

## DAFTAR PUSTAKA

- Amin, M., Sundarwati, & Maryam, S. (2019). *ANALISIS PENGARUH INOVASI PRODUK, ORIENTASI PASAR, KEUNGGULAN BERSAING TERHADAP KINERJA PEMASARAN DI SENTRA INDUSTRI MEBEL DESA SEMBUNGAN*. 03(02), 501–510.
- Arief, A., & Ambarwati, D. (2019). *PENGARUH ORIENTASI PASAR DAN INOVASI PRODUK TERHADAP KINERJA PEMASARAN UMKM EKS LOKALISASI DOLLY Achmad Arief, SE 1 , Dinda Ambarwati 2 Magister Manajemen Universitas WR. Supratman Surabaya 1, 2*. 2(2), 1–9.
- Azizah, U., & Maftukhah, I. (2017). *PENGARUH KEMITRAAN DAN ORIENTASI PELANGGAN TERHADAP KINERJA PEMASARAN MELALUI KEUNGGULAN BERSAING*. *Management Analysis Journal*, 6(2), 221–241. [https://doi.org/10.1007/978-3-319-32591-0\\_16](https://doi.org/10.1007/978-3-319-32591-0_16)
- Bidang Industri dan Perdagangan*. (2021). <https://dpmptsp.pekalongankota.go.id/index.php/id/kota-pekalongan/2016-05-01-03-05-52/bidang-industri-dan-perdagangan>
- Chatterjee, S., Chaudhuri, R., Shah, M., & Maheshwari, P. (2022). Big data driven innovation for sustaining SME supply chain operation in post COVID-19 scenario: Moderating role of SME technology leadership. *Computers and Industrial Engineering*, 168(March), 108058. <https://doi.org/10.1016/j.cie.2022.108058>
- Cravens, D. W., & Piercy, N. F. (2009). *Strategic Marketing* (Internatio). Mc-Graw Hill.
- Cravens, D. W., & Piercy, N. F. (2013). *Strategic Marketing*.
- Creswell, J. W. (2015). Penelitian Kualitatif & Desain Riset. *Mycological Research*, 94(4), 522.
- Darmanto, Wardaya, F., & Sulistyani, L. (2018). *Strategi Orientasi Pemasaran dan Kinerja Organisasi UMKM*. <https://deepublishstore.com/shop/buku-strategi-orientasi/>
- Fatmawati, R. A., Pradhanawati, A., & Ngatno, N. (2016). *PENGARUH ORIENTASI PASAR, ORIENTASI KEWIRUSAHAAN TERHADAP KEUNGGULAN BERSAING DAN KINERJA PEMASARAN Pada Warung Kucingan/Angkringan Di Kota Semarang*. *Jurnal Ilmu Administrasi Bisnis*, Vol. 5 No., 351–362. <https://doi.org/10.14710/jiab.2016.12526>

- Fatonah, S., & Haryanto, A. T. (2022). Exploring market orientation, product innovation and competitive advantage to enhance the performance of smes under uncertain events. *Uncertain Supply Chain Management*, 10(1), 161–168. <https://doi.org/10.5267/j.uscm.2021.9.011>
- Ferdinand, A. (2000). Manajemen Pemasaran: Sebuah Pendekatan Strategik. *Research Paper Series*.
- Firnaherera, V. (2021). *DINAMIKA EKONOMI INDUSTRI BATIK PEKALONGAN*. 162–172.
- Fitriyani, I., Sudiyarti, N., & Fietroh, M. N. (2020). Strategi Manajemen Bisnis Pasca Pandemi Covid-19. *Indonesian Journal of Social Sciences and Humanities*, 28(1), 1–11.
- Hawkins, D. I., & Mothersbaugh, D. L. (2010). Consumer Behaviour: Building Marketing Strategies. In *McGraw-Hill*. [www.mhhe.com](http://www.mhhe.com)
- Hubeis, M. (2012). *Manajemen Kreativitas dan Inovasi Dalam Bisnis*. Hecca Mitra Utama.
- Japta, R., Murthy, P., Fahmi, Y., Marina, A., & Gupta, A. (2016). <UKM yang dimiliki Wanita di Indonesia.pdf>. *Frankfurt School of Finance & Management, Sonnemannstrasse*.
- Jaya, I. (2021). *Penguatan Sistem Kesehatan dalam Pengendalian COVID-19*. <http://p2p.kemkes.go.id/penguatan-sistem-kesehatan-dalam-pengendalian-covid-19/>
- Khamaludin, Syam, S., Rismaningsih, F., Lusiani, Arlianti, L., Herlani, A. F., Fahlevi, M., Rahmadi, R., Windyasaki, V. S., & Widiyatun, F. (2021). The influence of social media marketing, product innovation and market orientation on Indonesian smes marketing performance. *International Journal of Data and Network Science*, 6(1), 9–16. <https://doi.org/10.5267/J.IJDNS.2021.11.002>
- Kotler, P. (2009). *Manajemen Pemasaran Jilid 2 -13/E*. (2009th ed.). <https://openlibrary.telkomuniversity.ac.id/pustaka/9649/manajemen-pemasaran-jilid-2-13-e-.html>
- Kotler, P., & Armstrong, G. (2018). *Prinsip-prinsip Pemasaran* (17th ed.). Pearson Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). *A Framework For Marketing Management* (6th Editio). Pearson Prentice Hall. [http://digilib.ubl.ac.id/index.php?p=show\\_detail&id=15979](http://digilib.ubl.ac.id/index.php?p=show_detail&id=15979)
- Lucky, M. (2020). Inovasi dan Kreativitas Pelaku Usaha UMKM di Era Covid-19. *Jurnal IKRA-ITH Ekonomika*, 4(2), 87–93.

