

## **DAFTAR PUSTAKA**

- Acosta, A. S., Crespo, Á. H., & Agudo, J. C. (2018). Effect of market orientation, network capability and entrepreneurial orientation on international performance of small and medium enterprises (SMEs). *International Business Review*, 27(6), 1128-1140.
- Ashrafi, A., & Ravasan, A. Z. (2018). How market orientation contributes to innovation and market performance: the roles of business analytics and flexible IT infrastructure. *Journal of Business & Industrial Marketing*, 33(7), 970-983.
- Barney, J. B. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99–120.
- Barney, J. B. (2001). Resource-based theories of competitive advantage: a 10-year retrospective on the resource-based view. *Journal of Management*, 27(6), 643–650.
- Barreto, I. (2010). Dynamic capabilities: A review of past research and an agenda for the future. *Journal of Management*, 36(1), 256-280.
- Basu, S., & Irawan. (2001). *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.
- Bouwman, H., Nikou, S., & de Reuver, M. (2019). Digitalization, business models, and SMEs: How do business model innovation practices improve performance of digitalizing SMEs?. *Telecommunications Policy*, 43(9), 101828.

- BPS. (2020). Mayoritas Industri Mikro-Kecil Bergerak di Sektor Makanan. Retrieved from <https://databoks.katadata.co.id/datapublish/2022/03/30/mayoritas-industri-mikro-kecil-bergerak-di-sektor-makanan>.
- BPS. (2022). PDB Industri Pengolahan Nonmigas Indonesia. Retrieved from <https://databoks.katadata.co.id/datapublish/2023/02/13/makanan-dan-minuman-topang-sepertiga-industri-pengolahan-nasional-pada-2022>.
- Budiman, A., & Radi, R. L. (2014). Pengaruh Desain Dan Kualitas Produk terhadap Keunggulan Bersaingdi Perusahaan Mukenah Madaniah Collection. *Jurnal Hasil Riset*, 1–22.
- Cannatelli, B., Pedrini, M., & Grumo, M. (2015). The Effect of Brand Management and Product Quality on Firm Performance: The ItalianCraft Brewing Sector. *Journal of Food Products Marketing*, 23(3), 1-24.
- Chang, C. (2011). The influence of corporate environmental ethics on competitive advantage: The mediation role of green innovation. *Journal of Business Ethics*, 104(3), 361–370.
- Chen, Y., Lai, S., & Wen, C. (2006). The influence of green innovation performance on corporate advantage in Taiwan. *Journal of Business Ethics*, 67(4), 331–339.
- Chiou, T., Chan, H. K., Lettice, F., & Chung, S. H. (2011). The influence of greening the suppliers and green innovation on environmental performance and competitive advantage in Taiwan. *Transportation Research Part E: Logistics and Transportation Review*, 47(6), 822–836.
- Christa, U. R., & Kristinae, V. (2021). The effect of product innovation on business performance during COVID 19 pandemic. *Uncertain Supply Chain Management*, 9, 151-158.

- Curado, C., Muñoz-Pascual, L., & Galende, J. (2018). Antecedents to innovation performance in SMEs: A mixed methods approach. *Journal of Business Research*, 89, 206-215.
- Daengs, G. S. A., Istanti, E., Negoro, R. M., & Sanusi, R. (2020). The Aftermath of Management Actions on Competitive Advantage through Process Attributes at Food and Beverage Industries Export Import in Perak Harbor of Surabaya. *International Journal of Criminology and Sociology*, 9, 1418-1425.
- Darroch, J., & Mcnaughton, R. (2002). Examining the link between knowledge management practices and types of innovation. *J. Intellect. Cap*, 3(3), 210–222.
- Dinas Koperasi dan UMKM Provinsi Jawa Tengah. (2023). Data UMKM Per Kab/Kota. Retrieved from <https://satudata.dinkopumkm.jatengprov.go.id/data/umkm-kabkota>.
- Dinas Koperasi dan UMKM Provinsi Jawa Tengah. (2023). Time Serias Data UMKM Binaan Provinsi Jawa Tengah Hingga Triwulan I 2023. Retrieved from <https://dinkop-umkm.jatengprov.go.id//public/uploads/statistik-1684993752.pdf>.
- Dwyer, L. M., Cvelbar, L. K., Edwards, D. J., & Mihalic, T. A. (2014). Tourism firms' strategic flexibility: The case of Slovenia. *Int. J. Tour. Res*, 16, 377–387.
- Edeh, J. N., Obodoechi, D. N., & Ramos-Hidalgi, E. (2020). Effects of innovation strategies on export performance: New empirical evidence from

