

## DAFTAR PUSTAKA

- Aarikka-Stenroos, L., & Jaakkola, E. (2012). Value co-creation in knowledge intensive business services: A dyadic perspective on the joint problem solving process. *Industrial Marketing Management*, 41(1), 15-26.
- Abdul Latip, H. (2012). Network relationships for business performance: a social capital perspective.
- Adler, P. S., & Kwon, S.-W. (2002). Social capital: Prospects for a new concept. *Academy of Management Review*, 27(1), 17-40.
- Afsharhasemi, A., Zain, M., Sambasivan, M., & Imm, S. N. S. J. J. o. B. A. R. (2013). Market orientation, government regulation, competitive advantage and internationalization of SMEs: A study in Malaysia. 2(2), 13-22.
- Aldrich, H., Zimmer, C., & Jones, T. (1986). Small business still speaks with the same voice: a replication of 'the voice of small business and the politics of survival'. *The Sociological Review*, 34(2), 335-356.
- Ali, H., Li, Y. J. T. J. o. A. F., Economics, & Business. (2021). Financial literacy, network competency, and smes financial performance: the moderating role of market orientation. 8(10), 341-352.
- Alqahtani, N., & Uslay, C. J. J. o. B. R. (2020). Entrepreneurial marketing and firm performance: Synthesis and conceptual development. 113, 62-71.
- Ames, I. (2008). Entrepreneurial Careers.
- Ancona, A., Cinelli, M., Ferraro, G., & Iovanella, A. J. S. B. E. (2023). Network-based principles of entrepreneurial ecosystems: a case study of a start-up network. 1-18.
- Andersson, S., Evers, N., & Gliga, G. (2018). Entrepreneurial marketing and born global internationalisation in China. *Qualitative Market Research: An International Journal*, 21(2), 202-231.
- Ardyan, E., Rahmawan, G., & Isstianto, S. (2016). Building entrepreneurial networking quality to improve the success of innovation and Batik SMEs performance. *International Journal of Sociotechnology and Knowledge Development (IJSKD)*, 8(4), 37-54.
- Arfanly, B., & Syamsun, M. (2017). Peran Entrepreneurial Marketing dalam Peningkatan Kinerja Pemasaran pada Industri Rumah-rumahan Kabupaten Kendal, Jawa Tengah. *MANAJEMEN IKM: Jurnal Manajemen Pengembangan Industri Kecil Menengah*, 11(2), 141-150.
- Argyris, C., & Schön, D. A. (1996). Organizational Learning II: Theory. *Method, and*.
- Asad, M., Sharif, M. N. M., & Alekam, J. M. E. (2016). Moderating effect of entrepreneurial networking on the relationship between access to finance and performance of micro and small enterprises. *Paradigms*, 10(1), 1.
- Ashnai, B., Smirnova, M., Kouchtch, S., Yu, Q., Barnes, B. R., & Naudé, P. (2009). Assessing relationship quality in four business-to-business markets. *Marketing Intelligence & Planning*, 27(1), 86-102.

- Aspara, J., & Tikkanen, H. (2013). Creating novel consumer value vs. capturing value: Strategic emphases and financial performance implications. *Journal of Business Research*, 66(5), 593-602.
- Austin, J. E., & Seitanidi, M. M. (2012). Collaborative value creation: A review of partnering between nonprofits and businesses. Part 2: Partnership processes and outcomes. *Nonprofit and Voluntary Sector Quarterly*, 41(6), 929-968.
- Austin, J. E., & Seitanidi, M. M. (2012). Collaborative value creation: A review of partnering between nonprofits and businesses: Part I. Value creation spectrum and collaboration stages. *Nonprofit and Voluntary Sector Quarterly*, 41(5), 726-758.
- Azhar, M., Akhtar, M. J. J. S. A. J. o. M., & Research, M. (2020). Social media: a catalyst for entrepreneurship and marketing. 10(11), 62-70.
- Baier-Fuentes, H., Hormiga, E., Amorós, J. E., & Urbano, D. (2018). The influence of human and relational capital on the rapid internationalization of firms: A comparative study between Spain and Chile. *Academia Revista Latinoamericana de Administración*.
- Becherer, R. C., & Helms, M. M. (2016). The role of entrepreneurial marketing in improving market share for small businesses facing external environmental or resource challenges. *Journal of Business and Entrepreneurship*, 27(2), 119-147.
- Becherer, R. C., Helms, M. M., & McDonald, J. P. (2012). The effect of entrepreneurial marketing on outcome goals in SMEs. *New England Journal of Entrepreneurship*, 15(1/2), 7.
- Bjerke, B. (2005). Managing Entrepreneurship on Whose Terms. *Research at the Marketing/Entrepreneurship Interface*.
- Bjerke, B., & Hultman, C. M. (2003). A dynamic perspective on entrepreneurship, leadership and management as a proper mix for growth. *International journal of innovation and learning*, 1(1), 72-93.
- Blonska, A., Storey, C., Rozemeijer, F., Wetzels, M., & de Ruyter, K. (2013). Decomposing the effect of supplier development on relationship benefits: The role of relational capital. *Industrial Marketing Management*, 42(8), 1295-1306.
- Bocconcelli, R., Cioppi, M., Fortezza, F., Francioni, B., Pagano, A., Savelli, E., & Splendiani, S. J. I. J. o. M. R. (2018). SMEs and marketing: a systematic literature review. 20(2), 227-254.
- Borgatti, S. P., & Halgin, D. S. J. O. s. (2011). On network theory. 22(5), 1168-1181.
- Boso, N., Story, V. M., & Cadogan, J. W. (2013). Entrepreneurial orientation, market orientation, network ties, and performance: Study of entrepreneurial firms in a developing economy. *Journal of Business Venturing*, 28(6), 708-727.
- Boufaden, N. (2020). Entrepreneurship and business growth. In *Encyclopedia of creativity, invention, innovation and entrepreneurship* (pp. 848-852): Springer.

