

## DAFTAR PUSTAKA

- Abdulsamad, A., ALI, N. A., Mahomed, A. S. B., Hashim, H., Jandab, A., Hamdan, A., & Al-Sharif, A. M. (2021). Impact Of Market Orientation Components On Organizational Performance Of Smes. The Single-Industry Approach “ Food And Beverage Sector.” *Advances In Social Sciences Research Journal*, 8(5), 504–516.
- Afriyie, S., Du, J., & Ibn Musah, A.-A. (2019). Innovation And Marketing Performance Of Sme In An Emerging Economy: The Moderating Effect Of Transformational Leadership. *Journal Of Global Entrepreneurship Research*, 9(1).
- Ahmad, T. (2019). Corporate Social Responsibility: A Value-Creation Strategy To Engage Millennials. *Strategic Direction*, 35(7), 5–8. <https://doi.org/10.1108/sd-11-2018-0232>
- Akbari, M., Bagheri Anilu, S., Bigdeli, M., & Rezasoltany, M. (2023). The Consequences Of The Covid-19 Pandemic On Marketing Performance Considering The Role Of Technology (Case Study: Iranian Chain Hotels). *Research in globalization*, 6.
- Al-Deen, H., & Hendricks, J. (2017). *Social Media: Usage And Impact*.
- Sayyida, D. (2018). Perkembangan Structural Equation Modeling (Sem). In *Jurnal “Performance” Bisnis & Akuntansi* (vol. 8, issue 1).
- Bank Indonesia. (2015). *Profil Bisnis Usaha Mikro, Kecil Dan Menengah (Umkh) Kerjasama Lppi Dengan Bank Indonesia Tahun 2015*.
- Bogetoft, P., & Eskesen, A. (2022). Balancing Information Rents And Service Differentiation In Utility Regulation. *Energy Economics*, 106.
- Bpsjateng. (2021). Bps Provinsi Jawa Tengah. <https://jateng.bps.go.id/indicator/16/119/1/jumlah-restoran-rumah-makan-menurut-kabupaten-kota-di-provinsi-jawa-tengah.html>
- Cahyani, & Et Al. (2022). Pengaruh Word Of Mouth, Kesadaran Merek Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Pada Konsumen Mie Gacoan Yogyakarta).

- Cao, G., & Weerawardena, J. (2023). Strategic Use Of Social Media In Marketing And Financial Performance: The B2b Sme Context. *Industrial Marketing Management*, 111, 41–54. <https://doi.org/10.1016/j.indmarman.2023.03.007>
- Chandra, A. A., Paul, J., & Chavan, M. (2021). Internationalization Challenges For Smes: Evidence And Theoretical Extension. *European Business Review*, 33(2), 316–344.
- Chang, C. (2010). *Service Systems Management And Engineering: Creating Strategic Differentiation And Operational Excellence*.
- Chatterjee, S., & Kumar Kar, A. (2020). Why Do Small And Medium Enterprises Use Social Media Marketing And What Is The Impact: Empirical Insights From India. *International Journal Of Information Management*, 53.
- Chaudhary, S., Sangroya, D., Arrigo, E., & Cappiello, G. (2022). The Impact Of Market Orientation On Small Firm Performance: A Configurational Approach. *International Journal Of Emerging Markets*. <https://doi.org/10.1108/ijoem-03-2021-0411>
- Chong, D., & Ali, H. (2022). Literature Review: Competitive Strategy, Competitive Advantages, And Marketing Performance On E-Commerce Shopee Indonesia. 3(2), 2715–419. <https://doi.org/10.31933/dijdbm.v3i2>
- Correia, R. J., Teixeira, M. S., & Dias, J. G. (2022). Dynamic Capabilities: Antecedents And Implications For Firms' Performance. *International Journal Of Productivity And Performance Management*, 71(8), 3270–3292.
- Coyne, P., Voth, J., & Woodruff, S. J. (2023). A Comparison Of Self-Report And Objective Measurements Of Smartphone And Social Media Usage. *Telematics And Informatics Reports*, 10, 100061.
- Danso, A., Adomako, S., Amankwah-Amoah, J., Owusu-Agyei, S., & Konadu, R. (2019). Environmental Sustainability Orientation, Competitive Strategy And Financial Performance. *Business Strategy And The Environment*, 28(5), 885–895.
- Databoks. (2022). *Industri Makanan Dan Minuman Nasional Mulai Bangkit Dari Pandemi Covid-19*. <https://databoks.katadata.co.id/datapublish/2022/03/31/industri-makanan-dan-minuman-nasional-mulai-bangkit-dari-pandemi-covid-19>
- Dinkopsemarang. (2023). *Daftar umkm kota semarang*.

