

DAFTAR PUSTAKA

- Afriyie, S., Du, J., & Musah, A. I. (2019). *Innovation and marketing performance of SME in an emerging economy : the moderating effect of transformational leadership*. 3.
- Afriyie, S., Duo, J., & Musah, A.-A. I. (2018). The Nexus between Innovation Types and Marketing Performance of SMEs in an Emerging Economy: The Mediating Role of Knowledge Sharing. *Journal of Economics, Management and Trade*, 21(10), 1–22. <https://doi.org/10.9734/jemt/2018/44223>
- 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*. <https://doi.org/10.1016/j.techsoc.2017.08.005>
- Alam, S. S. (2016). *Relationships between Innovation Capabilities , Business Performance , Marketing Performance and Financial Performance : A Literature Review*. December. <https://doi.org/10.5296/bmh.v1i1.3415>
- Aldieri, L., Barra, C., Paolo Vinci, C., & Zotti, R. (2021). The joint impact of different types of innovation on firm's productivity: evidence from Italy. *Economics of Innovation and New Technology*, 30(2), 151–182. <https://doi.org/10.1080/10438599.2019.1685211>
- Amaya, A. A., Wu, W. Y., & Liao, Y. K. (2022). The mediation effects of team information processing on new product development success: revising the role of innovation orientation and team unlearning. *European Journal of Innovation Management*, 25(3), 881–900. <https://doi.org/10.1108/EJIM-05-2020-0188>
- Amit, R., & Zott, C. (2001). Value creation in E-business. *Strategic Management Journal*, 22(6–7), 493–520. <https://doi.org/10.1002/smj.187>
- Anderson, J. C., Narus, J. A., & Van Rossum, W. (2006). Customer value propositions in business markets. *Harvard Business Review*, 84(3), 1–8.
- Anthony Di Benedetto, C. (1999). Identifying the Key Success Factors in New Product Launch. In *Journal of Product Innovation Management* (Vol. 16, pp. 530–544).
- Arias-Pérez, J., Velez-Ocampo, J., & Cepeda-Cardona, J. (2021). Strategic orientation toward digitalization to improve innovation capability: why knowledge acquisition and exploitation through external embeddedness matter. *Journal of Knowledge Management*, 25(5), 1319–1335. <https://doi.org/10.1108/JKM-03-2020-0231>
- 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>

- Awan, U., & Arnold, M. G. (2020). *Enhancing green product and process innovation : Towards an integrative framework of knowledge acquisition and environmental investment*. July, 1–13. <https://doi.org/10.1002/bse.2684>
- Ayinaddis, S. G. (2023). The effect of innovation orientation on firm performance: evidence from micro and small manufacturing firms in selected towns of Awi Zone, Ethiopia. *Journal of Innovation and Entrepreneurship*, 12(1). <https://doi.org/10.1186/s13731-023-00290-3>
- Ayre, C., & Scally, A. J. (2014). Critical values for Lawshe's content validity ratio: revisiting the original methods of calculation. *Measurement and Evaluation in Counseling and Development*, 47(1), 79–86.
- Bagozzi, R. P., & Edwards, J. R. (1998). A general approach for representing constructs in organizational research. *Organizational Research Methods*, 1(1), 45–87. <https://doi.org/10.1177/109442819800100104>
- Bal, A. S., Käpylä, J., Li, H., & Helander, N. (2023). Collaborative Value Co-creation from a Stakeholder Perspective: A Literature Review. *Journal of Creating Value*, 9(2), 259–274. <https://doi.org/10.1177/23949643231151831>
- Baregheh, A., Rowley, J., Sambrook, S., & Davies, D. (2012). Innovation in food sector SMEs. *Journal of Small Business and Enterprise Development*, 19(2), 300–321. <https://doi.org/10.1108/14626001211223919>
- Barney, J. B. (1991). Firm Resources and Sustained Competitive Advantage. *Journal of Management*, 17, 99–120.
- Bastic, M. (2004). Success factors in transition countries. *European Journal of Innovation Management*, 7(1), 65–79. <https://doi.org/10.1108/14601060410515655>
- Baumann, J., & Meunier-FitzHugh, K. (2015). Making value co-creation a reality – exploring the co-creative value processes in customer–salesperson interaction. *Journal of Marketing Management*, 31(3–4), 289–316. <https://doi.org/10.1080/0267257X.2014.956137>
- Beckett, R. C., & Chapman, R. L. (2018). Business model and innovation orientations in manufacturing SMEs: An Australian multi-case study. *Journal of Innovation Management*, 6(1), 111–134. https://doi.org/10.24840/2183-0606_006.001_0007
- Bell, S. J., Whitwell, G. J., & Lukas, B. A. (2002). Schools of thought in organizational learning. *Journal of the Academy of Marketing Science*, 30(1), 70–86.
- Berthon, P., Hulbert, J. M., & Pitt, L. F. (1999). To Serve or Create? Strategic Orientations toward Customers and Innovation. *California Management Review*, 42(1), 37–58. <https://doi.org/10.2307/41166018>
- Boachied-Mensah, F., & Acquah, I. (2015). The Effect of Innovation Types on the Performance of Small and Medium-Sized Enterprises in the Sekondi-Takoradi Metropolis. *Society for Science and Education, United Kingdom*, 3(3), 77–98.