- Branimir, P. I., & Zelimir, M. P. J. A. J. o. B. M. (2012). The influence of service-dominant orientation of small firms on its growth. *6*(45), 11202-11205.
- Brüderl, J., & Preisendörfer, P. (1998). Network support and the success of newly founded business. *Small Business Economics*, *10*(3), 213-225.
- Burt, R. S. (2000). The network structure of social capital. *Research in Organizational Behavior*, *22*, 345-423.
- Burt, R. S., Bartkus, V., & Davis, J. (2009). Network duality of social capital. *Social capital: Reaching out, reaching in*, 39-65.
- Burton, G. (2017). Entrepreneurship and Small Business Management. In: Library Press.
- Carson, D., Cromie, S., McGowan, P., & Hill, J. (1995). Marketing and entrepreneurship in SMEs: an innovative approach. *Hemel Hempstead*.
- Castro, F. G., Barrera, M., & Martinez, C. R. (2004). The cultural adaptation of prevention interventions: Resolving tensions between fidelity and fit. *Prevention Science*, *5*(1), 41-45.
- Chan, J., To, H.-P., & Chan, E. (2006). Reconsidering social cohesion: Developing a definition and analytical framework for empirical research. *Social indicators research*, *75*(2), 273-302.
- Chatain, O. (2011). Value creation, competition, and performance in buyer-supplier relationships. *Strategic Management Journal*, *32*(1), 76-102.
- Chidester, D., Dexter, P., & James, W. (2003). Conclusion: social cohesion in South Africa. *w. hsrcpublishers. ac. za*, 323.
- Coleman, J. S. (1988). Social capital in the creation of human capital. *American Journal of Sociology*, *94*, S95-S120.
- Cooper, D. R., Schindler, P. S., & Sun, J. (2006). *Business research methods* (Vol. 9): McGraw-Hill Irwin New York.
- Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship quality in services selling: an interpersonal influence perspective. *The Journal of Marketing*, 68-81.
- Dannreuther, C., & Perren, L. (2013). *The political economy of the small firm*: Routledge.
- Das, T. K., & Teng, B.-S. (1998). Between trust and control: Developing confidence in partner cooperation in alliances. *Academy of Management Review*, *23*(3), 491-512.
- Datta, D., & De, T. (2017). Role of Relational Capital and Firm Performance: Analysis of a Cluster of Bell-metal Enterprises in a Rural Region in West Bengal, India. *Journal of Entrepreneurship & Organization Management*, *6*(1), 112-119.
- Dayton-Johnson, J. (2003). Social capital, social cohesion, community: A microeconomic analysis. *The economic implications of social cohesion*, 43-78.
- De Klerk, S., & Kroon, J. J. S. A. J. o. B. M. (2008). Business networking relationships for business success. *39*(2), 25-35.
- Dhameria, V., Ghazali, I., Hidayat, A., & Aryanto, V. J. U. S. C. M. (2021). Networking capability, entrepreneurial marketing, competitive advantage, and marketing performance. *9*(4), 941-948.

- Di Gangi, P. M. (2010). *The co-creation of value: Exploring engagement behaviors in user-generated content websites*: The Florida State University.
- Dollinger, M. J. (2008). *Entrepreneurship*: Marsh Publications.
- Dorrego, P. F., Costa, R. V., & Fernández, C. F.-J. J. T. E. J. o. K. M. (2013). Product innovation and relational capital: Evidence from Portugal. *11*, 295-308.
- Dorsch, M. J., Swanson, S. R., & Kelley, S. W. (1998). The role of relationship quality in the stratification of vendors as perceived by customers. *Journal of the Academy of Marketing Science*, *26*(2), 128-142.
- Dubini, P., & Aldrich, H. (1991). Personal and extended networks are central to the entrepreneurial process. *Journal of Business Venturing*, *6*(5), 305-313.
- Ehrenthal, J. C. (2012). *A Service-Dominant Logic view of retail on-shelf availability*. Rohner+ Spiller AG,
- Elfenbein, D. W., & Zenger, T. R. (2013). What is a relationship worth? Repeated exchange and the development and deployment of relational capital. *Organization Science*, *25*(1), 222-244.
- Farida, N. J. E. M. i. P., & Services. (2021). Network capability, relational capability and Indonesian manufacturing SME performance: an empirical analysis of the mediating role of product innovation. *13*(1), 41-52.
- Fazli, S., Hooshangi, M., & Hosseini, A. (2013). The relationship between relational capital and buyer performance. *International Research Journal of Applied and Basic Sciences*, *5*(4), 436-440.
- Ferdinand, A. (2014a). *Metode Penelitian Manajemen : Pedoman Penelitian untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen* (Vol. 5). Semarang: Balai Penerbit UNDIP.
- Ferdinand, A. (2014b). Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi tesis dan disertasi ilmu manajemen.
- Ferdinand, A. (2014c). Structural equation modeling dalam penelitian manajemen. Semarang: BP Undip.
- Ferdinand, A. (2014d). *Structural Equation Modelling Dalam Penelitian Manajemen*: Fakultas Ekonomi dan Bisnis Universitas Diponegoro.
- Ferdinand, A. J. J. S. P. I. (2002). Marketing Strategy Making: Proses & Agenda Penelitian. *1*(1), 1-22.
- Ferdinand, A. J. L. (2005). Structural equation modeling dalam penelitian manajemen: aplikasi model-model rumit dalam penelitian untuk Tesis Magister & Disertasi Doktor. *3*(390p), 24cm.
- Fink, M., Koller, M., Gartner, J., Floh, A., & Harms, R. (2018). Effective entrepreneurial marketing on Facebook—A longitudinal study. *Journal of Business Research*.
- Firmansyah, A., & Sukarno, G. J. J. (2021). Mengkreasikan Entrepreneurship Capital Dan Relational Capital UMKM Kuliner Di Sentra Pkl Surabaya. *4*(1), 38-47.
- Flap, H., & Boxman, E. (2017). Getting started: The influence of social capital on the start of the occupational career. In *Social capital* (pp. 159-181): Routledge.

