

REFERENCES

- Afriyie, S., Du, J., & Ibn Musah, A.-A. (2019). Innovation and marketing performance of SME in an emerging economy: the moderating effect of transformational leadership. *Journal of Global Entrepreneurship Research*, 9(1). <https://doi.org/10.1186/s40497-019-0165-3>
- Aksoy, H. (2017). How do innovation culture, marketing innovation, and product innovation affect the market performance of small and medium-sized enterprises (SMEs)? *Technology in Society*, 51, 133–141. <https://doi.org/10.1016/j.techsoc.2017.08.005>
- Anwar, M. (2018). Business model innovation and SMEs performance-Does competitive advantage mediate? *International Journal of Innovation Management*, 22(7). <https://doi.org/10.1142/S1363919618500573>
- Aziz, N. N. A., & Samad, S. (2016). Innovation and Competitive Advantage: Moderating Effects of Firm Age in Foods Manufacturing SMEs in Malaysia. *Procedia Economics and Finance*, 35, 256–266. [https://doi.org/10.1016/s2212-5671\(16\)00032-0](https://doi.org/10.1016/s2212-5671(16)00032-0)
- Boermans, M. A., & Roelfsema, H. (2015). Small firm internationalization, innovation, and growth. *International Economics and Economic Policy*, 13(2), 283–296. <https://doi.org/10.1007/s10368-014-0310-y>
- Darmanto. (2015). *Keterkaitan Antar Dimensi Orientasi Strategi dan Kinerja Pemasaran*. 96–110. <https://publikasiilmiah.ums.ac.id/xmlui/handle/11617/5131>
- Day, G. S., & Wensley, R. (1988). Assessing Advantage: A Framework for Diagnosing Competitive Superiority. *Journal of Marketing*, 52(2), 1–20. <https://doi.org/10.1177/002224298805200201>

- Farida, N. (2017). Antecedent of Innovation and Marketing Performance in Batik Industry. *Advanced Science Letters*, 23(1), 471–474. <https://doi.org/10.1166/asl.2017.7226>
- Fatach Ichwan, & Nursyamsiah, S. (2019). *The Effect of Responsive and Proactive Market Orientation on Product Innovation and Company Performance: A Case Study on MSMEs in the Culinary Field in D.I. Yogyakarta*.
- Ferdinand, A. (2000). *Manajemen Pemasaran: Sebuah Pendekatan Strategik*.
- Fitriati, T. K., Purwana, D., & Buchdadi, A. D. (2020). The role of innovation in improving small medium enterprise (SME) performance. *International Journal of Innovation, Creativity and Change*, 11(2), 232–250. https://api.elsevier.com/content/abstract/scopus_id/85081255705
- Hatta, I. H. (2015). Orientasi Pasar, Orientasi Kewirausahaan, Kapabilitas Pemasaran dan Kinerja Pemasaran I. *Jurnaljam.Ub.Ac.Id*. <https://jurnaljam.ub.ac.id/index.php/jam/article/view/815>
- Herman, H., Hady, H., & Arafah, W. (2018). The Influence of Market Orientation and Product Innovation on the Competitive Advantage and Its Implication toward Small and Medium Enterprises (Ukm) Performance. *International Journal of Science and Engineering Invention*, 4(08). <https://doi.org/10.23958/ijsei/vol04-i08/02>
- Hidayatullah, S., Firdiansjah, A., Patalo, R. G., & Waris, A. (2019). The Effect Of Entrepreneurial Marketing And Competitive Advantage On Marketing Performance. *INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH*, 8(10). www.ijstr.org
- Indriastuti, H., Kasuma, J., Saida Zainurrosalamia, Z. A., Darma, D. C., & Sawangchai, A. (2020). Achieving marketing performance through acculturative product advantages: The case of sarong samarinda. *Asian Journal of Business and Accounting*, 13(1), 241–261. <https://doi.org/10.22452/ajba.vol13no1.9>

