

## DAFTAR PUSTAKA

- Albaladejo, H. R. and M. (2001). Determinants of Innovation Capability in Small UK Firms: An Empirical Analysis. *Innovation*, (40), 1–28.
- Arfanly, B., Sarma, M., & Syamsun, M. (2017). Peran Entrepreneurial Marketing dalam Peningkatan Kinerja Pemasaran pada Industri Rumahan Kabupaten Kendal, Jawa Tengah. *MANAJEMEN IKM: Jurnal Manajemen Pengembangan Industri Kecil Menengah*, 11(2), 141–150.
- Battor, M., & Battor, M. (2010). The impact of customer relationship management capability on innovation and performance advantages: Testing a mediated model. *Journal of Marketing Management*, 26(9–10), 842–857.
- Cacciolatti, L., & Lee, S. H. (2016). Revisiting the relationship between marketing capabilities and firm performance: The moderating role of market orientation, marketing strategy and organisational power. *Journal of Business Research*, 69(12), 5597–5610.
- Calantone, R. J., Tamer, C. S., & Yushan, Z. (2004). Learning orientation, firm innovation capability, and firm performance. *Industrial Marketing Management*, 31, 515 citation\_lastpage=524.
- Chang, W., Park, J. E., & Chaik, S. (2010). How does CRM technology transform into organizational performance? A mediating role of marketing capability. *Journal of Business Research*, 63(8), 849–855.
- Davidsson, P., Achtenhagen, L., & Naldi, L. (2005). Research on small firm growth: A review. *European Institute of Small Business*, 1–27.
- Day, G. S. (1994). The Capabilities of Market-Driven Organizations. *Journal of Marketing*, 58(4), 37.
- Demircan, N., & Ert, A. (2010). and Medium-Sized Enterprises : Examining the Effects of Organizational Culture. *Journal of Small Business Management*, 48(3), 325–359.
- Fitriani, L. K., & Ferdinand, A. T. (2016). Acculturative Iconic Product Attractiveness and Marketing Performance. *Journal of Global Strategic Management*, 2(9), 15–15.
- García-Morales, V. J., Llorens-Montes, F. J., & Verdú-Jover, A. J. (2006). Antecedents and consequences of organizational innovation and

- organizational learning in entrepreneurship. *Industrial Management and Data Systems*, 106(1), 21–42.
- García-Morales, V. J., Llorens-Montes, F. J., & Verdú-Jover, A. J. (2006). Antecedents and consequences of organizational innovation and organizational learning in entrepreneurship. *Industrial Management and Data Systems*, 106(1), 21–42.
- Gorelick, C., & Tantawy-Monsou, B. (2005). For performance through learning, knowledge management is the critical practice. *Learning Organization*, 12(2), 125–139.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152.
- Hurley, R. F., Hult, G. T. M., & Knight, G. A. (2005). Innovativeness and capacity to innovate in a complexity of firm-level relationships: A response to Woodside (2004). *Industrial Marketing Management*, 34(3), 281–283.
- Jaakkola, M., Möller, K., Parvinen, P., Evanschitzky, H., & Mühlbacher, H. (2010). Strategic marketing and business performance: A study in three European “engineering countries.” *Industrial Marketing Management*, 39(8), 1300–1310.
- Jerez-Gómez, P., Céspedes-Lorente, J., & Valle-Cabrera, R. (2005). Organizational learning capability: A proposal of measurement. *Journal of Business Research*, 58(6), 715–725.
- Kessler, E. H., Allocca, M. A., & Rahman, N. (2011). External knowledge accession and innovation speed in the small and medium sized enterprise (SME). *Small Enterprise Research*, 15(1), 1–21.
- Kreiser, P. M., & Davis, J. (2010). Entrepreneurial Orientation and Firm Performance: The Unique Impact of Innovativeness, Proactiveness, and Risk-taking. *Journal of Small Business and Entrepreneurship*, 23(1), 39–51.
- Lansing, E., Collins, F., & Wiley, J. (2007). Research notes and commentaries toward greater understanding of market orientation and the resource-based view. *Strategic Management Journal*, 28(5), 961–964.
- Lansing, E., Collins, F., & Wiley, J. (2007). Research notes and commentaries toward greater understanding of market orientation and the resource-based view. *Strategic Management Journal*, 28(5), 961–964.