- Franco, M., de Fátima Santos, M., Ramalho, I., & Nunes, C. (2014a). An exploratory study of entrepreneurial marketing in SMEs. *Journal of Small Business and Enterprise Development*, 21(2), 265-283. doi:10.1108/JSBED-10-2012-0112
- Franco, M., de Fátima Santos, M., Ramalho, I., & Nunes, C. (2014b). An exploratory study of entrepreneurial marketing in SMEs: The role of the founder-entrepreneur. *Journal of Small Business and Enterprise Development*, 21(2), 265-283.
- Friedkin, N. E. (2004). Social cohesion. *Annu. Rev. Sociol.*, 30, 409-425.
- Frösén, J., Tikkanen, H., Jaakkola, M., & Vassinen, A. (2013). Marketing performance assessment systems and the business context. *European Journal of Marketing*, 47(5/6), 715-737.
- Fullerton, G. (2005). How commitment both enables and undermines marketing relationships. *European Journal of Marketing*, 39(11/12), 1372-1388.
- Furlan, A., Grandinetti, R., Paggiaro, A. J. I. J. o. E. B., & Research. (2014). Unveiling the growth process: entrepreneurial growth and the use of external resources. 20(1), 20-41.
- Gaol, M. L., & Sigalingging, E. D. J. E. J. o. M. (2022). An Analysis on the Influence of Digital Marketing, Entrepreneurial Networking, on Msme Business Performance with the Use of Payment Sistem Quick Response Indonesia Standard (Qris) As Moderating Variable In Medan. 12(4), 3307-3313.
- Ghosh, S. (2021). Entrepreneurship Development.
- Ghozali, I. (2014). *Model Persamaan Struktural Konsep dan Aplikasi Dengan Program AMOS 22.0 Update Bayesian SEM*. Semarang: Badan Penerbit UNDIP.
- Ghozali, I. J. S. B. P. U. D. (2017). Model persamaan struktural konsep dan aplikasi dengan program AMOS 24.
- Gilbert, B. A., McDougall, P. P., & Audretsch, D. B. (2008). Clusters, knowledge spillovers and new venture performance: An empirical examination. *Journal of Business Venturing*, 23(4), 405-422.
- Gilmore, A. (2011). Entrepreneurial and SME marketing. *Journal of Research in Marketing and Entrepreneurship*, 13(2), 137-145.
- Gilmore, A., & Carson, D. (1999). Entrepreneurial marketing by networking. *New England Journal of Entrepreneurship*, 2(2), 31.
- Gligor, D. M., & Maloni, M. J. J. J. o. B. L. (2022). More is not always better: The impact of value co-creation fit on B2B and B2C customer satisfaction. 43(2), 209-237.
- Granovetter, M. (1985). Economic action and social structure: The problem of embeddedness. *American Journal of Sociology*, 91(3), 481-510.
- Granovetter, M. (1992). Problems of explanation in economic sociology. *Networks and organizations: Structure, form, and action*, 25, 56.
- Granovetter, M. J. J. o. e. p. (2005). The impact of social structure on economic outcomes. 19(1), 33-50.
- Greve, A., & Salaff, J. W. (2003). Social networks and entrepreneurship. *Entrepreneurship Theory and Practice*, 28(1), 1-22.

- Grönroos, C. (2000). Creating a relationship dialogue: communication, interaction and value. *The marketing review*, 1(1), 5-14.
- Grönroos, C. (2012). Conceptualising value co-creation: A journey to the 1970s and back to the future. *Journal of Marketing Management*, 28(13-14), 1520-1534.
- Grönroos, C. (2017). On Value and Value Creation in Service: A Management Perspective. *Journal of Creating Value*, 3(2), 125-141.
- Grönroos, C., & Helle, P. (2010). Adopting a service logic in manufacturing: Conceptual foundation and metrics for mutual value creation. *Journal of Service Management*, 21(5), 564-590.
- Grönroos, C., & Ravald, A. (2011). Service as business logic: implications for value creation and marketing. *Journal of Service Management*, 22(1), 5-22.
- Grönroos, C., & Voima, P. (2013). Critical service logic: making sense of value creation and co-creation. *Journal of the Academy of Marketing Science*, 41(2), 133-150.
- Grootaert, C., & Van Bastelaer, T. (2002). Understanding and measuring social capital.
- Gulati, R., Nohria, N., & Zaheer, A. (2000). Strategic networks. *Strategic Management Journal*, 203-215.
- Gummesson, E. (2002). Relationship marketing and a new economy: it's time for de-programming. *Journal of Services Marketing*, 16(7), 585-589.
- Haas, A., Snehota, I., & Corsaro, D. (2012a). Creating value in business relationships: The role of sales. *Industrial Marketing Management*, 41(1), 94-105.
- Haas, A., Snehota, I., & Corsaro, D. (2012b). Creating value in business relationships: The role of sales. *Industrial Marketing Management*, 41, 94-105.
- Hadi, S. (1993). Metode Penelitian Riset. In: Penerbit: Fakultas Psikologi UGM, Yogyakarta.
- Hager, M. A., Galaskiewicz, J., & Larson, J. A. J. P. M. R. (2004). Structural embeddedness and the liability of newness among nonprofit organizations. 6(2), 159-188.
- Hair, J. F. (2010). Multivariate data analysis.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* (Vol. 6): Pearson Prentice Hall Upper Saddle River, NJ.
- Hair Jr, J. F., Anderson, R. E., Tatham, R. L., & William, C. (1995). Black (1995), Multivariate data analysis with readings. *New Jersey: Prentice Hall*.
- Håkansson, H. (1997). Organization networks. *The Handbook of Organizational Behaviour*. London: Thomson, 232-240.
- Hamali, S. (2015). The Effect of Entrepreneurial Marketing on Business Performance: Small Garment Industry in Bandung City, Indonesia.
- Hart, S., & Banbury, C. (1994). How Strategy-Making Processes Can Make A Difference. *Strategic Management Journal*, 15, 251-269.