- Dinkopsemarang. (2023). Dinkop Dorong Pelaku Usaha Berkembang Melalui Program 4P | Pemerintah Kota Semarang.
- Dumford, A. D., Miller, A. L., Lee, C. H. K., & Caskie, A. (2023). Social Media Usage In Relation To Their Peers: Comparing Male And Female College Students' Perceptions. *Computers And Education Open*, 4, 100121.
- Edeh, J. N., Obodoechi, D. N., & Ramos-Hidalgo, E. (2020). Effects Of Innovation Strategies On Export Performance: New Empirical Evidence From Developing Market Firms. *Technological Forecasting And Social Change*, 158.
- Fatkhurahman. (2019). Entrepreneurship On Strategies To Build Competitive Advantages Of Riau Specialty Food Products Fatkhurahman. *Trikonomika*, 18(1), 46–53.
- Ferdinand, A. (2002). *Structural Equation Modelling Dalam Penelitian Manajemen*.
- Ferdinand. (2016). Ferdinand, A. (2005). *Structural Equation Modelling Dalam Penelitian Manajemen*.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi Tesis Dan Disertasi Ilmu Manajemen*. [Http://digilib.itbwigalumajang.ac.id/index.php?p=show\\_detail&id=2786](http://digilib.itbwigalumajang.ac.id/index.php?p=show_detail&id=2786)
- Ferdinand, A. (2006). *Structural Equation Modeling*.
- Galli-Debicella, A. (2021). How Smes Compete Against Global Giants Through Sustainable Competitive Advantages. *Journal Of Small Business Strategy*, 31(5), 13–21. <https://doi.org/10.53703/001c.29812>
- Gebauer, H., Gustafsson, A., & Witell, L. (2011). Competitive Advantage Through Service Differentiation By Manufacturing Companies. *Journal Of Business Research*, 12(64), 1270–1280.
- Gonzalez, C., Agrawal, V., Johansen, D., & Hooker, R. (2022). Green Supply Chain Practices: The Role Of Institutional Pressure, Market Orientation, And Managerial Commitment. *Cleaner Logistics And Supply Chain*, 5.
- Gotteland, D., Shock, J., & Sarin, S. (2020). Strategic Orientations, Marketing Proactivity And Firm Market Performance. *Industrial Marketing Management*, 91, 610–620.