- Borodako, K., Berbeka, J., Rudnicki, M., & Łapczynski, M. (2022). The impact of innovation orientation and knowledge management on business services performance moderated by technological readiness. *European Journal of Innovation Management*. <https://doi.org/10.1108/EJIM-09-2022-0523>
- Bortoluzzi, G., Kadic-Maglajlic, S., Arslanagic-Kalajdzic, M., & Balboni, B. (2018). Innovativeness as a driver of the international expansion of developing markets' firms. *International Marketing Review*, 35(2), 215–235. <https://doi.org/10.1108/IMR-11-2015-0258>
- Bowman, C., & Ambrosini, V. (2000). Value Creation versus Value Capture: Towards a Coherent Definition of Value in Strategy - an exploratory study. *British Journal of Management*, 11, 1–15.
- Brown, T. A. (2015). *Confirmatory factor analysis for applied research*. Guilford publications.
- Cabrilo, S., & Dahms, S. (2018). How strategic knowledge management drives intellectual capital to superior innovation and market performance. *Journal of Knowledge Management*, 22(3), 621–648. <https://doi.org/10.1108/JKM-07-2017-0309>
- Calantone, R., Di Benedetto, C. A., & Rubera, G. (2012). Launch timing and launch activities proficiency as antecedents to new product performance. *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 22(4), 290–309. <https://doi.org/10.1080/21639159.2012.717370>
- Calantone, R. J., Di Benedetto, A., & Rubera, G. (2018). Launch activities and timing in new product development. *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 28(1), 33–41. <https://doi.org/10.1080/21639159.2017.1410771>
- Camarinha-matos, L. M., & Afsarmanesh, H. (2006). Collaborative networks: Value creation in a knowledge society. *IFIP International Federation for Information Processing*, 207, 26–40. https://doi.org/10.1007/0-387-34403-9_4
- Cantele, S., & Zardini, A. (2018). Is sustainability a competitive advantage for small businesses? An empirical analysis of possible mediators in the sustainability–financial performance relationship. *Journal of Cleaner Production*, 182, 166–176. <https://doi.org/10.1016/j.jclepro.2018.02.016>
- Capatina, G., & Draghescu, F. (2015). Success Factors of New Product Launch: The Case of iPhone Launch. *International Journal of Economics and Finance*, 7(5), 61–70. <https://doi.org/10.5539/ijef.v7n5p61>
- Cerny, B. A., & Kaiser, H. F. (1977). A Study Of A Measure Of Sampling Adequacy For Factor-Analytic Correlation Matrices. *Multivariate Behavioral Research*, 12(1), 43–47. https://doi.org/10.1207/s15327906mbr1201_3
- Chen, J.-S., Tsou, H. T., & Huang, A. Y.-H. (2009). Service delivery innovation: Antecedents and impact on firm performance. *Journal of Service Research*,

12(1), 36–55. <https://doi.org/10.1177/1094670509338619>

- Chevrollier, N., & Kuijf, F. (2021). Sensing and seizing in the apparel industry: the role of dynamic capabilities in fostering sustainable strategic orientations. *International Journal of Organizational Analysis*, 31(3), 605–623. <https://doi.org/10.1108/IJOA-02-2021-2620>
- Chung, S., Animesh, A., Han, K., & Pinsonneault, A. (2019). Software patents and firm value: A real options perspective on the role of innovation orientation and environmental uncertainty. *Information Systems Research*, 30(3), 1073–1097. <https://doi.org/10.1287/isre.2019.0854>
- Clark, B. H. (1999). Marketing Performance Measures: History and Interrelationships. *Journal of Marketing Management*, 15(8), 711–732. <https://doi.org/10.1362/026725799784772594>
- Cohen, W. M., & Levinthal, D. A. (1990). Absorptive Capacity: A New Perspective on Learning and Innovation. *Administrative Science Quarterly*, 35(1), 128–152. <https://doi.org/10.2307/2393553>
- Cooper, R. G. (2008). Perspective: The stage-gates® idea-to-launch process - Update, what's new, and NexGen systems. *Journal of Product Innovation Management*, 25(3), 213–232. <https://doi.org/10.1111/j.1540-5885.2008.00296.x>
- Cooper, R. G., & Sommer, A. F. (2016). The Agile–Stage-Gate Hybrid Model: A Promising New Approach and a New Research Opportunity. *Journal of Product Innovation Management*, 33(5), 513–526. <https://doi.org/10.1111/jpim.12314>
- Cooper, R., & Kleinschmidt, E. (2010). Success Factors in New Product Development. *Strategic New Product Development for the Global Economy*, 224–233. https://doi.org/10.1057/9780230599383_12
- Creswell, J. (2021). *A Concise Introduction to Mixed Methods Research* (2nd ed.). SAGE Publications, 2021.
- Daronco, E. L., Silva, D. S., Seibel, M. K., & Cortimiglia, M. N. (2023). A new framework of firm-level innovation capability: A propensity–ability perspective. *European Management Journal*, 41(2), 236–250. <https://doi.org/10.1016/j.emj.2022.02.002>
- Debenham, J., & Wilkinson, I. (2006). Exploitation versus exploration in market competition. *Industry and Innovation*, 13(3), 263–289. <https://doi.org/10.1080/13662710600858761>
- Desarbo, W. S., Jedidi, K., & Sinha, I. (2001). Customer value analysis in a heterogeneous market. *Strategic Management Journal*, 22(9), 845–857. <https://doi.org/10.1002/smj.191>
- Diez-Martinez, I., Peiro-Signes, A., & Segarra-Oña, M. (2023). The links between active cooperation and eco-innovation orientation of firms: A multi-analysis study. *Business Strategy and the Environment*, 32(1), 430–443.