- Hartono, J. (2007). Hartono, Jogiyanto.(2007). Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-Pengalaman. Edisi 2007. In: Yogyakarta: BPFE.
- Hassan, N. A., Abdullah, A., Noor, M. M., Din, H. A. M., Abdullah, N. H., & Ismail, M. M. J. I. J. o. A. S. S. (2018). Business networking and social cohesion among business community in Malaysia. *8(9)*, 669-676.
- Hennig-Thurau, T., Langer, M. F., & Hansen, U. (2001). Modeling and managing student loyalty: An approach based on the concept of relationship quality. *Journal of Service Research*, *3(4)*, 331-344.
- Hennig- Thurau, T., & Klee, A. (1997). The impact of customer satisfaction and relationship quality on customer retention: A critical reassessment and model development. *Psychology & Marketing*, *14(8)*, 737-764.
- Herreros, F. (2004). *The problem of forming social capital: Why trust?* : Springer.
- Hills, G. E., Hultman, C. M., & Miles, M. P. (2008). The evolution and development of entrepreneurial marketing. *Journal of Small Business Management*, *46(1)*, 99-112.
- Hormiga, E., Batista- Canino, R. M., & Sánchez- Medina, A. (2011). The impact of relational capital on the success of new business start- ups. *Journal of Small Business Management*, *49(4)*, 617-638.
- Hu, H., & Hafsi, T. (2015). Entrepreneurial social capital and reciprocal dependence effects on strategy: an empirical study of CROs in China. *International Journal of Entrepreneurship and Small Business*, *24(2)*, 208-232.
- Hu, H., Hafsi, T. J. I. J. o. E., & Business, S. (2015). Entrepreneurial social capital and reciprocal dependence effects on strategy: an empirical study of CROs in China. *24(2)*, 208-232.
- Huda, N., & Syamsinirwani, S. J. J. D. J. I. M. d. B. (2019). Pengembangan Jejaring Wirausaha Dalam Meningkatkan Kinerja Unit Usaha Mikro Kecil Dan Menengah Di Kota Bima. *7*.
- Huggins, R., & Thompson, P. (2015). Entrepreneurship, innovation and regional growth: a network theory. *Small Business Economics*, *45(1)*, 103-128.
- Imam, G. J. S. B. P. U. D. (2011). Aplikasi analisis multivariate dengan program IBM SPSS 19. *68*.
- Indana, Z., Sukidjo, S. J. I. J. o. M., & Understanding, M. (2020). Evaluation the implementation of One Village One Product program as empowerment efforts on SME'S to develop superior regional products. *7(9)*, 255-260.
- Indrawadi, J., Moeis, I., Montessori, M., Wirdanengsih, W., Fatmariza, F., Asmil, A. D., & Hafsyari, H. J. A. J. P. d. P. M. (2022). Penguatan Kohesi Sosial Melalui Peran Aktif Masyarakat Seberang Palinggam. *4(2)*, 333-339.
- Ionitã, D. (2012). Entrepreneurial marketing: a new approach for challenging times. *Management & Marketing*, *7(1)*, 131.
- Irawan, D. J. C. J. I. M. (2020). Peningkatan Daya Saing Usaha Mikro Kecil Dan Menengah Melalui Jaringan Usaha. *11(2)*, 103-116.
- Iyer, S., Kitson, M., & Toh, B. (2005). Social capital, economic growth and regional development. *Regional studies*, *39(8)*, 1015-1040.

- Jack, S. L. (2010). Approaches to studying networks: Implications and outcomes. *Journal of Business Venturing*, 25(1), 120-137.
- Jack, S. L., & Anderson, A. R. (2002). The effects of embeddedness on the entrepreneurial process. *Journal of Business Venturing*, 17(5), 467-487.
- Jiang, X., Liu, H., Fey, C., & Jiang, F. (2018). Entrepreneurial orientation, network resource acquisition, and firm performance: A network approach. *Journal of Business Research*, 87, 46-57.
- Jones, B. (2010). Entrepreneurial marketing and the Web 2.0 interface. *Journal of Research in Marketing and Entrepreneurship*, 12(2), 143-152.
- Jones, R., & Rowley, J. (2011a). Entrepreneurial marketing in small businesses: A conceptual exploration. *International Small Business Journal*, 29(1), 25-36.
- Jones, R., & Rowley, J. (2011b). Networks and customer relationships in a small software technology firm: a case study. *Journal of Small Business & Entrepreneurship*, 24(1), 29-48.
- Kale, P., Singh, H., & Perlmutter, H. (2000). Learning and protection of proprietary assets in strategic alliances: Building relational capital. *Strategic Management Journal*, 21, 217-237.
- Kanai, Y., Lee, W.-S., You, G., Brown, D., & Hediger, M. A. (1994). The human kidney low affinity Na<sup>+</sup>/glucose cotransporter SGLT2. Delineation of the major renal reabsorptive mechanism for D-glucose. *Journal of Clinical Investigation*, 93(1), 397.
- Katz, N., Lazer, D., Arrow, H., & Contractor, N. (2004). Network theory and small groups. *Small group research*, 35(3), 307-332.
- Killa, M. F. (2014). Effect of Entrepreneurial Innovativeness Orientation, Product Innovation, and Value Co-Creation on Marketing Performance. *Journal of Research in Marketing*, 2(3), 198-204.
- Kilpatrick, S., Field, J., & Falk, I. J. B. e. r. j. (2003). Social capital: An analytical tool for exploring lifelong learning and community development. 29(3), 417-433.
- Kingsley, G., & Malecki, E. J. (2004). Networking for competitiveness. *Small Business Economics*, 23(1), 71-84.
- Kocak, A., & Abimbola, T. (2009). The effects of entrepreneurial marketing on born global performance. *International Marketing Review*, 26(4/5), 439-452.
- Kohtamäki, M., Partanen, J., & Möller, K. (2013). Making a profit with R&D services—The critical role of relational capital. *Industrial Marketing Management*, 42(1), 71-81.
- Kohtamäki, M., Vesalainen, J., Henneberg, S., Naudé, P., & Ventresca, M. J. (2012). Enabling relationship structures and relationship performance improvement: The moderating role of relational capital. *Industrial Marketing Management*, 41(8), 1298-1309.
- Kouvaritakis, B., Cannon, M., Rakovic, S. V., & Cheng, Q. (2010). Explicit use of probabilistic distributions in linear predictive control.
- Kurgun, H., Bagiran, D., Ozeren, E., & Maral, B. (2011). Entrepreneurial marketing-The interface between marketing and entrepreneurship: A