- Greer, C. R., Lusch, R. F., & Hitt, M. A. (2017). A Service Perspective For Human Capital Resources: A Critical Base For Strategy Implementation. *Academy Of Management Perspectives*, 31(2), 137–158.
- Guajardo, J. A., & Cohen, M. A. (2018). Service Differentiation And Operating Segments: A Framework And An Application To After-Sales Services. *Manufacturing and service operations management*, 20(3), 440–454.
- Hair, Babin, B., State, R. A.-K. K. (2010). A global p-erspect-ivie. *Sutlib2.sut.ac.th*. [Http://sutlib2.sut.ac.th/sut\\_contents/h139232.pdf](http://sutlib2.sut.ac.th/sut_contents/h139232.pdf)
- Hair, J. F. . B. W. , B. B. Et Al. (1995). "Multivarite Data Analysis With Reading".
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis Eighth Edition*. [Www.cengage.com/highered](http://www.cengage.com/highered)
- Hanafizadeh, P., Shafia, S., & Bohlin, E. (2021). Exploring The Consequence Of Social Media Usage On Firm Performance. *Digital business*, 1(2). [Https://doi.org/10.1016/j.digbus.2021.100013](https://doi.org/10.1016/j.digbus.2021.100013)
- Hanaysha, J. R. (2022). Impact Of Social Media Marketing Features On Consumer's Purchase Decision In The Fast-Food Industry: Brand Trust As A Mediator. *International Journal Of Information Management Data Insights*, 2(2). [Https://doi.org/10.1016/j.jjime.2022.100102](https://doi.org/10.1016/j.jjime.2022.100102)
- Hanim & Noorman. (2018). *Ukm Dan Bentuk-Bentuk...* - google scholar. [Https://scholar.google.com/scholar?hl=id&as\\_sdt=0%2c5&q=hanim%2c+l.%2c+%26+noorman%2c+m.+%282018%29.+umkm+dan+bentuk-bentuk+usaha.+unissula+press.&btnq=](https://scholar.google.com/scholar?hl=id&as_sdt=0%2c5&q=hanim%2c+l.%2c+%26+noorman%2c+m.+%282018%29.+umkm+dan+bentuk-bentuk+usaha.+unissula+press.&btnq=)
- Hossain, K., Che Abdullah, A. S., Mohd Balwi, M. A. W. F., Lubis, A., Azizan, N. A., Alam, M. N., & Taha, A. Z. (2023). Linking Entrepreneurial Orientation With Export Performance: Mediation Effects Of Multiple Differentiation Strategies. *Journal Of Business And Industrial Marketing*, 38(9), 1769–1793. [Https://doi.org/10.1108/jbim-07-2021-0326](https://doi.org/10.1108/jbim-07-2021-0326)
- Husein Umar. (2000). *Metode Riset Bisnis*.
- Ibrahim, e. B., & harrison, t. (2020). The Impact Of Internal, External, And Competitor Factors On Marketing Strategy Performance. *Journal Of Strategic Marketing*, 28(7), 639–658. [Https://doi.org/10.1080/0965254x.2019.1609571](https://doi.org/10.1080/0965254x.2019.1609571)

- Imam, G. (2018). Ghozali, Imam. 2018. Aplikasi Analisis Multivariate Dengan ProgramIbmspss25. [https://scholar.google.com/scholar?hl=id&as\\_sdt=0%2c5&q=ghozali%2c+imam.+2018.+aplikasi+analisis+multivariate+dengan+program+ibm+spss+25.+semarang%3a+universitas+diponegoro&btnq=](https://scholar.google.com/scholar?hl=id&as_sdt=0%2c5&q=ghozali%2c+imam.+2018.+aplikasi+analisis+multivariate+dengan+program+ibm+spss+25.+semarang%3a+universitas+diponegoro&btnq=)
- Inácio, M., De Almeida, S., & Porto, R. B. (2019). How Service Differentiation At The Store Level Impacts B2b Performance? Product-Service Interplay Implications For Sales And Market Share In An Emerging Market.
- Kamau, M. N., & Idua, M. (2019). Effect Of Service Differentiation In Marketing On Performance Of Private Universities In Nairobi County. [www.globalscientificjournal.com](http://www.globalscientificjournal.com)
- Khan, H., & Khan, Z. (2021). The Efficacy Of Marketing Skills And Market Responsiveness In Marketing Performance Of Emerging Market Exporting Firms In Advanced Markets: The Moderating Role Of Competitive Intensity. *International Business Review*, 30(6).
- Kohli, A. K., & Jaworski, B. J. (1990a). Market Orientation: The Construct, Research Propositions, And Managerial Implications. In Source: *Journal Of Marketing* (vol. 54, issue 2).
- Kohli, A. K., & Jaworski, B. J. (1990b). Market Orientation: The Construct, Research Propositions, And Managerial Implications. In Source: *Journal Of Marketing* (vol. 54, issue 2).
- Kompas.Com. (2021). Sektor Kuliner Penyumbang Terbesar Pdb Ekonomi Kreatif Indonesia Halaman All - Kompas.Com. <https://www.kompas.com/food/read/2021/08/11/210300375/sektor-kuliner-penyumbang-terbesar-pdb-ekonomi-kreatif-indonesia?page=all>
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social Media Marketing Strategy: Definition, Conceptualization, Taxonomy, Validation, And Future Agenda. *Journal Of The Academy Of Marketing Science*, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
- Lina, L. F., & Permatasari, B. (2020). Social Media Capabilities Dalam Adopsi Media Sosial Guna Meningkatkan Kinerja Umkm. *Jembatan : Jurnal Ilmiah Manajemen*, 17(2), 227–238. <https://doi.org/10.29259/jmbt.v17i2.12455>