<https://doi.org/10.1002/bse.3145>

- Dobni, C. B. (2010). The relationship between an innovation orientation and competitive strategy. *International Journal of Innovation Management*, 14(2), 331–357. <https://doi.org/10.1142/S1363919610002660>
- Dobni, C. B., & Sand, C. (2018). Strategy shift: Integrating strategy and the firm's capability to innovate. *Business Horizons*, 61(5), 797–808. <https://doi.org/10.1016/j.bushor.2018.06.002>
- Dressler, M., & Paunovic, I. (2021). *A Typology of Winery SME Brand Strategies with Implications for Sustainability Communication and Co-Creation*. 1–17. <https://doi.org/https://doi.org/10.3390/su13020805>
- Drucker, P. F. (1985). *Innovation and Entrepreneurship*. Oxford University Press.
- Edeh, J. N., Obodoechi, D. N., & Ramos-Hidalgo, E. (2020). Effects of innovation strategies on export performance: New empirical evidence from developing market firms. *Technological Forecasting and Social Change*, 158(May), 120167. <https://doi.org/10.1016/j.techfore.2020.120167>
- Efendi, S., Sugiono, E., Guritno, E., Efendi, S., Sugiono, E., & Guritno, E. (2020). Building innovation and competitiveness for low technology manufacturing SMEs through imitating capability and learning: The case of Indonesia Building innovation and competitiveness for low technology manufacturing SMEs through imitating capability and . *Cogent Social Sciences*, 6(1). <https://doi.org/10.1080/23311886.2020.1803515>
- Eisenhardt, K. M., & Tabrizi, B. N. (1995). Accelerating Adaptive Processes: Product Innovation in the Global Computer Industry. *Administrative Science Quarterly*, 40(1), 84. <https://doi.org/10.2307/2393701>
- Elgarhy, S. D., & Abou-Shouk, M. (2023). Effects of entrepreneurial orientation, marketing, and innovation capabilities, on market performance: the mediating effect of sustainable competitive advantage. *International Journal of Contemporary Hospitality Management*, 35(6), 1986–2004. <https://doi.org/10.1108/IJCHM-04-2022-0508>
- Fabrigar, L. R., Wegener, D. T., MacCallum, R. C., & Strahan, E. J. (1999). Evaluating the use of exploratory factor analysis in psychological research. *Psychological Methods*, 4(3), 272.
- Fakhreddin, F., & Foroudi, P. (2022). The impact of market orientation on new product performance through product launch quality: A resource-based view. *Cogent Business & Management*, 9(1), 2108220. <https://doi.org/10.1080/23311975.2022.2108220>
- Fakhreddin, F., Foroudi, P., & Rasouli Ghahroudi, M. (2020). The bidirectional complementarity between market orientation and launch proficiency affecting new product performance. *Journal of Product and Brand Management*, 30(6), 916–936. <https://doi.org/10.1108/JPBM-03-2020-2824>
- Fakhreddin, F., Foroudi, P., & Rasouli Ghahroudi, M. (2021). The bidirectional

complementarity between market orientation and launch proficiency affecting new product performance. *Journal of Product & Brand Management*, 30(6), 916–936. <https://doi.org/10.1108/JPBM-03-2020-2824>

- Falahat, M., Ramayah, T., Soto-Acosta, P., & Lee, Y. Y. (2020). SMEs internationalization: The role of product innovation, market intelligence, pricing and marketing communication capabilities as drivers of SMEs' international performance. *Technological Forecasting and Social Change*, 152(June 2019), 119908. <https://doi.org/10.1016/j.techfore.2020.119908>
- Farzaneh, M., Wilden, R., Afshari, L., & Mehralian, G. (2022). Dynamic capabilities and innovation ambidexterity: The roles of intellectual capital and innovation orientation. *Journal of Business Research*, 148, 47–59. <https://doi.org/10.1016/j.jbusres.2022.04.030>
- Fatimah, F., & Tyas, W. M. (2020). Strategi Bersaing Umkm Rumah Makan Di Saat Pandemi Covid 19. *Jurnal Penelitian IPTEKS*, 5(2), 245–253. <https://doi.org/10.32528/ipteks.v5i2.3663>
- Fatonah, S., Haryono, T., & Indah Sari, N. N. (2021). Peran Orientasi Pelanggan Dalam Meningkatkan Kinerja Pemasaran Umkm Rumah Makan Di Kabupaten Sragen. *EKUITAS (Jurnal Ekonomi Dan Keuangan)*, 5(1), 78–97. <https://doi.org/10.24034/j25485024.y2021.v5.i1.4750>
- Ferdinand, AT. (2000). Marketing Management: Strategic Approach. *Research Paper Series , Magister Management, Diponegoro University Publisher., 1.*
- Ferdinand, Augusty. (2002). Marketing Strategy Making. In *Jurnal Sains Pemasaran Indonesia* (Vol. 1, Issue 1, pp. 1–22).
- Ferdinand, Augusty, & Fitriani, L. K. (2015). *Acculturative Iconic Product Attractiveness And Marketing Performance.* 15–23. <https://doi.org/10.20460/JGSM.2015915570>
- Fernandes Sampaio, C. A., Hernández Mogollón, J. M., & de Ascensão Gouveia Rodrigues, R. J. (2020). The relationship between market orientation, customer loyalty and business performance: A sample from the Western Europe hotel industry. *Tourism and Hospitality Research*, 20(2), 131–143. <https://doi.org/10.1177/1467358419829179>
- Fernández-Sastre, J., & Montalvo-Quizhpi, F. (2019). The effect of developing countries' innovation policies on firms' decisions to invest in R&D. *Technological Forecasting and Social Change*, 143(March 2018), 214–223. <https://doi.org/10.1016/j.techfore.2019.02.006>
- Florea, D.-L., Munteanu, C.-C., Cruz, D.-C. G., & Capatina, G. (2020). The Impact of Product Category Lifecycle and Marketing Capabilities on New Product Performance: the Mediating Role of Marketing Program Planning and Launch Proficiency. *Marketing and Management of Innovations*, 6718(1), 63–86. <https://doi.org/10.21272/mmi.2020.1-05>
- Fornell, C., & Larcker, D. (1981). Evaluating Structural Equation Models with

