

DAFTAR REFERENSI

- Berthon, Pierre, James Mulbert and Leyland F. Pitt (1999), "To Serve or Create? Strategic Orientations Toward Customers and Innovation", California **Management Review**, vol 42 no 1
- Bhoovaraghavan Sriraman, Ashok and Rajan Chandran (1996), "Resolving the Process vs Product Innovation Dilemma : A Consumer Choice Theoretic Approach", **Management Science**, vol. 42, no. 2 February
- Bhuiyan, S.N. (1998), "An Empirical Examination of Market Orientation in Saudi Arabian Manufacturing Companies", **Journal of Business Research**, Vol. 43, No. 1, pp. 13-25.
- Cooper, Donald R, and William Emory, (1998), "**Metode Penelitian Bisnis**", Erlangga, Jakarta.
- Craven David W, (1999), "**Pemasaran Strategis**" Jilid I Suatu Terjemahan, Erlangga, Jakarta
- Deshpande, R. and Zaltman, G. (1982), "Factors Affecting the Use of Market Research Information: A Path Analysis", **Journal of Marketing Research**, Vol. 19, No. 1, pp. 14-31.
- Dougherty, Deborah and Cynthia Hardy (1996), "Sustained Product Innovation in Large, Mature Organizations: Overcoming Innovation- T-Organization Problems", **Academy of Management Journal**, vol 39
- Ferdinand, Augusty, (2000), "**Manajemen Pemasaran: Sebuah Pendekatan Strategic**", Research Paper Series, Program Magister Manajemen Universitas Diponegoro, Semarang.
- Ferdinand, Augusty, (2002), "**Struktur Equation Model Dalam Penelitian Manajemen**", Badan Penerbit Universitas Diponegoro, Semarang
- Ferdinand, Augusty, (2005), "**Struktur Equation Model Dalam Penelitian Manajemen**", Badan Penerbit Universitas Diponegoro, Semarang

- Gatignon, H., and Xuereb, J.M.,(1997),” Strategic Orientation of The Firms and New Product Performance”, **Journal of Marketing Research**, Vol.34,pp.77-90
- Greenley, Gordon E, (1995),” Forms of market orientation in UK companies” **Journal of Management Studies**, vol.32:1
- Hair ,J.F. Anderson,R.E., Black, W.C (1995),” **Multivariate Data Analysis, 4Th Edition**’, New Jersey, Prentice Hall.
- Han, J.K., Namwoon Kim, and Rajendra K. Srivastava, (1998),” Market Orientation and Organizational Performance: Is Innovation a Missing Link?”, **Journal of Marketing 2**.
- Harris, L.C. and Piercy, N. (1999), “ Management Behaviour and Barriers to Market Orientation in Retailing Companies”, **The Journal of Service Marketing**, Vol. 13, No. 2, p. 113-131.
- Horng, Shun-Ching, and Chen, Cheng-Hsui A. (1998),“ Market Orientation of Small and Medium-Sized Firms in Taiwan”, **Journal of Small Business Management**, Vol. 36, No.3, pp. 79-85.
- Indriantoro Nur dan Suporno Bambang, (1999),” **Metodologi Penelitian Bisnis Untuk Akuntansi dan Manajemen**”, Edisi Pertama, BPFE, Yogyakarta
- Ignacio, L., Gonzalez, A., Vijande, M.L.S. and Casielles, R.V. (2002),“ The Market Orientation Concept in the Private Nonprofit Organization Domain”, **International Journal of Nonprofit and Voluntary Sector Marketing**, Vol. 7, No. 1, pp. 55-67.
- Johson, Jean L and Wiboon Arunthaness, (1995),“ Ideal and Arcrual Product Adaptation in US Exporting Firms “, **Journal International Marketing Review**, Vol 12 No 3, januari p.31-46
- Kohli, A. K., and Jaworski, B.J., (1990),” Market Orientation: The Construct, Research, Proposition, and Mangerial Implication “, **Journal of Marketing**, Vol 54, April.
- Kohli, A. K., and Jaworski, B.J., (1993),” Market Orientation : Antecedents and Consequences “, **Journal of Marketing**, Vol 57, April.

