DAFTAR PUSTAKA

- Al-Abdallah, G. M., & Al-Salim, M. I. (2021). Green product innovation and competitive advantage: an empirical study of chemical industrial plants in Jordanian qualified industrial zones. *Benchmarking: An International Journal*, 28(8), 2542–2560. https://doi.org/10.1108/BIJ-03-2020-0095
- Andrews, K. R. (1971). *Concept of corporate strategy*.
- Anning-Dorson, T. (2017). Moderation-mediation effect of market demand and organization culture on innovation and performance relationship. *Marketing Intelligence & Planning*, 35(2), 222–242. https://doi.org/10.1108/MIP-04-2016-0066
- Anning-Dorson, T. (2018). Innovation and competitive advantage creation: The role of organisational leadership in service firms from emerging markets. *International Marketing Review*, *35*(4), 580–600. https://doi.org/10.1108/IMR-11-2015-0262
- Atalay, M., Anafarta, N., & Sarvan, F. (2013). The Relationship between Innovation and Firm Performance: An Empirical Evidence from Turkish Automotive Supplier Industry. *Procedia Social and Behavioral Sciences*, 75, 226–235. https://doi.org/10.1016/j.sbspro.2013.04.026
- Atuahene-Gima, K. (2005). Resolving the capability–rigidity paradox in new product innovation. *Journal of Marketing*, 69(4), 61–83.
- Azeem, M., Ahmed, M., Haider, S., & Sajjad, M. (2021). Expanding competitive advantage through organizational culture, knowledge sharing and organizational innovation. *Technology in Society*, 66(January), 101635. https://doi.org/10.1016/j.techsoc.2021.101635
- Barnett, W. P., & McKendrick, D. G. (2004). Why are Some Organizations More Competitive than Others? Evidence from a Changing Global Market. *Administrative Science Quarterly*, 49(4), 535–571. https://doi.org/10.2307/4131490
- Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99–120.
- Beneke, J., Blampied, S., Dewar, N., & Soriano, L. (2016). The impact of market orientation and learning orientation on organisational performance: A study of small to medium-sized enterprises in Cape Town, South Africa. *Journal of Research in Marketing and Entrepreneurship*, 18(1), 90–108. https://doi.org/10.1108/JRME-06-2015-0033
- Berman, Down, & Hill. (2020). Competitive Advantage in the Company. Jurnal

- *TECHNOBIZ*, 3(1), 14–18.
- Chandler, A. D. (1962). Strategy and Structure: Chapters in the History of American Enterprise. MIT Press: Cambridge, MA.
- Christa, U. R., & Kristinae, V. (2021). The effect of product innovation on business performance during covid 19 pandemic. *Uncertain Supply Chain Management*, 9(1), 151–158. https://doi.org/10.5267/j.uscm.2020.10.006
- Correia, R. J., Dias, J. G., & Teixeira, M. S. (2020). Dynamic capabilities and competitive advantages as mediator variables between market orientation and business performance. *Journal of Strategy and Management*, *14*(2), 187–206. https://doi.org/10.1108/JSMA-12-2019-0223
- Correia, R. J., Dias, J. G., & Teixeira, M. S. (2021). Dynamic capabilities and competitive advantages as mediator variables between market orientation and business performance. *Journal of Strategy and Management*, *14*(2), 187–206. https://doi.org/10.1108/JSMA-12-2019-0223
- Covin, J. G., & Wales, W. J. (2019). Crafting high-impact entrepreneurial orientation research: Some suggested guidelines. SAGE Publications Sage CA: Los Angeles, CA.
- Damanpour, F. (1991). Organizational innovation: A meta-analysis of effects of determinants and moderators. *Academy of Management Journal*, 34(3), 555–590.
- Darroch, J., & McNaughton, R. (2002). Examining the link between knowledge management practices and types of innovation. *Journal of Intellectual Capital*.
- Day, G. S. (1994). The capabilities of market-driven organizations. *Journal of Marketing*, 58(4), 37–52.
- Deshpandé, R., Farley, J. U., & Webster Jr, F. E. (1993). Corporate culture, customer orientation, and innovativeness in Japanese firms: a quadrad analysis. *Journal of Marketing*, 57(1), 23–37.
- Distanont, A., & Khongmalai, O. (2020). The role of innovation in creating a competitive advantage. *Kasetsart Journal of Social Sciences*, 41(1), 15–21. https://doi.org/10.1016/j.kjss.2018.07.009
- Esty, D. C., & Winston, A. (2009). Green to gold: How smart companies use environmental strategy to innovate, create value, and build competitive advantage. John Wiley & Sons.
- Ferdinand, A. (2014). Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Desrtasi Ilmu Manajemen.