Unobservable Variables and Measurement Error. *Journal of Marketing Research*, XVIII(February), 39–50.
<https://doi.org/http://dx.doi.org/10.2307/3151312>

Frankenberger, K., & Stam, W. (2020). Entrepreneurial copycats: A resource orchestration perspective on the link between extra-industry business model imitation and new venture growth. *Long Range Planning*, 53(4).
<https://doi.org/10.1016/j.lrp.2019.02.005>

Gao, M., & Huang, L. (2021). Journal of Retailing and Consumer Services Quality of channel integration and customer loyalty in omnichannel retailing: The mediating role of customer engagement and relationship program receptiveness. *Journal of Retailing and Consumer Services*, 63(August), 102688. <https://doi.org/10.1016/j.jretconser.2021.102688>

Gao, Y. (2010). Measuring marketing performance: a review and a framework. *The Marketing Review*, 10(1), 25–40. <https://doi.org/10.1362/146934710x488924>

Gatheca King'ori, P., Mugambi Mwenda, L. K., & Wanjugu Wachira, A. (2023). Market Development Strategies and Market Performance of Small and Medium-Tiered Deposit-Taking Saccos in Kenya. *Edith Cowan Journal of Strategic Management*, 6(1), 1–23.
<https://doi.org/10.55077/edithcowanjournaloofstrategicmanagement.v6i1.70>

Geldes, C., Felzensztein, C., & Palacios-Fenech, J. (2017). Technological and non-technological innovations, performance and propensity to innovate across industriesThe case of an emerging economy. *Industrial Marketing Management*, 61, 55–66. <https://doi.org/10.1016/j.indmarman.2016.10.010>

George, G., Zahra, S. A., Wheatley, K. K., & Khan, R. (2001). The effects of alliance portfolio characteristics and absorptive capacity on performance. *The Journal of High Technology Management Research*, 12(2), 205–226.
[https://doi.org/10.1016/S1047-8310\(01\)00037-2](https://doi.org/10.1016/S1047-8310(01)00037-2)

Ghobakhloo, M., Iranmanesh, M., Grybauskas, A., Vilkas, M., & Petraitė, M. (2021). Industry 4.0, innovation, and sustainable development: A systematic review and a roadmap to sustainable innovation. *Business Strategy and the Environment*, 30(8), 4237–4257. <https://doi.org/10.1002/bse.2867>

Goeyardi, G. M., Ramadhasari, D. R., & Alimudin, A. (2022). *Market Penetration Strategy through Social Media Marketing to Create Consumer Loyalty (Case Study at Rustic Market Cafe Surabaya)*. 05(06), 1148–1156.

Gold, J., & Jones, O. (2023). Finding innovation opportunities in SMEs through futures and foresight learning: an action learning approach. *Action Learning: Research and Practice*, 20(2), 132–148.
<https://doi.org/10.1080/14767333.2023.2217085>

Gorchles, L. (2003). *The product manager's field guide: Practical tools, exercises, and resources for improved product management*. McGraw-Hill Professional Publishing.