- Loana Sima. (2023). Social Media As A Service Differentiator: How To Win Over Customers - Planable. Planable. <https://planable.io/blog/how-to-attract-customers-on-social-media/>
- Luo, Z., Guo, J., Benitez, J., Scaringella, L., & Lin, J. (2023). How Do Organizations Leverage Social Media To Enhance Marketing Performance? Unveiling The Power Of Social Crm Capability And Guanxi. *Decision Support Systems*, 114123. <https://doi.org/10.1016/j.dss.2023.114123>
- Lyu, T., Lyu, X., Chen, H., & Zhao, Q. (2023). Breaking Away From Servitization Paradox To Improve Manufacturing Enterprises' Service Innovation Performance: The Roles Of Market Orientation And Service Supply Chain Dynamic Capability. *Journal Of Organizational Change Management*. <https://doi.org/10.1108/jocm-04-2023-0131>
- Mangifera, L., & Mawardi, W. (2022). Digital Transformation And Its Impact On Financial Performance: In The Food And Beverage Small Business Sector.
- Maulida Ahmad, I., & Laksono, A. (2023). Upaya Paguyuban Budi Laras Dalam Pelestarian Seni Karawitan Di Kampung Tematik Seni Budaya Jurang Blimbing Kota Semarang. In *Jurnal Ilmiah Kajian Antropologi* (vol. 6, issue 2).
- Mossaya Et Al. (2020). Munich Personal Repec Archive Quality Differentiation And Spatial Clustering Among Restaurants Quality Differentiation And Spatial Clustering Among Restaurants \*.
- Murdiyanto. (2020). Metode Penelitian Kualitatif & Kuantitatif.
- Na, Y. K., Kang, S., & Jeong, H. Y. (2019). The Effect Of Market Orientation On Performance Of Sharing Economy Business: Focusing On Marketing Innovation And Sustainable Competitive Advantage. *Sustainability* (Switzerland), 11(3). <https://doi.org/10.3390/su11030729>
- Najib, M., Septiani, S., & Nurlaela, S. (2020). The Role Of Innovation, Entrepreneurial Self-Efficacy And Local Uniqueness On Marketing Performance In Small And Medium-Sized Restaurants. *Journal Of Foodservice Business Research*, 23(6), 499–519. <https://doi.org/10.1080/15378020.2020.1803687>
- Naver, & Slater. (1990). The Effect Of A Market Orientation On Buusiness Profitability.