- Ferreira, J., & Fernandes, C. (2017). Resources and capabilities' effects on firm performance: what are they? *Journal of Knowledge Management*, 21(5), 1202–1217. https://doi.org/10.1108/JKM-03-2017-0099
- Ford, J. D., Ford, L. W., & D'Amelio, A. (2008). Resistance to change: The rest of the story. *Academy of Management Review*, 33(2), 362–377.
- Forsman, H. (2011). Innovation capacity and innovation development in small enterprises. A comparison between the manufacturing and service sectors. *Research Policy*, 40(5), 739–750.
- Fraj, E., Matute, J., & Melero, I. (2015). Environmental strategies and organizational competitiveness in the hotel industry: The role of learning and innovation as determinants of environmental success. *Tourism Management*, 46, 30–42. https://doi.org/https://doi.org/10.1016/j.tourman.2014.05.009
- Frösén, J., Luoma, J., Jaakkola, M., Tikkanen, H., & Aspara, J. (2016). What counts versus what can be counted: The complex interplay of market orientation and marketing performance measurement. *Journal of Marketing*, 80(3), 60–78.
- Gebhardt, G. F., Carpenter, G. S., & Sherry Jr, J. F. (2006). Creating a market orientation: A longitudinal, multifirm, grounded analysis of cultural transformation. *Journal of Marketing*, 70(4), 37–55.
- Gheysari, H., Rasli, A., Roghanian, P., & Norhalim, N. (2012). A review on the market orientation evolution. *Procedia-Social and Behavioral Sciences*, 40, 542–549.
- Ghozali, I. (2017). Model persamaan struktural konsep dan aplikasi dengan program amos 24. *Semarang: Badan Penerbit Universitas Diponegoro*.
- Glazer, R. (1991). Marketing in an information-intensive environment: strategic implications of knowledge as an asset. *Journal of Marketing*, 55(4), 1–19.
- Gleißner, W., Helm, R., & Kreiter, S. (2013). Measurement of competitive advantages and market attractiveness for strategic controlling. *Journal of Management Control*, 24(1), 53–75.
- Grawe, S. J., Chen, H., & Daugherty, P. J. (2009). The relationship between strategic orientation, service innovation, and performance. *International Journal of Physical Distribution & Logistics Management*.
- Gruber-Muecke, T., & Hofer, K. M. (2015). Market orientation, entrepreneurial orientation and performance in emerging markets. *International Journal of Emerging Markets*.
- Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2010). *Multivariate data analysis: A global perspective (Vol. 7)*. Upper Saddle River, NJ: Pearson.