- qualitative research on boutique hotels. *European Journal of Social Sciences*, 26(3), 340-357.
- Lacoste, S. (2016). Sustainable value co-creation in business networks. *Industrial Marketing Management*, 52, 151-162.
- Laiglesia, J. (2011). *Perspectives on Global Development 2012 Social Cohesion in a Shifting World?* Retrieved from
- Lambert, D. M., & Enz, M. G. (2012). Managing and measuring value co-creation in business-to-business relationships. *Journal of Marketing Management*, 28(13-14), 1588-1625.
- Lamberti, L., & Noci, G. (2010). Marketing strategy and marketing performance measurement system: Exploring the relationship. *European Management Journal*, 28(2), 139-152.
- Lamprinopoulou, C., & Tregear, A. (2011). Inter-firm relations in SME clusters and the link to marketing performance. *Journal of Business & Industrial Marketing*, 26(6), 421-429.
- Laud, G., Karpen, I. O. J. J. o. S. T., & Practice. (2017). Value co-creation behaviour—role of embeddedness and outcome considerations. 27(4), 778-807.
- Leavy, B. (2012). Collaborative innovation as the new imperative—design thinking, value co-creation and the power of “pull”. *Strategy & Leadership*, 40(2), 25-34.
- Lechner, C., Dowling, M., & Welp, I. (2006). Firm networks and firm development: The role of the relational mix. *Journal of Business Venturing*, 21(4), 514-540.
- Leverin, A., & Liljander, V. (2006). Does relationship marketing improve customer relationship satisfaction and loyalty? *International Journal of Bank Marketing*, 24(4), 232-251.
- Lewicki, R. J., & Brinsfield, C. T. (2009). 11. Trust, distrust and building social capital. *Social capital: Reaching out, reaching in*, 275.
- Li, H., de Zubielqui, G. C., & O'Connor, A. (2015). Entrepreneurial networking capacity of cluster firms: a social network perspective on how shared resources enhance firm performance. *Small Business Economics*, 45(3), 523-541.
- Liu, C.-L. E., Ghauri, P. N., & Sinkovics, R. R. (2010). Understanding the impact of relational capital and organizational learning on alliance outcomes. *Journal of World Business*, 45(3), 237-249.
- Lopes-Costa, J. A., & Munoz-Canavate, A. (2015). Relational Capital and Organizational Performance in the Portuguese Hotel Sector (NUTS II Lisbon). *Procedia Economics and Finance*, 26, 64-71.
- Lukiastuti, F. J. J. O. d. M. (2012). Pengaruh orientasi wirausaha dan kapabilitas jejaring usaha terhadap peningkatan kinerja ukm dengan komitmen perilaku sebagai variabel intervening (Studi empiris pada sentra UKM batik di Sragen, Jawa Tengah). 8(2), 155-175.
- Malecki, E. J. (1997). Entrepreneurs, networks, and economic development: A review of recent research. *Advances in entrepreneurship, firm emergence and growth*, 3, 57-118.

- Marcati, A., Guido, G., & Peluso, A. (2008). *What is marketing for SME entrepreneurs? The need to market the marketing approach*. Paper presented at the International Congress Marketing Trends, January.
- Mardjono, E. S., & Hariyadi, G. T. (2013). *Model Jejaring Wirausaha, Sebagai Faktor Pendukung Perekonomian Perspektif Keuangan Dan Non Keuangan Unit Usaha Kecil Dan Menengah Di Semarang*. Paper presented at the Faculty of Economics, Dian Nuswantoro University. Forum Bisnis Dan Kewirausahaan.
- Martinez, M. A., & Aldrich, H. E. (2011). Networking strategies for entrepreneurs: balancing cohesion and diversity. *International Journal of Entrepreneurial Behavior & Research*, 17(1), 7-38.
- Mastarida, F. J. R. J. P. K. M. (2022). MEMBANGUN JEJARING BISNIS SEBAGAI UPAYA MENUMBUHKAN KESADARAN JIWA BERWIRAUSAHA DI STT SAMUEL ELIZABETH. 3(2), 413-419.
- Mawarni, D. J. I. J. o. R. M. B., & Entrepreneurship. (2021). The Influence of Entrepreneurial Marketing Dimensions on the Performance of Wedding Organizers and Planners in Surabaya. 1(2), 153-165.
- McGrath, R. G. (2013). *The end of competitive advantage: How to keep your strategy moving as fast as your business*: Harvard Business Review Press.
- Mead, E., Gittelsohn, J., Roache, C., & Sharma, S. (2010). Healthy food intentions and higher socioeconomic status are associated with healthier food choices in an Inuit population. *Journal of human nutrition and dietetics*, 23(s1), 83-91.
- Merrilees, B., Rundle-Thiele, S., & Lye, A. (2011). Marketing capabilities: Antecedents and implications for B2B SME performance. *Industrial Marketing Management*, 40(3), 368-375.
- Metzker, M. L., Muzny, D. M., Sodergren, E. J., Scherer, S., Scott, G., Steffen, D., . . . Hines, S. (2004). Genome sequence of the Brown Norway rat yields insights into mammalian evolution.
- Miagina, A., Biso, H., & Kembauw, E. (2021). *Sustainable development through the One Village One Product (OVOP) approach for local commodities*. Paper presented at the IOP Conference Series: Earth and Environmental Science.
- Mian, E. A. (2015). *The Relationship of Entrepreneurial Orientation and Entrepreneurial Marketing with Performance of Owner-managed Small Firms in Karachi, Pakistan*. Universiti Sains Malaysia,
- Miguel, E., Gertler, P., & Levine, D. I. (2005). Does social capital promote industrialization? Evidence from a rapid industrializer. *The Review of Economics and Statistics*, 87(4), 754-762.
- Miles, M., Gilmore, A., Harrigan, P., Lewis, G., & Sethna, Z. (2015). Exploring entrepreneurial marketing. *Journal of Strategic Marketing*, 23(2), 94-111.
- Minhas, J., & Sindakis, S. J. J. o. t. K. E. (2021). Implications of Social Cohesion in Entrepreneurial Collaboration: a Systematic Literature Review. 1-32.
- Mintzberg, H., Ahlstrand, B., & Lampel, J. B. (2020). *Strategy safari*: Pearson UK.