- Jamaludin, M., Busthomi, H., Gantika, S., Rosid, A., Sunarya, E., & Nur, T. (2022). Market orientation and SCM strategy on SME organizational performances: the mediating effect of market performance. *Cogent Economics & Finance*, *10*(1). <https://doi.org/10.1080/23322039.2022.2157117>
- 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>
- Kharisma, B. (2017). *Implikasi Inovasi Produk, Orientasi Pasar, Dan Kualitas Pelayanan Terhadap Kinerja Pemasaran (Studi Empirik Pada Umkm Berbasis Kuningan Di Kecamatan Tapen)*. <https://repository.unej.ac.id/handle/123456789/82017>
- 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>
- 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. <https://doi.org/10.1108/02635571011008434>
- Mai, N. K., Do, T. T., & Phan, N. A. (2022). The impact of leadership traits and organizational learning on business innovation. *Journal of Innovation and Knowledge*, *7*(3). <https://doi.org/10.1016/J.JIK.2022.100204>
- Mardikaningsih, R., Darmawan, D., & Anastasya Sinambela, E. (2022). *PENGEMBANGAN KEUNGGULAN KOMPETITIF UMKM MELALUI STRATEGI ORIENTASI PASAR DAN INOVASI PRODUK* (Vol. 5, Issue 2).
- Marlizar, M., Harahap, T. H., Alda, M. F., & Marwiadi, M. (2020). The Role of Market Orientation and Creativity in Affecting the Marketing Performance of Market Traders in Aceh Market Banda Aceh City. *Budapest International*

Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences, 3(2), 1114–1127. <https://doi.org/10.33258/birci.v3i2.950>

Merakati, I., Rusdarti, W., Artikel, I., & Artikel, S. (2017). Pengaruh orientasi pasar, inovasi, orientansi kewirausahaan melalui keunggulan bersaing terhadap kinerja pemasaran. *Journal.Unnes.Ac.Id*, 6(2), 114–123. <https://journal.unnes.ac.id/sju/index.php/jeec/article/view/19297>

Michael Porter, & Kramer, M. R. (2011). *Creating Shared Value How to reinvent capitalism-and unleash a wave of innovation and growth*.

Narver, J. C., & Slater, S. F. (1990). The Effect of a Market Orientation on Business Profitability. *Journal of Marketing*, 54(4), 20. <https://doi.org/10.2307/1251757>

Nurcholis, L. (2020). The mediating effect of agility at relationship between market orientation and marketing performance. *Jurnal Manajemen Dan Pemasaran Jasa*, 13(1), 65–78. <https://doi.org/10.25105/jmpj.v13i1.5835>

Obeidat, B. Y., Al-Suradi, M. M., Masa'deh, R., & Tarhini, A. (2016). The impact of knowledge management on innovation: An empirical study on Jordanian consultancy firms. *Management Research Review*, 39(10), 1214–1238. <https://doi.org/10.1108/MRR-09-2015-0214/FULL/XML>

Organisation for Economic Co-operation and Development., & Statistical Office of the European Communities. (2005). *Oslo manual : guidelines for collecting and interpreting technological innovation data*. Organisation for Economic Co-operation and Development.

Porter, M. E. (1985). *Technology and Competitive Advantage*.

Puspaningrum, A. (2020). Market Orientation, Competitive Advantage and Marketing Performance of Small Medium Enterprises (SMEs). *Journal of Economics, Business, & Accountancy Ventura*, 23(1), 19. <https://doi.org/10.14414/jebav.v23i1.1847>