- Lin, R. J., Chen, R. H., & Chiu, K. K. S. (2010). Customer relationship management and innovation capability: An empirical study. *Industrial Management and Data Systems*, 110(1), 111–133.
- Martin, S. L., & Javalgi, R. R. G. (2016). Entrepreneurial orientation, marketing capabilities and performance: The Moderating role of Competitive Intensity on Latin American International New Ventures. *Journal of Business Research*, 69(6), 2040–2051.
- Martin, S. L., Javalgi, R. G., & Cavusgil, E. (2017). Marketing capabilities, positional advantage, and performance of born global firms: Contingent effect of ambidextrous innovation. *International Business Review*, 26(3), 527–543.
- Merrilees, B., Rundle-Thiele, S., & Lye, A. (2011). Marketing capabilities: Antecedents and implications for B2B SME performance. *Industrial Marketing Management*, 40(3), 368–375.
- Montoya-weiss, M. V. T. M. M., & Carolina, N. (2001). Integrating Operations and Marketing Perspectives of Product Innovation: The Influence of Organizational Process Factors and Capabilities on Development Performance. *Management Science*, 47(1), 151–172.
- Morgan, N. A., & Vorhies, D. W. (2005). Benchmarking Marketing Capabilities for Sustainable Competitive Advantage. *Journal of Marketing*, 69(1), 80–94.
- Morgan, N. A., Slotegraaf, R. J., & Vorhies, D. W. (2009). Linking marketing capabilities with profit growth. *International Journal of Research in Marketing*, 26(4), 284–293.
- Najafi-Tavani, S., Sharifi, H., & Najafi-Tavani, Z. (2016). Market orientation, marketing capability, and new product performance: The moderating role of absorptive capacity. *Journal of Business Research*, 69(11), 5059–5064.
- Nath, P., Nachiappan, S., & Ramanathan, R. (2010). The impact of marketing capability, operations capability and diversification strategy on performance: A resource-based view. *Industrial Marketing Management*, 39(2), 317–329.
- Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., ... Wirth, F. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2), 209–224.
- Ngo, L. V., & O’Cass, A. (2012). In search of innovation and customer-related performance superiority: The role of market orientation, marketing capability, and innovation capability interactions. *Journal of Product Innovation Management*, 29(5), 861–877.

- Ngo, L. V., & O’Cass, A. (2012). Performance implications of market orientation, marketing resources, and marketing capabilities. *Journal of Marketing Management*, 28(1–2), 173–187.
- O’Cass, A., & Ngo, L. V. (2011). Winning through innovation and marketing: Lessons from Australia and Vietnam. *Industrial Marketing Management*, 40(8), 1319–1329.
- O’Cass, A., & Weerawardena, J. (2010). The effects of perceived industry competitive intensity and marketing-related capabilities: Drivers of superior brand performance. *Industrial Marketing Management*, 39(4), 571–581. <https://doi.org/10.1016/j.indmarman.2009.04.002>
- Olson, E. M., Slater, S. F., Tomas, G., & Hult, M. (2005). Performance Implications of Fit / 49. *Journal of Marketing*, 69(July), 49–65.
- Oura, M. M., Zilber, S. N., & Lopes, E. L. (2016). Innovation capacity, international experience and export performance of SMEs in Brazil. *International Business Review*, 25(4), 921–932.
- Özgener, Ş., & Iraz, R. (2006). Customer relationship management in small-medium enterprises: The case of Turkish tourism industry. *Tourism Management*, 27(6), 1356–1363.
- Panayides, P. (2006). Enhancing innovation capability through relationship management and implications for performance. *European Journal of Innovation Management*, 9(4), 466–483.
- Prieto, I. M., & Revilla, E. (2006). Assessing the impact of learning capability on business performance: Empirical evidence from Spain. *Management Learning*, 37(4), 499–522.
- Prieto, I. M., & Revilla, E. (2006). Learning capability and business performance: A non-financial and financial assessment. *Learning Organization*, 13(2), 166–185.
- Reinartz, W., Thomas, J. S., & Kumar, V. (2005). Balancing Acquisition and Retention Resources to Maximize Customer Profitability. *Journal of Marketing*, 69(1), 63–79.
- 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.