- Grönroos, C. (2011). Value co-creation in service logic: A critical analysis. *Marketing Theory*, 11(3), 279–301. <https://doi.org/10.1177/1470593111408177>
- Grönroos, C., & Gummerus, J. (2014). The service revolution and its marketing implications: service logic vs service-dominant logic. *Managing Service Quality*, 24(3), 206–229. <https://doi.org/10.1108/MSQ-03-2014-0042>
- Grönroos, C., & Voima, P. (2013). Critical service logic: Making sense of value creation and co-creation. *Journal of the Academy of Marketing Science*, 41(2), 133–150. <https://doi.org/10.1007/s11747-012-0308-3>
- Guiltinan, J. P. (1999). Launch strategy, launch tactics, and demand outcomes. In *Journal of Product Innovation Management* (Vol. 16, Issue 6, pp. 509–529). [https://doi.org/10.1016/S0737-6782\(99\)00013-2](https://doi.org/10.1016/S0737-6782(99)00013-2)
- Gunday, G., Ulusoy, G., Kilic, K., & Alpkan, L. (2011). Effects of innovation types on firm performance. *International Journal of Production Economics*, 133(2), 662–676. <https://doi.org/10.1016/j.ijpe.2011.05.014>
- Gupta, S., Justy, T., Kamboj, S., Kumar, A., & Kristoffersen, E. (2021). Big data and firm marketing performance: Findings from knowledge-based view. *Technological Forecasting and Social Change*, 171, 120986. <https://doi.org/https://doi.org/10.1016/j.techfore.2021.120986>
- Hair, J., Risher, J., Sarstedt, M., & Ringle, C. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hartwig, K., Saldern, L. Von, & Jacob, F. (2021). The journey from goods-dominant logic to service-dominant logic: A case study with a global technology manufacturer. *Industrial Marketing Management*, 95(February), 85–98. <https://doi.org/10.1016/j.indmarman.2021.04.006>
- Heinonen, K., Strandvik, T., & Voima, P. (2013). Customer dominant value formation in service. *European Business Review*, 25(2), 104–123.
- Hendrayati, H., & Gaffar, V. (2016). Innovation and Marketing Performance of Womenpreneur in Fashion Industry in Indonesia. *Procedia - Social and Behavioral Sciences*, 219, 299–306. <https://doi.org/10.1016/j.sbspro.2016.04.034>
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing*, 20(2009), 277–319. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)
- Heunks, F. J. (1998). *Innovation, Creativity and Success*. 263–272.
- Higuera-Castillo, E., Molinillo, S., Coca-Stefaniak, J. A., & Liébana-Cabanillas, F. (2019). Perceived Value and Customer Adoption of Electric and Hybrid Vehicles. *Sustainability*, 11(18), 4956. <https://doi.org/10.3390/su11184956>

- Hilton, T., Hughes, T., & Chalcraft, D. (2012). Service co-creation and value realisation. *Journal of Marketing Management*, 28(13–14), 1504–1519. <https://doi.org/10.1080/0267257X.2012.736874>
- Ho, Y. C., Lee, G. Y., & Chao, Y. (2006). A conceptual framework of organizational integration and product launch activities proficiency on market success. *ICMIT 2006 Proceedings - 2006 IEEE International Conference on Management of Innovation and Technology*, 2, 550–555. <https://doi.org/10.1109/ICMIT.2006.262279>
- Homburg, C., Hoyer, W. D., & Fassnacht, M. (2002). Service orientation of a retailer's business strategy: Dimensions, antecedents, and performance outcomes. *Journal of Marketing*, 66(4), 86–101.
- Hsieh, M. H., Tsai, K. H., & Wang, J. R. (2008). The moderating effects of market orientation and launch proficiency on the product advantage-performance relationship. *Industrial Marketing Management*, 37(5), 580–592. <https://doi.org/10.1016/j.indmarman.2007.03.003>
- Hughes, P., Souchon, A. L., Nemkova, E., Hodgkinson, I. R., Oliveira, J. S., Boso, N., Hultman, M., Yeboah-Banin, A. A., & Sy-Changco, J. (2019). Quadratic effects of dynamic decision-making capability on innovation orientation and performance: Evidence from Chinese exporters. *Industrial Marketing Management*, 83(October 2017), 59–69. <https://doi.org/10.1016/j.indmarman.2018.11.005>
- Hult, G. T. M., Hurley, R. F., & Knight, G. A. (2004). Innovativeness: Its antecedents and impact on business performance. *Industrial Marketing Management*, 33(5), 429–438. <https://doi.org/10.1016/j.indmarman.2003.08.015>
- Hultink, E. J., & Robben, H. S. J. (1999). Launch strategy and new product performance: An empirical examination in The Netherlands. *Journal of Product Innovation Management*, 16(6), 545–556. [https://doi.org/10.1016/S0737-6782\(99\)00015-6](https://doi.org/10.1016/S0737-6782(99)00015-6)
- Hunt, S. D. (1999). *A general theory of competition: Resources, competences, productivity, economic growth*. Sage publications.
- Hurley, R. F., & Hult, G. T. M. (1998). Innovation, Market Orientation, and Organizational Learning: An Integration and Empirical Examination. *Journal of Marketing*, 62(3), 42–54. <https://doi.org/10.1177/002224299806200303>
- Iglesias, O., Markovic, S., Bagherzadeh, M., & Jit, J. (2018). Co-creation : A Key Link Between Corporate Social Responsibility , Customer Trust , and Customer Loyalty. *Journal of Business Ethics*, 0(0), 0. <https://doi.org/10.1007/s10551-018-4015-y>
- Im, S., Montoya, M. M., & Workman, J. P. (2013). Antecedents and consequences of creativity in product innovation teams. *Journal of Product Innovation Management*, 30(1), 170–185. <https://doi.org/10.1111/j.1540-5885.2012.00887.x>