- developing market firms. *Technological Forecasting and Social Change*, 158, 120167.
- Fahmi, I. (2013). *Manajemen Kinerja Teori Dan Aplikasi*. Bandung: Alfabeta.
- Falahat, M., Ramayah, T., Soto-Acosta, P., & Lee, Y-Y. (2020). SMEs internationalization: The role of product innovation, market intelligence, pricing and marketing communication capabilities as drivers of SMEs' international performance. *Technological Forecasting & Social Change*, 152, 119908.
- Falahat, M., Ramayah, T., Soto-Acosta, P., & Lee, Y. Y. (2020). SMEs internationalization: The role of product innovation, market intelligence, pricing and marketing communication capabilities as drivers of SMEs' international performance. *Technological Forecasting and Social Change*, 152, 119908.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Semarang: BP Universitas Diponegoro Semarang.
- Ferdinand, A. (2013). *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Forkmann, T., Spangenberg, L., Rath, D., Hallensleben, N., Hegerl, U., Kersting, A., & Glaesmer, H. (2018). Assessing suicidality in real time: A psychometric evaluation of self-report items for the assessment of suicidal ideation and its proximal risk factors using ecological momentary assessments. *Journal of Abnormal Psychology*, 127(8), 758-769.
- Garpesz, V. (2011). *Total Quality Management: Untuk Praktisi Bisnis dan Industri*. Bogor: Vinchistro Publication.

- Gozali, I. (2008). *Structural Equation Modelling*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gulati, R., Nohria, N., & Zaheer, A. (2000). Strategic networks. *Strateg. Manag. J*, 21, 203–215.
- Gupta, A. K. (2021). Innovation dimensions and firm performance synergy in the emerging market: A perspective from Dynamic Capability Theory & Signaling Theory. *Technology in Society*, 64, 101512.
- Häikiö, J., & Koivumäki, T. (2016). Exploring Digital Service Innovation Process Through Value Creation. *J. Innov. Manag*, 4(2), 96–12.
- Halim, A. (2020). Pengaruh Pertumbuhan Usaha Mikro, Kecil Dan Menengah Terhadap Pertumbuhan Ekonomi Kabupaten Mamuju. *GROWTH: Jurnal Ilmiah Ekonomi Pembangunan*, 1(2).
- Han, S.M., Ha, Y.W., & Jang, D.R. (2018). *Competitive Advantage Marketing Strategy*, 4th ed.. Seoul: Parkyeongsa.
- Harini, S., Silaningsih, E., & Putri, M. E. (2022). Pengaruh orientasi pasar, kreativitas dan inovasi produk terhadap kinerja pemasaran UMKM. *Jurnal Inspirasi Bisnis & Manajemen*, 6(1), 67-82.
- Haryono, S. (2016). *Metode SEM Untuk Penelitian Manajemen dengan AMOS LISREL PLS*. Bekasi: PT Intermedia Personalia Utama.
- Haseeb, M., Hussain, H. I., Kot, S., Androniceanu, A., & Jermsittiparsert, K. (2019). Role of Social and Technological Challenges in Achieving a Sustainable Competitive Advantage and Sustainable Business Performance. *Sustainability*, 11, 3811.