- Harris, L. C., & Ogbonna, E. (1999). Developing a market oriented culture: a critical evaluation. *Journal of Management Studies*, *36*(2), 177–196.
- Helfat, C. E., Finkelstein, S., Mitchell, W., Peteraf, M., Singh, H., Teece, D., & Winter, S. G. (2007). Dynamic Capabilities. Understanding Strategic Change in Organizations. Blackwell Publishing: Malden, MA.
- Hill, C. W. L., Jones, G. R., & Schilling, M. A. (2014). *Strategic management: Theory & cases: An integrated approach*. Cengage Learning.
- Hoi, C., & Robin, A. (2010). Agency conflicts, controlling owner proximity, and firm value: An analysis of dual-class firms in the United States. *Corporate Governance: An International Review*, 18(2), 124–135.
- Hossain, M. S., Hussain, K., Kannan, S., & Kunju Raman Nair, S. K. (2021). Determinants of sustainable competitive advantage from resource-based view: implications for hotel industry. *Journal of Hospitality and Tourism Insights*, *ahead-of-p*(ahead-of-print). https://doi.org/10.1108/jhti-08-2020-0152
- Jaworski, B. J., & Kohli, A. K. (1996). Market orientation: review, refinement, and roadmap. *Journal of Market-Focused Management*, 1(2), 119–135.
- Jogaratnam, G. (2017). The effect of market orientation, entrepreneurial orientation and human capital on positional advantage: Evidence from the restaurant industry. *International Journal of Hospitality Management*, 60, 104–113. https://doi.org/https://doi.org/10.1016/j.ijhm.2016.10.002
- Kafetzopoulos, D., Psomas, E., & Skalkos, D. (2020). Innovation dimensions and business performance under environmental uncertainty. *European Journal of Innovation Management*, 23(5), 856–876. https://doi.org/10.1108/EJIM-07-2019-0197
- Kam-Sing Wong, S. (2012). The influence of green product competitiveness on the success of green product innovation. *European Journal of Innovation Management*, 15(4), 468–490. https://doi.org/10.1108/14601061211272385
- Kamboj, S., & Rahman, Z. (2017). Market orientation, marketing capabilities and sustainable innovation: The mediating role of sustainable consumption and competitive advantage. *Management Research Review*, 40(6), 698–724. https://doi.org/10.1108/MRR-09-2014-0225
- Kaplan, R. S., & Norton, D. P. (1996). *Using the balanced scorecard as a strategic management system*. Harvard business review Boston.
- Ketchen Jr, D. J., Hult, G. T. M., & Slater, S. F. (2007). Toward greater understanding of market orientation and the resource-based view. *Strategic Management Journal*, 28(9), 961–964.

- Kohli, A. K., & Jaworski, B. J. (1990). Market orientation: the construct, research propositions, and managerial implications. *Journal of Marketing*, *54*(2), 1–18.
- 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? *Journal of Marketing*, 75(1), 16–30.
- Kuncoro, W., & Suriani, W. O. (2018). Achieving sustainable competitive advantage through product innovation and market driving. *Asia Pacific Management Review*, 23(3), 186–192. https://doi.org/https://doi.org/10.1016/j.apmrv.2017.07.006
- Leiblein, M. J., Chen, J. S., & Posen, H. E. (2017). Resource Allocation in Strategic Factor Markets: A Realistic Real Options Approach to Generating Competitive Advantage. *Journal of Management*, 43(8), 2588–2608. https://doi.org/10.1177/0149206316683778
- Lusch, R. F., & Vargo, S. L. (2006). Service-dominant logic: reactions, reflections and refinements. *Marketing Theory*, 6(3), 281–288.
- Lusch, R. F., Vargo, S. L., & O'brien, M. (2007). Competing through service: Insights from service-dominant logic. *Journal of Retailing*, 83(1), 5–18.
- Masulis, R. W., Wang, C., & Xie, F. (2009). Agency problems at dual-class companies. *The Journal of Finance*, 64(4), 1697–1727.
- Maury, B., & Pajuste, A. (2011). Private benefits of control and dual-class share unifications. *Managerial and Decision Economics*, 32(6), 355–369.
- Narkunienė, J., & Ulbinaitė, A. (2018). Comparative Analysis of Company Performance Evaluation Methods. *The International Journal*, 6(0282), 125–138.
- Narver, J. C., & Slater, S. F. (1990). The effect of a market orientation on business profitability. *Journal of Marketing*, *54*(4), 20–35.
- Ni, R., & Qian, M. (2019). A Review of the Impact of Market Orientation on Organizational Performance. *Advances in Social Science, Education and Humanities Research*, 179(Ieesasm 2017), 439–442. https://doi.org/10.2991/ieesasm-17.2018.92
- Nurjaya, N., Affandi, A., Erlangga, H., Sunarsi, D., & Jasmani, J. (2021). The Effect of Product Promotion and Innovation Activities on Marketing Performance in Middle Small Micro Enterprises in Cianjur. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(1), 528–540. https://doi.org/10.33258/birci.v4i1.1636
- Osorio Tinoco, F. F., Hernández-Espallardo, M., & Rodriguez-Orejuela, A. (2020).