- Kotabe, Masaaki, Dale F. Duhan, David K. Smith Jr, and R. Dale Wilson, (1991), "The Perceived Veracity of PIMS Strategy Principles in Japan: An Empirical Inquiry", **Journal of Marketing** **55**.
- Lukas, Bryan. A and Ferrell, O.C, (2000), "The Effect of Market Orientation on Product Innovation", **Journal of The Academy of Marketing Science**, Vol. 28, Spring.
- Mole, Kevin and Les Worrall (2001), "Innovation Business Performance and Regional Competitiveness in The West Midlands: Evidence From the West Midlands Business Survey", **European Business Review**, vol.13, p. 353-364
- Menon, A., Jaworski, B.J., and Kohli, A.K., (1997), "Product Quality: Impact Interdepartmental Interactions", **Journal of The Academy of Marketing Science**, Vol.25.
- Mostaque Ahmed Zebal (2003) "A Synthesis Model of Market Orientation for A Developing Country – The Case of Bangladesh" Disertasi
- Muffatto, M. and Panizzolo, R. (1995), "A Process-Based View for Customer Satisfaction", **International Journal of Quality & Reliability Management**, Vol. 12, No.9, pp. 154-169.
- Nangoi, Ronald, (2002), "Meningkatkan Customer Service", **Journal of Manajemen**, November.
- Narver, J.C., and Slater, S.F., (1990), "The Effect of a Market Orientation on Business Profitability", **Journal of Marketing**, Vol.54, Oktober.
- Narver, J.C. and Slater, S. (1994b), "Does Competitive Environment Moderate the Market Orientation Performance Relationship?", **Journal of Marketing**, Vol. 58, No. 2, pp. 46-55.
- Neely, Andy, (2001), "New Product Quality and Product Development Teams", **Journal of Marketing**, vol 64, P. 111-123
- Noble H. Charles, Rajiv K. Sinha and Ajith Kumar (2002), "Market Orientation and Alternative Strategic Orientations: A Longitudinal Assessment of Performance Implications", **Journal of Marketing** vol. 66, 25-39

- Pelham, Alfred M (1997),” Mediating Influensure On The Relationship, Between Market Orientation And Profitability in Small Industri Firm“ **Journal of Marketing Teory and Practice Summer**, 57-76.
- Permadi, MF (1998), "Pengembangan Konsep Kinerja Pasar", **Jurnal Ekonomi dan Bisnis Indonesia**, 13 (3) : 70-79
- Pulendran, S., Speed, R., and Widing II, R.E., (2000), ”The Antecedents and Consequences of Market Orientation in Australia”, **Australian Journal of Management**, Vol.25.
- Rilling Qu, Christine ennew, Thea Sinclair (2002), “*Developing Market Orientation in Chine: The Impact of The Regulation and Ownership Structure*”. **Journal of Marketing**
- Ruekert, R. and Walker, O.C. Jr. (1987), “Marketing’s Interaction With Other FunctionalUnits: A Conceptual Framework and Empirical Evidence”, **Journal of Marketing**, Vol.51, No. 1, pp. 1-19.
- Singaribun, Masri, dan Sofian Effendy, (1995), “**Metode Penelitian Surva**“, LP3ES, Jakarta.
- Sinkula, Baker (1999),” The Synergistic Effect of Maket Orientation and Learning Orientation On Organizational Performance”,**Journal of The Academy of Marketing Science**, vol. 27.
- Sugiono, (2002), “**Metodologi Penelitian Bisnis**”, CV Alfabeta, Bandung.
- Tatik Suryani, (2001), “Pengembangan Budaya Orientasi Pasar Sebagai Sumber Keunggulan Bersaing Yang berkelanjutan”, **Ventura**, Vol 4
- Tjiptono, Fandy (1997), “**Strategi Pemasaran**”, Edisi 11, ANDI Yogyakarta
- Voss, Glen. B and Voss, Zannie, Giraud, (2000),”Strategic Orientastion and Firm Performance in an Artistic Environment:”, **Journal of Marketing**, Vol. 64.
- Wahyono, (2002), “Orinetasi Pasar dan Inovasi: “Pengaruhnya Terhadap Kinerja Pemasaran”, **Jurnal Sains Pemasaran Indonesia**, Vol.1, Mei.
- Webster, Frederick E., Jr., (1988), “Rediscovering the Marketing Concept”, **Business Horizons**, 31.