- Helfat, C. E., & Peferaf, M. A (2009). Understanding dynamic capabilities: progress along a developmental path. *Strategic Organization*, 7(1).
- Helkkula, A., Kowalkowski, C., & Tronvoll, B. (2018). Archetypes of Service Innovation. *J. Serv. Res.*, 21(3), 284–301.
- Henard, D.H., & Szymanski, D.M. (2001). Why some new products are more successful than others. *Journal of Marketing Research*, 30(7).
- Hill, W. L., & John, G. R. (2009). *Strategic Management: An Integrated Approach*. Boston: Houghton Mifflin Company.
- Hu, Y., & Wang, C. F. (2009). Collectivism, corporate social responsibility, and resource advantages in retailing. *Journal of Business Ethics*, 86, 1–13.
- Hunt, S. D. (2000). *A general theory of competition: Resource competences, productivity, economic growth*. Thousand Oaks: Sage Publications.
- Hunt, S. D., & Arnett, D. B. (2003). Resource-advantage theory and embeddedness: explaining R-A theory's explanatory success. *Journal of Marketing Theory and Practice*, 11(1), 1–17.
- Hunt, S.D. & Morgan R. M. (2017). *Resource-advantage theory od Competition*. New York: M.E. Sharpe, Inc..
- Jaakkola, M., Moller, K., Parvinen, P., Evanshitzky, H., & Muhlbacher, H. (2010). Strategic marketing and business performance: A study in three European engineering countries. *Ind. Market. Manag.*, 39, 1300–1310.
- Jang, S., & Ha, J. (2014). Do loyal customers perceive the quality of restaurant attributes differently? A study of Korean restaurant customers. *Journal of Foodserving Business Research*, 17, 257–266.

- Jeong, S. W., Chung, J. E., & Roh, J. S. (2019). Impact of external knowledge inflow on product and process innovation of Korean SMEs: Absorptive Capacity as a Mediator. *Clothing and Textiles Research Journal*, 37(4), 219-234.
- Kaleka, A. (2002). Resources and capabilities driving competitive advantage in export markets: guidelines for industrial exporters. *Ind. Market. Manag* 31(3), 273–283.
- Kaleka, A., & Morgan, N.A. (2017). Which competitive advantage (s)? competitive advantage–market performance relationships in international markets. *J. Int. Market*, 25 (4), 25–49.
- Kamboj, S., Goyal, P., & Rahman, Z. (2015). A resource-based view on marketing capability, operations capability and financial performance: an empirical examination of mediating role. *Proced. Soc. Behav. Sci*, 189, 406–415.
- Kementerian Koordinator Bidang Perekonomi Republik Indonesia. (2022). Perkembangan UMKM Sebagai Critical Engine Perekonomian Nasional Terus Mendapatkan Dukungan Pemerintah. Retrieved from <https://www.ekon.go.id/publikasi/detail/4593/perkembangan-umkm-sebagai-critical-engine-perekonomian-nasional-terus-mendapatkan-dukungan-pemerintah>.
- Kementerian Koperasi dan UKM RI. (2023). Data UMKM, Jumlah dan Pertumbuhan Usaha Mikro, Kecil, dan Menengah di Indonesia. Retrieved from <https://ukmindonesia.id/baca-deskripsi-posts/data-umkm-jumlah-dan-pertumbuhan-usaha-mikro-kecil-dan-menengah-di-indonesia>.

- Kevin, Z. Z., Li, J. J., Zhou, N., & Su, C. (2008). Market Orientation, Job Satisfaction, Product Quality, and Firm Performance:Evidence From China. *Strategic Management Journal*, 29, 985–1000.
- Kim, K., & Choi, K. (2019). Article Bridging the Perception Gap between Management and Customers on DINESERV Attributes: The Korean All-You-Can-Eat Buffet. *Sustainability*, 11, 5212.
- Kotabe, M., Srinivasan, S. S., & Aulakh, P. S. (2002). Multinationality and firm performance: The moderating role of R&D and marketing capabilities. *J. Int. Bus. Stud*, 33, 79–97.
- Kotler & Amstrong. (2008). *Prinsip-prinsip Pemasaran. Jilid 1 dan 2. Edisi 12*. Jakarta: Erlangga.
- Kotler & Keller. (2009). *Manajemen Pemasaran. Jilid I. edisi ke 13*. Jakarta: Erlangga.
- Kotler & Keller. (2016). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler, P., & Armstrong, G. (2005). *Manajemen Pemasaran Analisis, Perencanaan Dan Pengendalian, Jilid Dua*. Jakarta: Erlangga.
- Kotler, P., & Armstrong, G. (2012). Prinsip-Prinsip Pemasaran Edisi 13. *Journal of Chemical Information and Modeling*, 01(01).
- Kristinae, V., Sambung, R., & Sahay, M. (2019). The role of entrepreneurial orientation in product innovation in emerging markets on the local products. *Oradea Journal of Business and Economics*, 4(2), 35-44.
- Kumar, V., Jones, E., Venkatesan, R., & Leone, R. P. (2011). Is market orientation a source of sustainable competitive advantage or simply the cost of competing. *J. Mark*, 75, 16–30.