- Nonlinear and complementary effects of responsive and proactive market orientation on firms' competitive advantage. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 841–859. https://doi.org/10.1108/APJML-01-2019-0058
- Otero-Neira, C., Lindman, M. T., & Fernández, M. J. (2009). Innovation and performance in SME furniture industries: An international comparative case study. *Marketing Intelligence & Planning*.
- Pinkse, J., & Kolk, A. (2010). Challenges and trade-offs in corporate innovation for climate change. *Business Strategy and the Environment*, 19(4), 261–272.
- Porter, M. E. (1980). Industry structure and competitive strategy: Keys to profitability. *Financial Analysts Journal*, *36*(4), 30–41.
- Porter, M. E. (1985). Competitive Advantage: Creating and Sustaining Superior Performance. Free Press: N. Y. *New York*, *NY*.
- Porter, M. E. (2008). *Competitive strategy: Techniques for analyzing industries and competitors*. Free press.
- Porter, M. E., & Strategy, C. (1980). Techniques for analyzing industries and competitors. *Competitive Strategy. New York: Free*.
- Pratono, A. H., Darmasetiawan, N. K., Yudiarso, A., & Jeong, B. G. (2019). Achieving sustainable competitive advantage through green entrepreneurial orientation and market orientation. *The Bottom Line*, *32*(1), 2–15. https://doi.org/10.1108/BL-10-2018-0045
- R. Morgan, T., Rapp, A., Glenn Richey R., J., & E. Ellinger, A. (2014). Marketing culture to service climate: the influence of employee control and flexibility. *Journal of Services Marketing*, 28(6), 498–508. https://doi.org/10.1108/JSM-08-2013-0226
- Rhee, J., Park, T., & Lee, D. H. (2010). Drivers of innovativeness and performance for innovative SMEs in South Korea: Mediation of learning orientation. *Technovation*, 30(1), 65–75.
- Rifaldo, A., & Wardi, Y. (2021). Marketing Management Studies. *Marketing Management*, *I*(4), 336–348. http://download.garuda.kemdikbud.go.id/article.php?article=2354118%5C& val=22677%5C&title=The The influence of social media marketing on brand awareness and brand image moderating effect of religiosity
- Roz, K. (2021). Supply Chain Management: A Study on Competitive Advantage Relationship and Operational Performance during Pandemic Covid 19 in Indonesia. *International Business Research*, 14(12), 34. https://doi.org/10.5539/ibr.v14n12p34

- Rubera, G., & Kirca, A. H. (2012). Firm innovativeness and its performance outcomes: A meta-analytic review and theoretical integration. *Journal of Marketing*, 76(3), 130–147.
- Samsir, S. (2018). The effect of leadership orientation on innovation and its relationship with competitive advantages of small and medium enterprises in Indonesia. *International Journal of Law and Management*, 60(2), 530–542. https://doi.org/10.1108/IJLMA-01-2017-0005
- Santos-Vijande, M. L., López-Sánchez, J. Á., & Trespalacios, J. A. (2012). How organizational learning affects a firm's flexibility, competitive strategy, and performance. *Journal of Business Research*, 65(8), 1079–1089.
- Sekaran, U., & Bougie, R. (2017). Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian, Edisi 6 Buku 1.
- Sepulveda, J., Garcés, L. F., Arias, F., Betancurt, J., Arboleda, C., & Valencia, A. (2019). The Innovation of Products and Services: a Review of the Methodology for its Evaluation in the Organizations. *Espacios*, 40(37), 26.
- Setiawan, R., Eliyana, A., Suryani, T., & Prayitto, H. (2020). The effect of market orientation on innovation capacity through entrepreneurial orientation at business start-up *Coffee* shop in Indonesia. *Systematic Reviews in Pharmacy*, 11(11), 298–305. https://doi.org/10.31838/srp.2020.11.44
- Sigalas, C. (2015). Competitive advantage: the known unknown concept. *Management Decision*.
- Sigalas, C., & Papadakis, V. M. (2018). Empirical investigation of relationship patterns between competitive advantage and superior performance. *Journal of Strategy and Management*, 11(1), 81–111. https://doi.org/10.1108/JSMA-01-2017-0010
- Silva, G. M., Gomes, P. J., Lages, L. F., & Pereira, Z. L. (2014). The role of TQM in strategic product innovation: an empirical assessment. *International Journal of Operations & Production Management*.
- Slater, S. F., & Narver, J. C. (1998). Customer-led and market-oriented: let's not confuse the two. *Strategic Management Journal*, 19(10), 1001–1006.
- Songling, Y., Ishtiaq, M., & Anwar, M. (2018). Enterprise Risk Management Practices and Firm Performance, the Mediating Role of Competitive Advantage and the Moderating Role of Financial Literacy. *Journal of Risk and Financial Management*, 11(3), 35. https://doi.org/10.3390/jrfm11030035
- Sugiyono, P. D. (2015). Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)(2015 ed.). *Penerbit Alfabeta: Bandung*.

