DAFTAR PUSTAKA

Badan Pusat Statistik. (2025). *Statistik penyediaan makanan minuman 2024*. https://www.bps.go.id/id/publication/2025/12/31/e46a55af756331ede8016b91/statistik-penyediaan-makanan-minuman-2024.html

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77-101. https://doi.org/10.1191/1478088706qp063oa

Ciasullo, M. V., Polese, F., Montera, R., & Carrubbo, L. (2021). A digital *servitization* framework for viable manufacturing companies. *Journal of Business & Industrial Marketing*, 36(13), 142-160. https://doi.org/10.1108/JBIM-07-2020-0349

Fatonah, S., & Haryanto, A. T. (2022). Exploring market orientation, product innovation and competitive advantage to enhance the performance of SMEs under uncertain events. *Uncertain Supply Chain Management*, 10(1), 161-168. https://doi.org/10.5267/j.uscm.2021.9.011

Gale, N. K., Heath, G., Cameron, E., Rashid, S., & Redwood, S. (2013). Using the framework method for the analysis of qualitative data in multi-disciplinary health research. *BMC Medical Research Methodology*, 13, Article 117. https://doi.org/10.1186/1471-2288-13-117

Kohli, A. K., & Jaworski, B. J. (1990). Market orientation: The construct, research propositions, and managerial implications. *Journal of Marketing*, 54(2), 1-18. https://doi.org/10.1177/002224299005400201

Komariah, S., Bukhari, E., & S, R. (2024). Influence of customer orientation, technology orientation and entrepreneurial orientation on product innovation in MSMEs the halal food sector in North Bekasi City. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis*, 12(3), 3175-3182. https://doi.org/10.37676/ekombis.v12i3.5670

Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (16th ed.). Pearson.

Lovelock, C., & Gummesson, E. (2004). Whither services marketing? In search of a new paradigm and fresh perspectives. *Journal of Service Research*, 7(1), 20-41. https://doi.org/10.1177/1094670504266131

Magnadi, R. H. (n.d.). *Krusialnya Bab 1 dalam sebuah skripsi* [Bahan panduan penulisan]. Fakultas Ekonomika dan Bisnis, Universitas Diponegoro.

Magnadi, R. H. (2025). *Multi-stakeholder market orientation and museum performance: The role of innovation* [Doctoral dissertation, University of Glasgow]. Enlighten Theses. https://doi.org/10.5525/gla.thesis.85275

Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). SAGE.

Narver, J. C., & Slater, S. F. (1990). The effect of a market orientation on business profitability. *Journal of Marketing*, 54(4), 20-35. https://doi.org/10.1177/002224299005400403

Nugroho, A., & Magnadi, R. H. (2018). Pengaruh kualitas layanan terhadap kepuasan pelanggan jasa pengiriman Lazada Express saat Harbolnas di e-commerce. *Diponegoro Journal of Management*, 7(4), 33-43. https://ejournal3.undip.ac.id/index.php/djom/article/view/22330

OECD/Eurostat. (2018). *Oslo manual 2018: Guidelines for collecting, reporting and using data on innovation* (4th ed.). OECD Publishing. https://doi.org/10.1787/9789264304604-en

Perdhana, M. S., Magnadi, R. H., Dirgantara, I. M. B., & Arfinto, E. D. (2017). Perbandingan instrumen kuantitatif untuk mengukur kualitas layanan. *Jurnal Studi Manajemen Organisasi*, 14(1), 34-40. https://doi.org/10.14710/jsmo.v14i1.15669

Porter, M. E. (1985). *Competitive advantage: Creating and sustaining superior performance*. Free Press.

Qhozi, E. D., Zulfa, M., & Cahyono, B. (2025). Peran orientasi pelanggan dan orientasi pesaing terhadap kinerja pemasaran UMKM kuliner di Kota Semarang dengan inovasi produk sebagai variabel intervening. *eCo-Buss*, 8(1), 219-233. https://doi.org/10.32877/eb.v8i1.2399

Vandermerwe, S., & Rada, J. (1988). *Servitization* of business: Adding value by adding services. *European Management Journal*, 6(4), 314-324. https://doi.org/10.1016/0263-2373(88)90033-3

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1-17. https://doi.org/10.1509/jmkg.68.1.1.24036

Vargo, S. L., & Lusch, R. F. (2008). *Service-dominant logic*: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36, 1-10. https://doi.org/10.1007/s11747-007-0069-6

Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: An extension and update of *service-dominant logic*. *Journal of the Academy of Marketing Science*, 44, 5-23. https://doi.org/10.1007/s11747-015-0456-3

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22. https://doi.org/10.1177/002224298805200302

Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1985). Problems and strategies in services marketing. *Journal of Marketing*, 49(2), 33-46. https://doi.org/10.1177/002224298504900203

UNIVERSITAS DIPONEGORO
SEMARANG
FEB UNDIP