- Kusumadewi, R. N., & Karyono, O. (2019). Impact of Service Quality and Service Innovations on Competitive Advantage in Retailing. *Budapest International Research and Critics Institute Journal*, 2(2), 366-374.
- Lawi, E. W., Langga, L., & Mea, M. H. (2021). Pengaruh Orientasi Kewirausahaan, Inovasi Produk Dan Keuangan Bersaing Terhadap Kinerja Pemasaran Pada Usaha Rumah Makan Yang Terdaftar Di Dinas Pariwisata Kota Ende. *SJMB: Scientific Journal of Management and Business*, 1(1), 1-8.
- Lee, K., & Yoo, J. (2019). How does open innovation lead competitive advantage? A dynamic capability view perspective. *PLoS ONE*, 14(11), 1-18.
- Leon, F. M., Lestari, S. D., Widyastuti, S., & Brabo, N. A. (2020). Antecedents and Consequences of Innovation and Business Strategy on Performance and Competitive Advantage of SMEs. *Journal of Asian Finance, Economics and Business*, 7(6), 365-378.
- Lestari, W. A., Budianto, A., & Setiawan, I. (2020). Pengaruh Inovasi Dan Kualitas Produk Terhadap Keunggulan Bersaing (Suatu Studi pada Payung Geulis Mandiri Tasikmalaya). *Business Management and Enterpreneurship Journal*, 2(1), 38-49.
- Lisboa, A., Skarmeas, D., & Lages, C. (2011). Entrepreneurial orientation, exploitative and explorative capabilities, and performance outcomes in export markets: a resource-based approach. *Industrial Marketing Management*, 40(8), 1274-1284.
- Lukas, B. A., & Ferrell, O. C. (2000). The effect of market orientation on product innovation. *Journal of the Academy of Marketing Science*, 28(2), 239–247.

- McGee, J. D., & Rubach, M. J. (1997). Responding to increased environmental hostility: a study of the competitive behaviour of small retailers. *Journal of Applied Business Research*, 13(1), 83–94.
- Mithas, S., Krishnan, M. S., & Fornell, C. (2005). Why do customer relationship management applications affect customer satisfaction? *Journal of Marketing*, 69, 201-209.
- Montiel-Campos, H. (2018). Entrepreneurial orientation and market orientation. *Journal of Research in Marketing and Entrepreneurship*, 20(2), 292-322.
- Mowen, M. (2012). *Perilaku Konsumen*. Jakarta: Erlangga.
- Mulyadi. (1997). *Akuntansi Manajemen*. Yogyakarta: BPFE UGM.
- Muthalib, D. A. (2023). Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Kinerja Usaha Home Boutique Di Kota Kendari. *Jurnal Ilmiah Manajemen, Ekonomi Bisnis, Kewirausahaan*, 10(2), 84-93.
- 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*, 11, 729.
- Nakos, G., Dimitratos, P., & Elbanna, S. (2019). The mediating role of alliances in the international market orientationperformance relationship of smes. *International Business Review*, 28(3), 603-612.
- Nikiforou, A. I., Liukas, S., & Voudouris, I. (2020). Network structure and firm-level entrepreneurial behavior: The role of market and technological knowledge network. *Journal of Business Research*, 106, 129-138.

- Ningtyas, H., & Zurika L. H. (2018). Pengaruh Biaya Kualitas Terhadap Jumlah Penjualan Pada Pt Fajar Agung Medan. *Jurnal Riset Akuntansi Dan Bisnis*, 18(1), 1–13.
- Nursalam. (2007). *Manajemen Keperawatan, Aplikasi dalam Praktik Keperawatan Profesional* (ed. 2). Jakarta: Salemba Medika.
- Nylén, D., & Holmström, J. (2015). Digital innovation strategy: A framework for diagnosing and improving digital product and service innovation. *Bus. Horiz.*, 58(1), 57–67.
- Oriarewo, G. O., Agbim, K. C., & Zeve, T. A. (2014). Relationship Between Emotional Intelligence And Entrepreneurial Performance: The Mediating Effect of Managerial Competence. *International Journal of Economics, Commerce and Management*, 2(10), 1–16.
- Oshodin, E. A., & Omoregbe, O. (2021). Supply Chain Management, Competitive Advantage And Organizational Performance In The Nigerian Manufacturing Sector. *Ordea Journal of Business and Economics*, 6(2)57-68.
- Pham, T.S.H., Monkhouse, L.L., & Barnes, B.R. (2017). The influence of relational capability and marketing capabilities on the export performance of emerging market firms. *Int. Market. Rev*, 34 (5), 606–628.
- Pinto, E. L., Giuseppe, Dell'Era, C., Verganti, R., & Bellini. (2017). Innovation strategies in retail services: solutions, experiences and meanings. *Eur. J. Innov. Manag*, 20(2), 190–209.