- Neuhofe, B., & Buhalis, D. (2018). Service-Dominant Logic In The Social Media Landscape. In *Advances In Social Media For Travel, Tourism And Hospitality* (pp. 13–25). Routledge. <https://doi.org/10.4324/9781315565736-3>
- Ngo, Q. H. (2023). The Effectiveness Of Market Orientation In The Logistic Industry: A focus on smes in an emerging country. *Heliyon*, 9(7). <https://doi.org/10.1016/j.heliyon.2023.e17666>
- Nguyen, P. (2022). Service-Dominant Logic: A Model Of Service Satisfaction And Its Antecedents. *European journal of business and management research*, 7(3), 357–363. <https://doi.org/10.24018/ejbmr.2022.7.3.1404>
- Nurliza, N., Fitrianti, W., & Pamela, P. (2021). A Study On The Effects Of Innovation Marketing Process For Indonesian Smes' In Food And Beverage Sector. *Management science letters*, 1747–1754. <https://doi.org/10.5267/j.msl.2021.2.008>
- Oduro, S., & Haylemariam, L. G. (2019). Market Orientation, Csr And Financial And Marketing Performance In Manufacturing Firms In Ghana And Ethiopia. *Sustainability Accounting, Management And Policy Journal*, 10(3), 398–426. <https://doi.org/10.1108/sampj-11-2018-0309>
- Pemkot. (2023). Digitalisasi Pelaku Umkm, Pemkot Semarang Bakal Bangun Portal Khusus Umkm Dan Koperasi | Pemerintah Kota Semarang. [https://semarangkota.go.id/p/4729/digitalisasi\\_pelaku\\_umkm,\\_pemkot\\_semarang\\_bakal\\_bangun\\_portal\\_khusus\\_umkm\\_d](https://semarangkota.go.id/p/4729/digitalisasi_pelaku_umkm,_pemkot_semarang_bakal_bangun_portal_khusus_umkm_d)
- Putlely, Z., Andry Lesnussa, Y., Wattimena, A. Z., & Matdoan, M. Y. (2021). Structural Equation Modeling (SEM).
- Qin, X., Du, X., Wang, X., & Wang, Y. (2023). The Scene Cognition And Production Mechanism Of The Yellow River Tourism Cultural Space. *Resources Science*, 45(12), 2400–2413. <https://doi.org/10.18402/resci.2023.12.08>
- Ravazzani, S., & Hazée, S. (2022). Value Co-Creation Through Social Media: A Multistakeholder, Communication Perspective. *Journal Of Service Management*, 33(4–5), 589–600. <https://doi.org/10.1108/JOSM-11-2021-0411>
- Rua, O. L., & Santos, C. (2022). Linking Brand And Competitive Advantage: The Mediating Effect Of Positioning And Market Orientation. *European research*

on management and business economics, 28(2).  
<https://doi.org/10.1016/j.iedeen.2021.100194>

S. & Hendricks. (2011). Social Media Usage and impact.

Schulze, A., Townsend, J. D., & Talay, M. B. (2022). Completing The Market Orientation Matrix: The Impact Of Proactive Competitor Orientation On Innovation And Firm Performance. *Industrial Marketing Management*, 103, 198–214. <https://doi.org/10.1016/j.indmarman.2022.03.013>

Sedalo, G., Boateng, H., & Kosiba, J. P. (2022). Exploring Social Media Affordance In Relationship Marketing Practices In Smes. *Digital Business*, 2(1). <https://doi.org/10.1016/j.digbus.2021.100017>

Severo De Almeida, M., Porto, R. B., Limongi, R., Inácio, M. (2016). How Service Differentiation At The Store Level Impacts B2b Performance? Product-Service Interplay Implications For Sales And Market Share In An Emerging Market. <https://www.researchgate.net/publication/305776123>

Shang, Y., Rehman, H., Mehmood, K., Xu, A., Iftikhar, Y., Wang, Y., & Sharma, R. (2022). The Nexuses Between Social Media Marketing Activities And Consumers' Engagement Behaviour: A Two-Wave Time-Lagged Study. *Frontiers In Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.811282>

Solopos.Com. (2023). Relawan Bolone Mase Gelar Pelatihan Digital Marketing Umkm Semarang - Solopos.Com | Panduan Informasi Dan Inspirasi. <https://soloraya.solopos.com/relawan-bolone-mase-gelar-pelatihan-digital-marketing-umkm-semarang-1741052>

Stürze, S., & Et Al. (2021). *Agiles Marketing Performance Management*. In *Agiles Marketing Performance Management*. Springer Fachmedien Wiesbaden. <https://doi.org/10.1007/978-3-658-34815-1>

Sugiyono. (2009). Sugiyono. (2009). Metode Penelitian Kuantitatif, Kualitatif Dan R&D. [https://scholar.google.com/scholar?hl=id&as\\_sdt=0%2c5&q=sugiyono.+++%282009%29.+metode+++penelitian+kuantitatif%2c+kualitatif+++dan+++r%26d.+alfabeta.&btnq=](https://scholar.google.com/scholar?hl=id&as_sdt=0%2c5&q=sugiyono.+++%282009%29.+metode+++penelitian+kuantitatif%2c+kualitatif+++dan+++r%26d.+alfabeta.&btnq=)

Sugiyono. (2019). *Statistika Untuk Penelitian*. Bandung.