- Taylor, C. R., Kim, K. H., Ko, E., Park, M. H., Kim, D. R., & Moon, H. Il. (2008). Does having a market orientation lead to higher levels of relationship commitment and business performance? Evidence from the Korean robotics industry. *Industrial Marketing Management*, *37*(7), 825–832.
- Therrien, P., Doloreux, D., & Chamberlin, T. (2011). Innovation novelty and (commercial) performance in the service sector: A Canadian firm-level analysis. *Technovation*, 31(12), 655–665.
- Tseng, P. H., & Liao, C. H. (2015). Supply chain integration, information technology, market orientation and firm performance in container shipping firms. *International Journal of Logistics Management*, 26(1), 82–106. https://doi.org/10.1108/IJLM-09-2012-0088
- Udriyah, Tham, J., & Ferdous Azam, S. M. (2019). The effects of market orientation and innovation on competitive advantage and business performance of textile smes. *Management Science Letters*, 9(9), 1419–1428. https://doi.org/10.5267/j.msl.2019.5.009
- Vaitoonkiat, E., & Charoensukmongkol, P. (2020). Stakeholder orientation's contribution to firm performance. *Management Research Review*, 43(7), 863–883. https://doi.org/10.1108/MRR-07-2019-0296
- Van Raaij, E. M., & Stoelhorst, J. W. (2008). The implementation of a market orientation: A review and integration of the contributions to date. *European Journal of Marketing*.
- Vargo, S. L., & Lusch, R. F. (2004). The four service marketing myths: remnants of a goods-based, manufacturing model. *Journal of Service Research*, 6(4), 324–335.
- Vicente, M., Abrantes, J. L., & Teixeira, M. S. (2015). Measuring innovation capability in exporting firms: The INNOVSCALE. *International Marketing Review*, 32(1), 29–51. https://doi.org/10.1108/IMR-09-2013-0208
- Voss, G. B., & Voss, Z. G. (2000). Strategic orientation and firm performance in an artistic environment. *Journal of Marketing*, 64(1), 67–83.
- Wang, L. L., & Gao, Y. (2021). Competition network as a source of competitive advantage: The dynamic capability perspective and evidence from China. *Long Range Planning*, 54(2), 102052. https://doi.org/10.1016/j.lrp.2020.102052
- Wolff, J. A., & Pett, T. L. (2006). Small-firm performance: modeling the role of product and process improvements. *Journal of Small Business Management*, 44(2), 268–284.
- Wu, J., & Chen, X. (2012). Leaders' social ties, knowledge acquisition capability

- and firm competitive advantage. *Asia Pacific Journal of Management*, 29(2), 331–350. https://doi.org/10.1007/s10490-011-9278-0
- Zhang, K., Jiang, W., Zhang, S., Xu, Y., & Liu, W. (2019). The impact of differentiated technological innovation efficiencies of industrial enterprises on the local emissions of environmental pollutants in Anhui province, China, from 2012 to 2016. *Environmental Science and Pollution Research*, 26(27), 27953–27970.
- Zhou, K. Z., Brown, J. R., & Dev, C. S. (2009). Market orientation, competitive advantage, and performance: A demand-based perspective. *Journal of Business Research*, 62(11), 1063–1070. https://doi.org/https://doi.org/10.1016/j.jbusres.2008.10.001