Prasetyo, Tommy, Program Manajemen Bisnis, Program Studi Manajemen, Universitas Kristen Petra, and Jl Siwalankerto. 2013. "1146-2083-1-Sm." 1(3):1–4.
- Pratono, Aluisius Hery. 2018. "Does Firm Performance Increase with Risk-Taking Behavior under Information Technological Turbulence?: Empirical Evidence from Indonesian SMEs." *Journal of Risk Finance* 19(4):361–78. doi: 10.1108/JRF-10-2017-0170.
- Racela, Olimpia C. 2014. "Customer Orientation, Innovation Competencies, and Firm Performance: A Proposed Conceptual Model." *Procedia - Social and Behavioral Sciences* 148:16–23. doi: 10.1016/j.sbspro.2014.07.010.
- Rachmawati, Erny, Suliyanto, and Agus Suroso. 2020. "Direct and Indirect Effect of Entrepreneurial Orientation, Family Involvement and Gender on Family Business Performance." *Journal of Family Business Management*. doi: 10.1108/JFBM-07-2020-0064.
- Ramaswami, S. N., et al. 2004. "Market-Based Assets and Capabilities, Business Processes, and Financial Performance." *Marketing Science Institute Report (04-102). Issue One, Working Paper Series*.
- Rauch, Andreas, Johan Wiklund, G. T. Lumpkin, and Michael Frese. 2009. "Entrepreneurial Orientation and Business Performance: An Assessment of

- Past Research and Suggestions for the Future.” *Entrepreneurship: Theory and Practice* 33(3):761–87. doi: 10.1111/j.1540-6520.2009.00308.x.
- Reswanda. 2011. “Pengaruh Orientasi Kewirausahaan Terhadap Pembelajaran Organisasi, Keunggulan Daya Saing Berkelanjutan Dan Kinerja Usaha Pada UMKM Kerajinan Kulit Berorientasi Ekspor Di Sidoarjo.” *Jurnal Disertasi Unair-*.
- Reswanda. 2012. “PENGARUH ORIENTASI KEWIRAUSAHAAN TERHADAP PEMBELAJARAN ORGANISASI, KEUNGGULAN DAYA SAING BERKELANJUTANDAN KINERJA USAHA PADA UMKM KERAJINAN KULIT BERORIENTASI EKSPOR DI SIDOARJO.” XI(2):65–91.
- Rodriguez, Carlos M., Jorge A. Wise, and Carlos Ruy Martinez. 2013. “Strategic Capabilities in Exporting: An Examination of the Performance of Mexican Firms.” *Management Decision* 51(8):1643–63. doi: 10.1108/MD-10-2012-0766.
- Rofiaty, Rofiaty. 2019. “The Relational Model of Entrepreneurship and Knowledge Management toward Innovation, Strategy Implementation and Improving Islamic Boarding School Performance.” *Journal of Modelling in Management* 14(3):662–85. doi: 10.1108/JM2-05-2018-0068.
- Russell, S., & Millar, H. 2014. “Russell, S., & Millar, H. (2014). Competitive Priorities of Manufacturing Firms in the Caribbean.” *Journal of Business and Management (IOSR-JBM)* 16(10), 72-82.
- Sanusi, Achmad. 1994. *Menelaah Potensi Perguruan Tinggi Untuk Membina Program Kewirausahaan Dan Mengantar Kehadiran Pewirausaha Muda*. Inkubator Bisnis Bandung. Bandung: STMB-KADIN Jabar.
- Schreiber, Ermer, Figuerido, & Zeni. 2016. “No Title.”
- Seon, Young Gin Choi; Chihyung ok; Seunghyup. 2017. “Evaluatinh Relationship among Brand Experience, Brand Personality, Brand Prestige, Brand Relationship Quality, and Brang Loyalty: An Empirical Study of Coffeehouse Brand.” 148(2001):148–62.
- Sirgy, Joseph, and Inform Global. 1986. “Self-Concept in Consumer Behavior : A Critical Review Reproduced with Permission of the Copyright Owner . Further Reproduction Prohibited without Permission .” *Journal of Consumer Research* 9(3):287.
- Slater, S. F., & Narver, J. C. 2000. “The Positive Effect of a Market Orientation on Business Profitability: A Balanced Replication.” *Journal of Business Research*, 48(1), 69-73.
- Sugiyono. 2014. *Metode Penelitian Bisnis*. Bandung: Alfabeta Supranoto.,