- Ruiz-Ortega, M. J., & García-Villaverde, P. M. (2008). Capabilities and competitive tactics influences on performance: Implications of the moment of entry. *Journal of Business Research*, *61*(4), 332–345.
- Ryals, L. (2005). Management Work : The Measurement and Profitable Management of Customer. *Journal of Marketing*, *69*, 252–261.
- Slotegraaf, R. J., & Pauwels, K. (2008). The Impact of Brand Equity and Innovation on the Long-Term Effectiveness of Promotions. *Journal of Marketing Research*, *45*(3), 293–306.
- Sok, P., & O’Cass, A. (2011). Achieving superior innovation-based performance outcomes in SMEs through innovation resource-capability complementarity. *Industrial Marketing Management*, *40*(8), 1285–1293.
- Sok, P., O’Cass, A., & Sok, K. M. (2013). Achieving superior SME performance: Overarching role of marketing, innovation, and learning capabilities. *Australasian Marketing Journal*, *21*(3), 161–167.
- Sok, P., Snell, L., Lee, W. J. (Thomas), & Sok, K. M. (2017). Linking entrepreneurial orientation and small service firm performance through marketing resources and marketing capability: A moderated mediation model. *Journal of Service Theory and Practice*, *27*(1), 231–249.
- Spence, M., & Essoussi, L. H. (2010). SME brand building and management: An exploratory study. *European Journal of Marketing*, *44*(7), 1037–1054.
- Sulistyo, H., & Siyamtinah. (2016). Innovation capability of SMEs through entrepreneurship, marketing capability, relational capital and empowerment. *Asia Pacific Management Review*, *21*(4), 196–203.
- Takata, H. (2016). Effects of industry forces, market orientation, and marketing capabilities on business performance: An empirical analysis of Japanese manufacturers from 2009 to 2011. *Journal of Business Research*, *69*(12), 5611–5619.
- Tan, K. C., Kannan, V. R., & Narasimhan, R. (2007). The impact of operations capability on firm performance. *International Journal of Production Research*, *45*(21), 5135–5156.
- Thornhill, S. (2006). Knowledge, innovation and firm performance in high- and low-technology regimes. *Journal of Business Venturing*, *21*(5), 687–703.
- Tuamsuk, K., Siriprasoetsin, P., & Vongprasert, C. (2011). Factors affecting customer relationship management practices in Thai academic libraries. *International Information and Library Review*, *43*(4), 221–229.

- Valliere, D. (2006). Consequences of Growth: Shaping Entrepreneurial Attitudes. *The International Journal of Entrepreneurship and Innovation*, 7(3), 141–148.
- van Gils, A., & Zwart, P. (2004). Knowledge acquisition and learning in Dutch and Belgian SMEs: The role of strategic alliances. *European Management Journal*, 22(6), 685–692.
- Verhoef, P. C., & Langerak, F. (2003). Strategically embedding CRM. *Business Strategy Review*, 14(4), 73–80.
- Wang, Z., & Kim, H. G. (2017). Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective. *Journal of Interactive Marketing*, 39, 15–26.
- Wu, F., Yenyurt, S., Kim, D., & Cavusgil, S. T. (2006). The impact of information technology on supply chain capabilities and firm performance: A resource-based view. *Industrial Marketing Management*, 35(4), 493–504.
- Yu, W., Ramanathan, R., & Nath, P. (2014). The impacts of marketing and operations capabilities on financial performance in the UK retail sector: A resource-based perspective. *Industrial Marketing Management*, 43(1), 25–31.
- Zollo, M., & Winter, S. G. (2003). Deliberate Learning and the Evolution of Dynamic Capabilities. *Organization Science*, 13(3), 339–351.