- Moran, P. (2005). Structural vs. relational embeddedness: Social capital and managerial performance. *Strategic Management Journal*, 26(12), 1129-1151.
- Morgan, N. A. (2012). Marketing and business performance. *Journal of the Academy of Marketing Science*, 40(1), 102-119. doi:10.1007/s11747-011-0279-9
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *The Journal of Marketing*, 20-38.
- Morrish, S. C., Miles, M. P., & Deacon, J. H. (2010). Entrepreneurial marketing: acknowledging the entrepreneur and customer-centric interrelationship. *Journal of Strategic Marketing*, 18(4), 303-316.
- Nahapiet, J., & Ghoshal, S. (1998). Social capital, intellectual capital, and the organizational advantage. *Academy of Management Review*, 23(2), 242-266.
- Nailufar, F. J. J. M. d. K. (2018). Analisis one village one product (ovop) terhadap penghasilan tenaga kerja wanita di Kota Banda Aceh. 7(2), 109-109.
- Nam, C. W. (2022). *World economic outlook for 2022 and 2023*. Paper presented at the CESifo Forum.
- Naudé, P., & Buttle, F. (2000). Assessing relationship quality. *Industrial Marketing Management*, 29(4), 351-361.
- Ndubisi, N. O. J. M. i., & planning. (2007). Relationship marketing and customer loyalty.
- Nenonen, S., & Storbacka, K. (2010). Business model design: conceptualizing networked value co-creation. *International Journal of Quality and Service Sciences*, 2(1), 43-59.
- Ngugi, I. K., Johnsen, R. E., & Erde'lyi, P. (2010). Relational capabilities for value co#creation and innovation in SMEs. *Journal of Small Business and Enterprise Development*, 17(2), 260 - 278.
- Ngugi, I. K., Johnsen, R. E., & Erdélyi, P. (2010). Relational capabilities for value co-creation and innovation in SMEs. *Journal of Small Business and Enterprise Development*, 17(2), 260-278.
- Nupus, H., Setiadi, R., & Soesanto, H. (2017). The Effect of Social Capital on the Product Innovativeness and Marketing Performance in Indonesian Furniture Small and Medium-sized Enterprises. *International Review of Management and Marketing*, 6(7S), 355-360.
- Nursoleh, N. J. A. J. M. E., & Bisnis. (2022). Location Analysis of Interest in Buying Housing in South Tangerang City. 2(1), 35-42.
- Nuryakin, N., Aryanto, V. D. W., & Setiawan, M. B. (2018). Mediating effect of value creation in the relationship between relational capabilities on business performance. *Contaduría y administración*, 63(1), 9.
- O'Cass, A., & Ngo, L. V. (2011). Examining the firm's value creation process: a managerial perspective of the firm's value offering strategy and performance. *British Journal of Management*, 22(4), 646-671.
- O'donnell, A. J. J. o. S. B. M. (2014). The contribution of networking to small firm marketing. 52(1), 164-187.

- Ogundipe, S. E. (2012). Business relational capital and firm performance in south western Nigerian small scale enterprise clusters. *European Journal of Business and Management*, 4(17), 208.
- Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer*: Routledge.
- Oly Ndubisi, N., & Iftikhar, K. (2012). Relationship between entrepreneurship, innovation and performance: Comparing small and medium-size enterprises. *Journal of Research in Marketing and Entrepreneurship*, 14(2), 214-236.
- Oly Ndubisi, N., Kok Wah, C., & Ndubisi, G. C. (2007). Supplier-customer relationship management and customer loyalty: The banking industry perspective. *Journal of Enterprise Information Management*, 20(2), 222-236.
- Oparaocha, G. O. (2015). SMEs and international entrepreneurship: An institutional network perspective. *International Business Review*, 24(5), 861-873.
- Ordóñez de Pablos, P. (2004). The importance of relational capital in service industry: the case of the Spanish banking sector. *International Journal of Learning and Intellectual Capital*, 1(4), 431-440.
- Ordóñez de Pablos, P. (2004). Measuring and reporting structural capital: Lessons from European learning firms. *Journal of Intellectual Capital*, 5(4), 629-647.
- Ostrom, E. (2009). A general framework for analyzing sustainability of social-ecological systems. *Science*, 325(5939), 419-422.
- Palmer, C., Fasbender, U., Kraus, S., Birkner, S., & Kailer, N. J. R. o. M. S. (2021). A chip off the old block? The role of dominance and parental entrepreneurship for entrepreneurial intention. *15*, 287-307.
- Payne, A. F., Storbacka, K., & Frow, P. (2008). Managing the co-creation of value. *Journal of the Academy of Marketing Science*, 36(1), 83-96.
- Pérez-Cabañero, C., González-Cruz, T., & Cruz-Ros, S. (2012). Do family SME managers value marketing capabilities' contribution to firm performance? *Marketing Intelligence & Planning*, 30(2), 116-142. doi:doi:10.1108/02634501211211948
- Pietrobelli, A., Faith, M. S., Allison, D. B., Gallagher, D., Chiumello, G., & Heymsfield, S. B. (1998). Body mass index as a measure of adiposity among children and adolescents: a validation study. *The Journal of pediatrics*, 132(2), 204-210.
- Pimenta da Gama, A. (2011). An expanded model of marketing performance. *Marketing Intelligence & Planning*, 29(7), 643-661.
- Pirson, M. (2012). Social entrepreneurs as the paragons of shared value creation? A critical perspective. *Social Enterprise Journal*, 8(1), 31-48.
- Porter, M. E. (1998). *Clusters and the new economics of competition* (Vol. 76): Harvard Business Review Boston.
- Porter, M. E. (2000). Location, competition, and economic development: Local clusters in a global economy. *Economic development quarterly*, 14(1), 15-34.