- Rajapathirana, R. P. J., & Hui, Y. (2018). Relationship between innovation capability, innovation type, and firm performance. *Journal of Innovation and Knowledge*, 3(1), 44–55. <https://doi.org/10.1016/j.jik.2017.06.002>
- Shiva, A., Aghazadeh, H., & Heidary, A. (2017). A Survey on the Effect of Exploration and Exploitation Approaches of Market Orientation on Innovation and Business Performance. *Journal of Business Management*, 9(3), 595–616. <https://doi.org/10.22059/JIBM.2017.127516.1805>
- Sigalas, C., Pekka Economou, V., & B. Georgopoulos, N. (2013). Developing a measure of competitive advantage. *Journal of Strategy and Management*, 6(4), 320–342. <https://doi.org/10.1108/JSMA-03-2013-0015>
- Slater, S. F., & Narver, J. C. (2000). *The Positive Effect of a Market Orientation on Business Profitability: A Balanced Replication*.
- Soltanizadeh, S., Abdul Rasid, S. Z., Mottaghi Golshan, N., & Wan Ismail, W. K. (2016). Business strategy, enterprise risk management and organizational performance. *Management Research Review*, 39(9), 1016–1033. <https://doi.org/10.1108/MRR-05-2015-0107>
- Sukardi, M., Za, S. Z., & Hudayah, S. (2021). *The Effect of Marketing Agility to Marketing Performance through Innovation Capability of Retail Company of Spare Parts for Heavy Equipment Coal Mining in East Kalimantan*. <https://doi.org/10.33258/birci.v4i4.3396>
- Suliyanto, & Rahab. (2012). The role of market orientation and learning orientation in improving innovativeness and performance of small and medium enterprises. *Asian Social Science*, 8(1), 134–145. <https://doi.org/10.5539/ass.v8n1p134>
- Suryaningsih, L. P., Putu, I., Sukaatmadja, G., Nyoman, N., & Yasa, K. (2018). PERAN KEUNGGULAN BERSAING MEMEDIASI PENGARUH INOVASI PRODUK TERHADAP KINERJA PEMASARAN UMKM

PRODUK ENDEK DI DENPASAR. *JUIMA : JURNAL ILMU MANAJEMEN*, 8(1). <https://doi.org/10.36733/JUIMA.V8I1.39>

Talaja, A., Miočević, D., Alfirević, N., & Pavičić, J. (2017). Market Orientation, Competitive Advantage, and Business Performance: Exploring The Indirect Effect. *Drustvena Istrazivanja*, 26(4), 583–604. <https://doi.org/10.5559/di.26.4.07>

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>

Vorhies, D. W., & Morgan, N. A. (2005). Benchmarking Marketing Capabilities for Sustainable Competitive Advantage. In *Journal of Marketing* (Vol. 80).

Wang, Z., Li, M., Lu, J., & Cheng, X. (2022). Business Innovation based on artificial intelligence and Blockchain technology. *Information Processing & Management*, 59(1), 102759. <https://doi.org/10.1016/j.ipm.2021.102759>

Winarso, W., Hady, H., Panday, R., & Untari, D. T. (2020). *Competitive Advantage and Marketing Performance on SMEs: Market Orientation and Innovation of Local Product in Bekasi, Indonesian*.

Yasa, N. N. K., Ketut Giantari, I. G. A., Setini, M., & Rahmayanti, P. L. D. (2020). The role of competitive advantage in mediating the effect of promotional strategy on marketing performance. *Management Science Letters*, 10(12), 2845–2848. <https://doi.org/10.5267/j.msl.2020.4.024>

YuSheng, K., & Ibrahim, M. (2019). Service innovation, service delivery and customer satisfaction and loyalty in the banking sector of Ghana. *International Journal of Bank Marketing*, 37(5), 1215–1233. <https://doi.org/10.1108/IJBM-06-2018-0142>

YuSheng, K., & Ibrahim, M. (2020). Innovation Capabilities, Innovation Types, and Firm Performance: Evidence From the Banking Sector of Ghana. *SAGE Open*, 10(2). <https://doi.org/10.1177/2158244020920892>

Zhou, K. Z., Yim, C. K., & Tse, D. K. (2005). The effects of strategic orientations on technology- and market-based breakthrough innovations. *Journal of Marketing*, 69(2), 42–60. <https://doi.org/10.1509/JMKG.69.2.42.60756>