- Suliyanto, R. 2011. *Menanamkan Nilai Inovasi Berbasis Syariah Untuk Meningkatkan Kinerja Pemasaran Produk Baru Di Industri Keuangan Mikro Syariah (Vol. 1)*. Khoirunnisa.
- Syifa, Fadhilah Laely, Jurusan Ekonomi Syariah, Fakultas Ekonomi, and D. A. N. Bisnis. 2020. "ORIENTASI PASAR TERHADAP KEUNGGULAN BERSAING UMKM DI ERA REVOLUSI INDUSTRI 4 . 0 ( Studi Pada UMKM Makanan Dan Minuman Kabupaten Banyumas ) SKRIPSI Diajukan Kepada Fakultas Ekonomi Dan Bisnis Islam." 0.
- Taa, Vivilya Elisabeth dua. 2019. "Jurnal Ekobis Dewantara Vol. 1 No. 8 Agustus 2018." 2(3):18–23.
- Umar, Husein. 2011. *"Metode Penelitian Untuk Skripsi Dan Tesis Bisnis"*. Jakarta : Raja Grafindo Persada.
- Vaitoonkiat, Ekawee, and Peerayuth Charoensukmongkol. 2020. "Interaction Effect of Entrepreneurial Orientation and Stakeholder Orientation on the Business Performance of Firms in the Steel Fabrication Industry in Thailand." *Journal of Entrepreneurship in Emerging Economies* 12(4):453–73. doi: 10.1108/JEEE-05-2019-0072.
- Vargo, Stephen L., and Robert F. Lusch. 2004. "Evolving to for Logic Marketing." *The Journal of Marjeting* 68(1):1–17. doi: 10.1300/J047v07n04\_02.
- Vargo, Stephen L., and Robert F. Lusch. 2017. "Service-Dominant Logic 2025 Evidence Based Research." *International Journal of Research in Marketing* 34(1):46–67.
- Veidal, Asbjørn, and Tor Korneliussen. 2013. "Entrepreneurial Orientation and Market Orientation as Antecedents of Organisational Innovation and Performance." *International Journal of Entrepreneurship and Small Business* 19(2):234–50. doi: 10.1504/IJESB.2013.054965.
- Voss, Glenn B., and Zannie Giraud Voss. 2000. "Strategic Orientation and Firm Performance in an Artistic Environment." *Journal of Marketing* 64(1):67–83. doi: 10.1509/jmkg.64.1.67.17993.
- Wahyuni, Ni Made, and I. Made Sara. 2020. "The Effect of Entrepreneurial Orientation Variables on Business Performance in the SME Industry Context." *Journal of Workplace Learning* 32(1):35–62. doi: 10.1108/JWL-03-2019-0033.
- Wang, Zhan, and Hyun Gon Kim. 2017. "Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective." *Journal of Interactive Marketing* 39:15–26. doi: 10.1016/j.intmar.2017.02.004.

- Wheeler. 2017. *Designing Brand Identity: An Essential Guide for the Whole Branding Team*. John Wiley & Sons. John Wiley & Sons.
- Wijaya, Putu Yudy, and Ni Nyoman Reni Suasih. 2020. "The Effect of Knowledge Management on Competitive Advantage and Business Performance: A Study of Silver Craft Smes." *Entrepreneurial Business and Economics Review* 8(4):105–21. doi: 10.15678/EBER.2020.080406.
- Wong, Ho Yin, and Bill Merrilees. 2008. "The Performance Benefits of Being Brand-Orientated." *Journal of Product & Brand Management* 17(6):372–83. doi: 10.1108/10610420810904112.
- Yakub, Baharudin, Didik Santoso, Yohanes Sugiarto, Jurusan Manajemen, Fakultas Ekonomika, Dan Bisnis, Universitas Diponegoro, and Jl Soedharto. 2016. "PENGARUH ORIENTASI PASAR DAN CUSTOMER RELATIONSHIP MANAGEMENT TERHADAP KINERJA PEMASARAN MELALUI KEUNGGULAN BERSAING (Studi Kasus Pada Warung Makan Sekitar Alun-Alun Di Kota Sragen." *Diponegoro Journal of Management* 5(3):1–15.
- Yu, Bang Nguyen Yi. 2016. "Article Information : Internet of Things Capability and Alliance : Entrepreneurial Orientation , Market Orientation and Product and Process Innovation."