- 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>
- Indriastuti, H., Nugroho, B., & Aryanto, V. D. W. (2017). Small and medium enterprises' product benchmarking advantages on marketing performance. *International Journal of Mechanical Engineering and Technology*, 8(7), 70–84.
- Issau, K., Acquah, I. S. K., Gnankob, R. I., & Hamidu, Z. (2022). Innovation orientation and performance of small and medium-sized enterprises (SMES) in Ghana: evidence from manufacturing sector. *Innovation and Management Review*, 19(4), 290–305. <https://doi.org/10.1108/INMR-07-2020-0092>
- Jacobides, M. G., Knudsen, T., & Augier, M. E. (2011). Benefiting from Innovation: Value Creation, Value Appropriation and the Role of Industry Architectures. *SSRN Electronic Journal*, 1–68. <https://doi.org/10.2139/ssrn.1309509>
- Jan Hultink, E., & Hart, S. (1998). The world's path to the better mousetrap: Myth or reality? An empirical investigation into the launch strategies of high and low advantage new products. *European Journal of Innovation Management*, 1(3), 106–122. <https://doi.org/10.1108/14601069810230199>
- Jang, S., & von Zedtwitz, M. (2023). Opening up early or late? The effect of open innovation before and after product launch on new product market performance. *Industrial Marketing Management*, 112(July 2022), 113–127. <https://doi.org/10.1016/j.indmarman.2023.05.009>
- Joseph, Umogbai, Kwahar, & Adudu. (2023). Effect of Innovation on Entrepreneurial Success of Manufacturing Small and Medium Firms in North-Central Nigeria. *International Academy Journal of Management, Marketing and Entrepreneurial Studies*, 10(1), 84–103.
- Jyoti, C., & Efpraxia, Z. (2023). Understanding and exploring the value co-creation of cloud computing innovation using resource based value theory: An interpretive case study. *Journal of Business Research*, 164(February 2021), 113970. <https://doi.org/10.1016/j.jbusres.2023.113970>
- Kalogeras, A. P., & Anagnostopoulos, C. (2012). Innovation modelling: Understanding the fundamentals of the transformation of research to innovation. In *IFAC Proceedings Volumes (IFAC-PapersOnline)* (Vol. 45, Issue 4). IFAC. <https://doi.org/10.3182/20120403-3-DE-3010.00053>
- Kaplan, R., & Norton, D. (2003). Balanced Scorecard - Insight, Experience & Ideas For Strategy-Focused Organizations. *HARVARD BUSINESS SCHOOL PUBLISHING*, 5(6), 6–8. <http://bsr.harvardbusinessonline.org>
- Karabulut, A. T. (2015). Effects of Innovation Types on Performance of Manufacturing Firms in Turkey. *Procedia - Social and Behavioral Sciences*,

195, 1355–1364. <https://doi.org/10.1016/j.sbspro.2015.06.322>

- Karnowati, N. B., & Handayani, E. (2022). Mediation role of business performance on entrepreneurship orientation and market orientation to create MSME competitiveness in pandemic times. *Research in Business & Social Science*, *11*(6), 138–147. <https://doi.org/https://doi.org/10.20525/ijrbs.v11i6.1980>
- Karnowati, N. B., Najmudin, Suwandari, L., Prakoso, F. A., & Apriandi, D. W. (2023). *Moderating Competitive Advantage On Factors Affecting MSMEs Business Performance In The Time Of Covid-19*. *4*(3), 611–622.
- Karnowati, N. B., Prakoso, F. A., Berniz, Y. M., & Barros, A. (2022). *Competitive Advantage and Entrepreneurial Orientation as Intervening Variables Influence of Market Orientation on Business Performance*. 126–135.
- Karnowati, N. B., Sudarto, S., Suwandari, L., Prakoso, F. A., & Apriandi, D. W. (2023). Achieving Marketing Performance through Orientation Innovation and Entrepreneurial Orientation. *Jurnal Manajemen Bisnis*, *14*(2), 417–435. <https://doi.org/10.18196/mb.v14i2.19086>
- Karpen, I. O., Bove, L. L., & Lukas, B. A. (2012). Linking Service-Dominant Logic and Strategic Business Practice: A Conceptual Model of a Service-Dominant Orientation. *Journal of Service Research*, *15*(1), 21–38. <https://doi.org/10.1177/1094670511425697>
- Kasof, J., Chen, C., Himsel, A., & Greenberger, E. (2007). Values and creativity. *Creativity Research Journal*, *19*(2–3), 105–122. <https://doi.org/10.1080/10400410701397164>
- Kim, I., Ki, C.-W., Lee, H., & Kim, Y.-K. (2024). Virtual influencer marketing: Evaluating the influence of virtual influencers' form realism and behavioral realism on consumer ambivalence and marketing performance. *Journal of Business Research*, *176*, 114611. <https://doi.org/https://doi.org/10.1016/j.jbusres.2024.114611>
- Kim, S., & Nam, S. (2004). *Across the threshold: Role of performance and compatibility in innovative new products' market penetration*. *33*, 689–699. <https://doi.org/10.1016/j.indmarman.2004.03.001>
- Knudsen, M., & Mortensen, T. (2011). Some immediate but negative effects of openness on product development performance. *Technovation*, *31*(1), 54–64. <https://doi.org/10.1016/j.technovation.2010.07.002>
- Koskela-Huotari, K., & Vargo, S. L. (2016). Institutions as resource context. *Journal of Service Theory and Practice*, *26*(2), 163–178. <https://doi.org/10.1108/JSTP-09-2014-0190>
- Kotler dan Keller. (2017). *Manajemen Pemasaran*, Edisi 12, Jilid 1, PT. Indeks, Jakarta. In *e – Jurnal Riset Manajemen*.
- Kruachottikul, P., Dumrongvute, P., Tea-makorn, P., Kittikowit, S., & Amrapala, A. (2023). New product development process and case studies for deep-tech academic research to commercialization. *Journal of Innovation and*