- marketing.co.id. (2021). *Evermos dan Soka Institute Rilis Riset Pasar Bagi Para Pelaku Usaha*. Redaksi. <https://www.marketing.co.id/evermos-dan-soka-institute-rilis-ri-set-pasar-bagi-para-pelaku-usaha/>
- Martini, I. A. O., Karwini, N. K., Sarmawa, I. W. G., & Purnama Sari, D. M. F. (2019). The role of customer relationship management and partnership relationship management to mediate market orientation on marketing performance. *WSEAS Transactions on Business and Economics*, 16, 316–321.
- Maryono, Farida, N., Ngatno, & Prabawani, B. (2021). Building innovation capabilities on collaboration and market orientation for improving marketing performance of wood furniture craft. *Humanities and Social Sciences Letters*, 9(4), 439–451. <https://doi.org/10.18488/journal.73.2021.94.439.451>
- Miles, M. B., & Michael, A. H. (1994). *Qualitative Data Analysis*. Library of Congress Cataloging-in-Publication Data.
- Narver, J. C., & Slater, S. F. (1990). The Effect of a Market Orientation on Business Profitability. *Journal of Marketing*, Vol 54 No.
- Nuryakin. (2018). Competitive advantage and product innovation: Key success of Batik SMEs marketing performance in Indonesia. *Academy of Strategic Management Journal*, 17(2), 1–18.
- Peter, J. P., & Olson, J. C. (2013). *Perilaku Konsumen dan Strategi Pemasaran*. Salemba Empat. <https://onsearch.id/Record/IOS10671.slims-12916#details>
- Pono, M., Munir, A. R., Maming, J., & Kadir, N. (2019). Mediation effect of acculturative aesthetic attractiveness on the relation of product innovation to increase SMEs marketing performance. *IOP Conference Series: Earth and Environmental Science*, 235(1). <https://doi.org/10.1088/1755-1315/235/1/012065>
- Riswanto, A., Rasto, Hendrayati, H., Saparudin, M., Abidin, A. Z., & Eka, A. P. B. (2020). The role of innovativeness-based market orientation on marketing performance of small and medium-sized enterprises in a developing country. *Management Science Letters*, 10(9), 1947–1952. <https://doi.org/10.5267/j.msl.2020.2.019>
- Sari, L. F. (2013). PENGARUH ORIENTASI PASAR DAN KREATIVITAS TERHADAP KINERJA PEMASARAN PEDAGANG PAKAIAN JADI DI PASAR KLIWON KABUPATEN KUDUS. *Management Analysis Journal*, Vol 2 No 1. <https://doi.org/10.15294/maj.v2i1.2028>
- Sugiyono. (2015). Penelitian Kuantitatif, Metode Penelitian Kuantitatif. In *Google Books* (Issue April 2016). ALFABETA.

- Sugiyono. (2018). *Metode penelitian kuantitatif, kualitatif dan kombinasi (mixed methods)*. ALFABETA.  
<https://opac.perpusnas.go.id/DetailOpac.aspx?id=853411>
- Tjiptojuwono, E. (2021). *S-D Logic Theory*. May 26, 2021.  
<https://buletin.nscpolteksby.ac.id/service-dominant-logic-theory/>
- Tjiptono, F. et al. (2008). *Pemasaran Strategik* (2008th ed.). <https://inlislite.uin-suska.ac.id/opac/detail-opac?id=7951>
- Tjiptono, F. (2011). *Service Management Mewujudkan Layanan Prima* (Andi (Ed.); 2nd ed.). <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1110819>
- Trisilia, M. (2021). *PANDEMI COVID-19 DAN DAMPAKNYA YANG DIRASAKAN OLEH USAHA MIKRO, KECIL, DAN MENENGAH*. Binus University.  
<https://binus.ac.id/malang/2021/08/pandemi-covid-19-dan-dampaknya-yang-dirasakan-oleh-usaha-mikro-kecil-dan-menengah/>
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a New Dominant Logic. *Journal of Marketing*, 1, 1–17. <https://doi.org/10.1509/jmkg.68.1.1.24036>
- Wiwoho, G., Suroso, A., & Wulandari, S. Z. (2020). The role of strategic leadership in increasing ethical practices among pharmaceutical organizations in Jordan. *Management Science Letters*, 10(10), 2371–2378.  
<https://doi.org/10.5267/j.msl.2020.2.027>
- Yamagishi, K., Sañosa, A. R., de Ocampo, M., & Ocampo, L. (2021). Strategic marketing initiatives for small co-operative enterprises generated from SWOT-TOWS analysis and evaluated with PROMETHEE-GAIA. *Journal of Co-Operative Organization and Management*, 9(2).  
<https://doi.org/10.1016/j.jcom.2021.100149>
- Zimmerer, T. W., Scarborough, N. M., & Wilson, D. (2008). *Kewirausahaan dan manajemen usaha kecil* (5th ed.). Salemba Empat.  
<https://inlislite.kalselprov.go.id/opac/detail-opac?id=38351>