- Portes, A., & Vickstrom, E. (2011). Diversity, social capital, and cohesion. *Annual review of sociology*, 37, 461-479.
- Prahalad, C. K., & Ramaswamy, V. (2000). Co-opting customer competence. *Harvard Business Review*, 78(1), 79-90.
- Prahalad, C. K., & Ramaswamy, V. (2004). Co-creating unique value with customers. *Strategy & Leadership*, 32(3), 4-9.
- Pranatasari, F. D., & Wadyatenti, M. A. D. V. J. M. (2022). ENTREPRENEURIAL MARKETING DAN KINERJA ORGANISASI PADA UMKM DI TENGAH KETIDAKPASTIAN FAKTOR LINGKUNGAN. 34(1), 100-114.
- Putnam, R. D. (1993). The prosperous community. *The american prospect*, 4(13), 35-42.
- Raider, H. J., & Burt, R. S. (1996). Boundaryless careers and social capital. *The boundaryless career: A new employment principle for a new organizational era*, 42(2), 187-200.
- Ralahallo, F. N., Tetelepta, E. G., Sijabat, A. J. B. I. R., Humanities, C. I., & Sciences, S. (2022). Supply Chain Management Performance of the Furniture Industry in Ambon during the Covid-19 Pandemic. 5(2), 9159-9170.
- Ramírez-Solis, E. R., Llonch-Andreu, J., Malpica-Romero, A. D. J. J. o. I., & Entrepreneurship. (2022). Relational capital and strategic orientations as antecedents of innovation: evidence from Mexican SMEs. 11(1), 1-19.
- Ramoglou, S., & Tsang, E. W. J. A. o. m. r. (2016). A realist perspective of entrepreneurship: Opportunities as propensities. 41(3), 410-434.
- Ravald, A. J. T. C. s. P. o. V. C. (2010). The customer's process of value creation. 1000-1014.
- Roberts, K., Varki, S., & Brodie, R. (2003). Measuring the quality of relationships in consumer services: an empirical study. *European Journal of Marketing*, 37(1/2), 169-196.
- Rothwell, R. (1991). External networking and innovation in small and medium-sized manufacturing firms in Europe. *Technovation*, 11(2), 93-112.
- Sadiku-Dushi, N., Dana, L.-P., & Ramadani, V. J. J. o. B. R. (2019). Entrepreneurial marketing dimensions and SMEs performance. 100, 86-99.
- Sambasivan, M., Siew-Phaik, L., Abidin Mohamed, Z., & Choy Leong, Y. (2011). Impact of interdependence between supply chain partners on strategic alliance outcomes: role of relational capital as a mediating construct. *Management Decision*, 49(4), 548-569.
- Sandefur, R. L., Laumann, E. O. J. R., & society. (1998). A paradigm for social capital. 10(4), 481-501.
- SANYAL, S., HISAM, M. W., BAAWAIN, A. M. S. J. T. J. o. A. F., Economics, & Business. (2020). Entrepreneurial orientation, network competence and human capital: The internationalization of SMEs in Oman. 7(8), 473-483.
- Sarkar, M. B., Echambadi, R., Cavusgil, S. T., & Aulakh, P. S. (2001). The influence of complementarity, compatibility, and relationship capital on

- alliance performance. *Journal of the Academy of Marketing Science*, 29(4), 358-373.
- Schmitz, H., & Nadvi, K. (1999). Clustering and industrialization: introduction. In: Pergamon.
- Sekaran, U. (2006). *Research methods for business: A skill building approach*: John Wiley & Sons.
- Setiyaningrum, A., & Ramawati, Y. J. J. E. B. D. K. (2020). Peran Dimensi-Dimensi Entrepreneurial Marketing dalam Mendorong Kesuksesan Bisnis UMKM di Industri Ekonomi Kreatif. 9(2), 125-143.
- Shamdasani, P. N., & Balakrishnan, A. A. (2000). Determinants of relationship quality and loyalty in personalized services. *Asia Pacific Journal of Management*, 17(3), 399-422.
- Shane, S., & Cable, D. (2002). Network ties, reputation, and the financing of new ventures. *Management Science*, 48(3), 364-381.
- Sharabati, A.-A. A., Nour, A.-N. I., & Shamari, N. S. (2013). The impact of intellectual capital on Jordanian telecommunication companies' business performance. *American Academic & Scholarly Research Journal*, 5(3 special issue), 32.
- Sharabati, A.-A. A., Shamari, N. S., Nour, A.-N. I., Durra, A.-B. I., & Moghrabi, K. M. (2016). The impact of intellectual capital on business performance in Kuwaiti telecommunication industry. *International Journal of Business Performance Management*, 17(4), 428-446.
- Shypilov, A. V. (2005). Bringing the firm back in: Firm-specific characteristics and the relationship between network position and performance (England).
- Singer, A. A. (2019). *The form of the firm: A normative political theory of the corporation*: Oxford University Press, USA.
- Singh, J. V., Tucker, D. J., & House, R. J. (1986). Organizational legitimacy and the liability of newness. *Administrative Science Quarterly*, 171-193.
- Singh, R., Chandrashekar, D., Hillemane, B. S. M., Sukumar, A., & Jafari-Sadeghi, V. J. J. o. B. R. (2022). Network cooperation and economic performance of SMEs: Direct and mediating impacts of innovation and internationalisation. 148, 116-130.
- Skarmeas, D., Katsikeas, C. S., & Schlegelmilch, B. B. (2002). Drivers of commitment and its impact on performance in cross-cultural buyer-seller relationships: The importer's perspective. *Journal of International Business Studies*, 33(4), 757-783.
- Slater, S. F., & Olson, E. M. (2001). Marketing's Contribution To The Implementation Of Business Strategy: An Empirical Analysis. *Strategic Management Journal*, 22, 1055-1067.
- Slater, S. F., & Olson, E. M. J. S. m. j. (2001). Marketing's contribution to the implementation of business strategy: An empirical analysis. 22(11), 1055-1067.
- Smith, D. A., & Lohrke, F. T. (2008). Entrepreneurial network development: Trusting in the process. *Journal of Business Research*, 61(4), 315-322.