Entrepreneurship, 12(1), 48. [https://doi.org/https://doi.org/10.1186/s13731-023-00311-1](https://doi.org/10.1186/s13731-023-00311-1)

- Langerak, F., Hultink, E. J., & Robben, H. S. J. (2004). The Impact of Market Orientation, Product Advantage, and Launch Proficiency on New Product Performance and Organizational Performance. *The Journal of Product Innovation Management*, 21, 79–94.
- Langerak, F., Hultink, E. J., & Robben, H. S. J. (2007). The mediating role of new product development in the link between market orientation and organizational performance. *Journal of Strategic Marketing*, 15(4), 281–305. <https://doi.org/10.1080/09652540701525948>
- Lawshe, C. H. (1975). A quantitative approach to content validity. *Personnel Psychology*, 28(4), 563–575.
- Ledwith, A., & O'Dwyer, M. (2008). Product launch, product advantage and market orientation in SMEs. *Journal of Small Business and Enterprise Development*, 15(1), 96–110. <https://doi.org/10.1108/14626000810850865>
- Lee, Y., & O'Connor, G. C. (2003). New product launch strategy for network effects products. *Journal of the Academy of Marketing Science*, 31(3), 241–255. <https://doi.org/10.1177/0092070303031003003>
- Lendel, V., Hittmár, Š., & Latka, M. (2015). Application of Management of Innovation Processes in Enterprises: Management Approach, Problems and Recommendations. *Procedia Economics and Finance*, 34(December 2015), 410–416. [https://doi.org/10.1016/s2212-5671\(15\)01648-2](https://doi.org/10.1016/s2212-5671(15)01648-2)
- Lepak, D. P., Smith, K. G., & Taylor, M. S. (2007). Value creation and value capture: A multilevel perspective. *Academy of Management Review*, 32(1), 180–194. <https://doi.org/10.5465/AMR.2007.23464011>
- Li, H., & Atuahene-Gima, K. (2001). Product Innovation Strategy and the Performance of New Technology Ventures in China. *Academy of Management Journal*, 44(6), 1123–1134. <https://doi.org/10.5465/3069392>
- Li, J., Li, Y., Yu, Y., & Yuan, L. (2019). Search broadly or search narrowly? Role of knowledge search strategy in innovation performance. *Journal of Knowledge Management*, 23(5), 809–835. <https://doi.org/10.1108/JKM-06-2018-0386>
- Li, M., Liu, Y., Zhang, L., & Jian, Z. (2015). The impacts of internal innovation orientation and external co-production on service innovation performance. In Z. R., F. V., Z. Z., & L. S. (Eds.), *International Conference on Logistics, Informatics and Service Science, LISS 2015*. Institute of Electrical and Electronics Engineers Inc. <https://doi.org/10.1109/LISS.2015.7369755>
- Liao, J. (jon), Kickul, J. R., & Ma, H. (2009). Organizational Dynamic Capability and Innovation: An Empirical Examination of Internet Firms. *Journal of Small Business Management*, 47(3), 263–286. <https://doi.org/10.1111/j.1540-627X.2009.00271.x>

- Lovelock, C. H. (1983). Classifying Services to Gain Strategic Marketing Insights. *Journal of Marketing*, 47(3), 9. <https://doi.org/10.2307/1251193>
- Lumpkin, G. T., & Dess, G. G. (1996). Clarifying The Entrepreneurial Orientation Construct and Linking it to Performance. *Academy of Management Review*, 21(1), 135–172. <https://doi.org/https://doi.org/10.5465/amr.1996.9602161568>
- Lusch, R. F., & Vargo, S. L. (2006). Service-dominant logic: Reactions, reflections and refinements. *Marketing Theory*, 6(3), 281–288. <https://doi.org/10.1177/1470593106066781>
- 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. <https://doi.org/10.1016/j.jretai.2006.10.002>
- Lusch, R., & Nambisan, S. (2015). *Service Innovation : A Service-Dominant (S-D) Logic Perspective Service Innovation : A Service-Dominant (S-D) Logic Perspective. October.*
- Lusch, R., & Nambisan, S. (2017). *Service Innovation : A Service-Dominant Logic Perspective S ERVICE I NNOVATION : A S ERVICE -D OMINANT. March 2015.* <https://doi.org/10.25300/MISQ/2015/39.1.07>
- MacKenzie, S. B., Podsakoff, P. M., & Podsakoff, N. P. (2011). Construct measurement and validation procedures in MIS and behavioral research: Integrating new and existing techniques. *MIS Quarterly*, 293–334.
- Makena Muriuki, N., Rintari, N., & Muema, W. (2023). Effect of Digital Marketing Strategies on the Sales Growth of Coffee Export in Kenya. *Journal of African Interdisciplinary Studies*, 7(1), 60–75. <http://cedred.org/jais/index.php/issues>
- Makó, C., Mitchell, B., & Illéssy, M. (2015). Developing Dynamic Innovative Capabilities: The Growing Role of Innovation and Learning in the Development of Organisations and Skills in Developed and Emerging Nations of Europe. *Journal of Entrepreneurship and Innovation in Emerging Economies*, 1(1), 18–38. <https://doi.org/10.1177/2393957514554983>
- Mallery, P., & George, D. (2007). *SPSS for Windows Step by Step a Simple Guide and Reference.* Allyn & Bacon, Inc.
- Manu, F. A. (1992). Innovation Orientation, Environment and Performance: A Comparison of U.S. and European Markets. *Journal of International Business Studies*, 23(2), 333–359. <https://doi.org/10.1057/palgrave.jibs.8490271>
- Manu, F. A., & Sriram, V. (1996). Innovation, marketing strategy, environment, and performance. *Journal of Business Research*, 35(1), 79–91.
- Mazzola, E., Perrone, G., & Kamuriwo, D. S. (2016). The interaction between inter-firm and interlocking directorate networks on firm's new product development outcomes. *Journal of Business Research*, 69(2), 672–682. <https://doi.org/10.1016/j.jbusres.2015.08.033>
- Mcgee, J. E., Dowling, M., & Megginson, W. (1995). COOPERATIVE