- Porter, M. (1985). *The Competitive Advantage: Creating and Sustaining Superior Performance*. New York: Free Press.
- Porter, M. E., & van der Linde, C. (1995). Green and competitive: Ending the stalemate. *Harvard Business Review*, 73(5), 120–134.
- Prabhu, S. L. Vargo, M., Barrett, & Davidson, E. (2017). Service Innovation in the Digital Age: Key Contributions and Future Directions. *MIS Q*, 39(1), 135–154.
- Qiu, L., Jie, X., Wang, Y., & Zhao, M. (2019). Green product innovation, green dynamic capability, and competitive advantage: Evidence from Chinese manufacturing enterprises. *Corporate Social Responsibility of Environmental Management*, 1-20.
- Rajapathirana, R. P. J., & Hui, Y. (2018). Relationship between innovation capability, innovation type, and firm performance. *Journal of Innovation and Knowledge*, 3(1).
- Rinandiyana, L. R., Kurniawan, D., & Kurniawati, A. (2016). Strategi Menciptakan Keunggulan Bersaing Melalui Pengembangan, Desain dan Kualitas Produk (Kasus Pada Industri Pakaian Muslim di Kota Tasikmalaya). *Jurnal Ekonomi Manajemen*, 2(2), 105–113.
- Rua, O., França, A., & Fernández-Ortiz, R. (2018). Key drivers of SMEs export performance: the mediating effect of competitive advantage. *J. Knowl. Manag*, 22 (2), 257–279.
- Saladin, D. (2012). *Manajemen Pemasaran Analisis, Perencanaan, Pelaksanaan dan Pengendalian*. Bandung: CV Linda Karya.

- Semar Stata Semarang Kota. (2020). Jumlah UMM Bidang Kuliner. Retrieved from <https://semarsatata.semarangkota.go.id/data/list/9>.
- Semarang Kota. (2022). Jumlah UMKM Bidang Kuliner. Retrieved from <https://data.semarangkota.go.id/data/list/9>.
- Semarang Kota. (2023). Data UMKM Kota Semarang. Retrieved from <https://dataumkm.semarangkota.go.id/web/dataumkm>.
- Semarang Kota. (2023). Upaya untuk Mendukung Kemajuan Usaha Mikro Kecil Menengah (UMKM) di Kota Semarang. Retrieved from <https://dataumkm.semarangkota.go.id/>.
- Semarang Kota. (2023). Kategori Data Industri & Usaha Mikro. Retrieved from <https://data.semarangkota.go.id/data/list/9>.
- Sigalas, C. (2015). Competitive advantage: The know unknown concept. *Manag. Dec*, 53.
- Sitorus, E., Rosidi, A., & Sunyoto, A. (2013). Analisis Dan Evaluasi User Acceptance Terhadap Penerapan E-Procurement Di Lingkungan Pemerintah Provinsi Kalimantan Selatan. *Jurnal Ilmiah d'Computare*, 3.
- Smith, T. M., & Reece, J. S. (1999). The relationship of strategy, fit, productivity, and business performance in a services setting. *Journal of Operations Management*, 17(2), 145–161.
- Sok, P., & O'Cass, A. (2011). Achieving superior innovation-based performance outcomes in SMEs through innovation resource-capability complementarity. *Ind. Market. Manag.*, 40 (8), 1285–1293.
- Subekti, R. A., & Pahlevi, R. W. (2022). Pengaruh Implementasi E-Payment Dan Kualitas Produk Terhadap Kinerja Umkm (Studi Kasus Pada Usaha