- Solé, M. (2013). Entrepreneurial marketing: conceptual exploration and link to performance. *Journal of Research in Marketing and Entrepreneurship*, 15(1), 23-38.
- Sorenson, O. J. S. B. E. (2018). Social networks and the geography of entrepreneurship. *51*, 527-537.
- Stanley, M., & Helper, S. (2003). *Industrial clusters, social capital, and international competition in the US component manufacturing industry*. Paper presented at the Clusters, Industrial Districts and Firms: the Challenge of Globalization', conference in honor of Professor Sebastiano Brusco, Modena, Italy, September.
- Starovic, D., & Marr, B. (2003). *Understanding corporate value: managing and reporting intellectual capital*: CIMA.
- Stephens, S. (2013). Building an entrepreneurial network: the experiences of immigrant entrepreneurs. *Journal of Enterprising Communities: People and Places in the Global Economy*, 7(3), 233-244.
- Storbacka, K., Strandvik, T., & Grönroos, C. (1994). Managing customer relationships for profit: the dynamics of relationship quality. *International Journal of Service Industry Management*, 5(5), 21-38.
- Subramanian, N., & Suresh, M. J. T. L. O. (2022). The contribution of organizational learning and green human resource management practices to the circular economy: A relational analysis—evidence from manufacturing SMEs (part II). (ahead-of-print).
- Sudarti, K., & Wardhiani, O. J. J. E. B. d. K. (2021). PERAN KAPABILITAS INTERAKSI DAN KREASI NILAI BERSAMA UNTUK MENINGKATKAN KINERJA PEMASARAN. *10*(3), 227-245.
- Sullivan, D. M., & Ford, C. M. (2014). How entrepreneurs use networks to address changing resource requirements during early venture development. *Entrepreneurship Theory and Practice*, 38(3), 551-574.
- Sullivan Mort, G., Weerawardena, J., & Liesch, P. (2012). Advancing entrepreneurial marketing: Evidence from born global firms. *European Journal of Marketing*, 46(3/4), 542-561.
- Sullivan, U. Y., Peterson, R. M., & Krishnan, V. (2012). Value creation and firm sales performance: The mediating roles of strategic account management and relationship perception. *Industrial Marketing Management*, 41(1), 166-173.
- Sullivan, U. Y., Peterson, R. M., & Krishnan, V. (2012). Value creation and firm sales performance: The mediating roles of strategic account management and relationship perception. *Industrial Marketing Management*, 41, 166-173.
- Sutrisno, S. J. S. P. M. I. P. M. (2017). Membangun Jejaring Kerja Sebagai Bagian Peningkatan Diklat. *7*(1).
- Swedberg, R. (2009). *Principles of economic sociology*: Princeton University Press.
- Szeto, E. J. T., & Education, T. (2022). Social cohesion for societal prosperity: Teachers' inclusive development of career education for all students' growth in Hong Kong secondary schools. *115*, 103722.

- Tantalo, C., & Priem, R. L. (2016). Value creation through stakeholder synergy. *Strategic Management Journal*, 37(2), 314-329.
- Tower, J., Jago, L., & Deery, M. (2006). Relationship marketing and partnerships in not-for-profit sport in Australia. *Sport Marketing Quarterly*, 15(3), 167.
- Tsai, W. (2000). Social capital, strategic relatedness and the formation of intraorganizational linkages. *Strategic Management Journal*, 925-939.
- Tsai, W., & Ghoshal, S. (1998). Social capital and value creation: The role of intrafirm networks. *Academy of Management Journal*, 41(4), 464-476.
- Uzzi, B. (1997). Social structure and competition in interfirm networks: The paradox of embeddedness. *Administrative Science Quarterly*, 35-67.
- Uzzi, B. (1999). Embeddedness in the making of financial capital: How social relations and networks benefit firms seeking financing. *American Sociological Review*, 481-505.
- Uzzi, B., & Gillespie, J. J. (2002). Knowledge spillover in corporate financing networks: Embeddedness and the firm's debt performance. *Strategic Management Journal*, 23(7), 595-618.
- Van de Ven, A. H., Sapienza, H. J., & Villanueva, J. (2007). Entrepreneurial pursuits of self- and collective interests. *Strategic entrepreneurship journal*, 1(3- 4), 353-370.
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1-17.
- Venkatraman, N., & Ramanujam, V. (1986). Measurement of Business Performance in Strategy Research: A Comparison of Approaches. *The Academy of Management Review*, 11(4), 801-814.
- Verhees, F. J., Kuipers, A., & Klopčič, M. (2011). Entrepreneurial proclivity and farm performance: The cases of Dutch and Slovenian farmers. *The International Journal of Entrepreneurship and Innovation*, 12(3), 169-177.
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 122-146.
- Wang, C.-H. (2014). How relational capital mediates the effect of corporate reputation on competitive advantage: Evidence from Taiwan high-tech industry. *Technological Forecasting and Social Change*, 82, 167-176.
- Weerawardena, J. J. J. o. s. m. (2003). The role of marketing capability in innovation-based competitive strategy. *11(1)*, 15-35.
- Westerberg, M., & Wincent, J. (2008). *Network capability and entrepreneurship: refinement of a scale and test of a framework*. Paper presented at the AGSE International Entrepreneurship Research Exchange: 05/02/2008-07/02/2008.
- Westerberg, M., & Wincent, J. J. J. o. D. E. (2008). CEO succession, honing, and enterprising: A promising way to achieve small business performance? , *13(02)*, 117-132.
- Witt, P., Schroeter, A., & Merz, C. J. T. S. I. J. (2008). Entrepreneurial resource acquisition via personal networks: an empirical study of German start-ups. *28(7)*, 953-971.