Syarifah, I., Mawardi, M. K., Iqbal, M., & Malang, U. B. (2020). The Effect Of Entrepreneurship Orientation Toward Market Orientation And Performance Of Songkok Msme In Gresik Regency Fakultas Ilmu Administrasi. In *The*



International Journal Of Accounting And Business Society (vol. 28, issue 2).  
 Www.gemconsortium.org/report

Tajeddini, K., & Ratten, V. (2020). The Moderating Effect Of Brand Orientation On Inter-Firm Market And Performance. In *Journal Of Strategic Marketing* (vol. 2020, issue 3).

Tajudeen, F. P., Jaafar, N. I., & Ainin, S. (2018). Understanding The Impact Of Social Media Usage Among Organizations. *Information And Management*, 55(3), 308–321. <https://doi.org/10.1016/j.im.2017.08.004>

Thukia, W. J. (2022). Differentiation Strategies And Tourism Performance Interplay. *International Journal Of Research In Business And Social Science* (2147- 4478), 11(10), 13–23. <https://doi.org/10.20525/ijrbs.v11i10.2100>

Tirtayasa, S., & Rahmadana, M. F. (2023). Mediating Effect Of Product Innovation On Market Orientation And Marketing Performance Of Sme’s During The Covid-19 Pandemic In Indonesia. *International Journal Of Sustainable Development And Planning*, 18(2), 393–399. <https://doi.org/10.18280/ijstdp.180207>

Torugsa, N., Yawised, K., & O’Donohue, W. (2019). Social Customer Relationship Management In Small And Medium Enterprises: Overcoming Barriers To Success (pp. 157–181). [https://doi.org/10.1007/978-3-030-13229-3\\_7](https://doi.org/10.1007/978-3-030-13229-3_7)

Ukmindonesia.Id. (2023). Usaha Mikro, Kecil, Dan Menengah (UMKM) - Ukmindonesia.Id. <https://ukmindonesia.id/baca-deskripsi-posts/usaha-mikro-kecil-dan-menengah-umkm>

UU RI. (2008). Undang-Undang Republik Indonesia. [https://ppid.unud.ac.id/img/admin/page\\_attc/a16a3dba809cb5346a0cbf2c0073cd6d.pdf](https://ppid.unud.ac.id/img/admin/page_attc/a16a3dba809cb5346a0cbf2c0073cd6d.pdf)

Vargo, S. L., & Lusch, R. F. (2017). Service-Dominant Logic. *International Journal Of Research In Marketing*, 34(1), 46–67. <https://doi.org/10.1016/j.ijresmar.2016.11.001>

Wirtz, J., & Lovelock, C. H. (2022). *Services Marketing : People, Technology, Strategy*.

Sugiyono. 2017, *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta. [Repository.unjani.ac.id](https://repository.unjani.ac.id). Retrieved august 24, 2023, from

<http://repository.unjani.ac.id/repository/bb3c79a5b289950bb62ef247eb2d473a.pdf>

Yasiukovich, S., & Haddara, M. (2021). Social Crm In Smes: A Systematic Literature Review. *Procedia Computer Science*, 181, 535–544. <https://doi.org/10.1016/j.procs.2021.01.200>

Yusuf, F., Rahman, H., Rahmi, S., Lismayani, A., & Guru Sekolah Dasar Universitas Negeri Makassar, P. (2018). *jhp2m: jurnal hasil-hasil pengabdian dan pemberdayaan masyarakat pemanfaatan media sosial sebagai sarana komunikasi, informasi, dan dokumentasi: pendidikan di majelis taklim annur sejahtera*. <https://journal.unm.ac.id/index.php/jhp2m>