- Produk Hobi Alat Pancing). *Jurnal Ekonomi, Manajemen, Bisnis dan Akuntansi*, 1(6), 985-996.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV Alfabeta.
- Sutrasmawati, E. (2008). Pengaruh Kompetisi Produk Dalam Meningkatkan Kinerja Pemasaran Melalui Keunggulan Bersaing. *Jurnal Bisnis Ekonomi (JBE)*, 5(2).
- Talia, S. (2021). Analisis Pengaruh Orientasi Wirausaha, Inovasi Produk, Dan Kualitas Produk Terhadap Kinerja Pemasaran Umkm Di Pontianak (Studi Kasus Umkm Warung Makan Di Pontianak). *BISMA*, 6(8), 1787-1796.
- Tampubolon, L. R. R. U. (2014). *Manajemen Kinerja Sumber Daya Manusia. (P. Christian, Ed.)*. Yogyakarta: CV.Andi Offset.
- Taufiq, M., Prihatni, R., & Gurendrawati, E. (2020). Pengaruh Inovasi Produk, Kualitas Produk Dan Penggunaan Sistem Akuntansi Terhadap Kinerja UMKM. *Jurnal Akuntansi, Perpajakan dan Auditing*, 1(2), 204-220.
- Teece, D. J., Pisano, G., & Shuen, A. (1997). Dynamic capabilities and entrepreneurial management in large organizations: Towards a theory of the (entrepreneurial) firm. *European Economic Journal*, 86, 202-216.
- Teece, D. J., Pisano, G., & Shuen, A. (1998). Dynamic capabilities and strategic management. *Strategic Management Journal*, 18(7), 509-533.
- Tjiptono, F., dan Diana, A. (2005). *Total Quality Manajemen*. Yogyakarta: Andi. UKM Indonesia. (2023). Data UMKM, Jumlah dan Pertumbuhan Usaha Mikro, Kecil dan Menengah di Indonesia. Retrieved from

- [https://ukmindonesia.id/baca-deskripsi-posts/data-umkm-jumlah-dan-pertumbuhan-usaha-mikro-kecil-dan-menengah-di-indonesia.](https://ukmindonesia.id/baca-deskripsi-posts/data-umkm-jumlah-dan-pertumbuhan-usaha-mikro-kecil-dan-menengah-di-indonesia)
- Vorhies, D. W., & Harker, H. M. (2000). The capabilities and performance advantages of market-driven firms: An empirical investigation. *Aust. J. Manag*, 25, 145–172.
- Wang, M., Li, Y., Li, J., & Wang, Z. (2021). Green process innovation, green product innovation and its economic performance improvement paths: A survey and structural model. *Journal of Environment Management*, 297, 113282.
- Warraich, K. M., Warraich, I. A., & Asif, M. (2013). Achieving Sustainable Competitive Advantage through Service Quality: An Analysis of Pakistan Telecommunication Sector. *Global Journal of Management and Business Research*, 13(2).
- Weerawardena, J. (2003). The role of marketing capability in innovation-based competitive strategy. *J. Strategic Market*, 11 (1), 15–35
- Weerawardena, J., & O'Cass, A. (2004). Exploring the characteristics of the market-driven firms and antecedents to sustained competitive advantage. *Ind. Mark. Manag*, 33, 419–428.
- Wibowo. (2010). *Manajemen Kinerja*. Jakarta: Rajawali Pers.
- Wijaya, L. D., & Simamora, V. (2022). Pengaruh Kapabilitas Teknologi Informasi Dan Kapabilitas Inovasi Terhadap Strategi Dan Dampaknya Terhadap Keunggulan Bersaing Umkm Kuliner. *Jurnal Ilmiah Akuntansi dan Bisnis*, 7(1), 51-65.

- Yang, Y., & Ju, X. F. (2017). Entrepreneurial Orientation And Firm Performance: Is Product Quality a Missing Link?. *Entreprenuership Research Journal*, 24(1).
- Yang, Y., & Ju, X.F. (2018). Entrepreneurial orientation and firm performance: is product quality a missing link? *Entrepreneur. Res. J*, 8 (1), 1–13
- Zou, S., Fang, E., & Zhao, S. (2003). The effect of export marketing capabilities on export performance: an investigation of Chinese exporters. *J. Int. Market*, 11 (4), 32–55.
- Zou, S., Fang, E., & Zhao, S. (2003). The effect of export marketing capabilities on export performance: an investigation of Chinese exporters. *J. Int. Market*, 11(4), 32–55.