STRATEGY AND NEW VENTURE PERFORMANCE : THE ROLE OF BUSINESS STRATEGY AND MANAGEMENT EXPERIENCE. *Strategic Management Journal*, 16(1995), 565–580.

- Menguc, B. (2006). Creating a Firm-Level Dynamic Capability through Capitalizing on Market Orientation and Innovativeness. *Journal of the Academy of Marketing Science*, 34(1), 63–73. <https://doi.org/10.1177/0092070305281090>
- Millson, M. R., & Wilemon, D. (2002). The impact of organizational integration and product development proficiency on market success. *Industrial Marketing Management*, 31(1), 1–23. [https://doi.org/10.1016/S0019-8501\(99\)00126-1](https://doi.org/10.1016/S0019-8501(99)00126-1)
- Millspough, J., & Kent, A. (2016). Co-creation and the development of SME designer fashion enterprises. *Journal of Fashion Marketing and Management*, 20(3). <https://doi.org/https://doi.org/10.1108/JFMM-10-2015-0085>
- Mittal, B., & Sheth, J. N. (2001). ValueSpace: winning the battle for market leadership: lessons from the world's most admired companies. (No Title).
- Morteza, F., & Kari, B.-R. (2017). Need for development and validation of a new product development (NPD) assessment and improvement tool: A review of literature. *African Journal of Business Management*, 11(7), 127–139. <https://doi.org/10.5897/ajbm2017.8270>
- Mudiantono, A. K. A. F. (2019). Analisis Pengaruh Jaringan, Teknologi Informasi Dan Komunikasi, Serta Inovasi Terhadap Keunggulan Bersaing Dan Kinerja Usaha (Studi Pada Umkm Di Purwokerto). *Diponegoro Journal of Management*, 8(4), 74–84. <http://ejournal-s1.undip.ac.id/index.php/djom>
- Muharam, H., Andria, F., & Tosida, E. T. (2020). Effect of process innovation and market innovation on financial performance with moderating role of disruptive technology. *Systematic Reviews in Pharmacy*, 11(1), 223–232. <https://doi.org/10.5530/srp.2020.1.29>
- Mursid, M. C. (2019). *Value of Innovation and Marketing Performance*. 9(3), 127–133.
- Mustikowati, R. I., Sarwoko, E., Arief, M., & Nurfarida, I. N. (2021). Marketing investigation: Customer relationship management and innovation to improve competitive advantage and business performance. *Humanities and Social Sciences Letters*, 9(4), 430–438. <https://doi.org/10.18488/journal.73.2021.94.430.438>
- Naresh, M., & Petreson, M. (2006). *Basic Marketing Research (A Decision Making Approach)* (Second Edi). Pearson Education.
- Nerkar, A., & Roberts, P. W. (2004). Technological and product-market experience and the success of new product introductions in the pharmaceutical industry. *Strategic Management Journal*, 25(8–9), 779–799. <https://doi.org/10.1002/smj.417>
- Neuman, D. (2014). Qualitative research in educational communications and

technology: a brief introduction to principles and procedures. *Journal of Computing in Higher Education*, 26(1), 69–86. <https://doi.org/10.1007/s12528-014-9078-x>

- 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. <https://doi.org/10.1111/j.1540-5885.2012.00939.x>
- Nguyen, H. (2023). *Analysis of LOTTE ’ s market penetration strategy in Vietnam FMCG industry Analysis of LOTTE ’ s market penetration strategy in Vietnam FMCG industry. October 2020*, 19–23.
- Normann, R., & Ramirez, R. (1993). From value chain to value constellation: Designing interactive strategy. *Harvard Business Review*, 71(4), 65–77.
- Nunnally, J. C., & Bernstein, I. (1994). *Psychometric theory*. McGraw-Hill.
- Nuryakin, & Ardyan, E. (2018). SMEs’ marketing performance: the mediating role of market entry capability. *Journal of Research in Marketing and Entrepreneurship*, 20(2), 122–146. <https://doi.org/10.1108/JRME-03-2016-0005>
- Nyoni, T., & Bonga, W. G. (2018). Anatomy of the Small & Medium Enterprises (SMEs) Critical Success Factors (CSFs) in Zimbabwe: Introducing the 3E Model. *Dynamic Research Journals’ Journal of Business & Management*, 1(2), 1–18. www.dynamicresearchjournals.org
- O’Cass, A., & Ngo, L. V. (2011). Examining the Firm’s Value Creation Process: A Managerial Perspective of the Firm’s Value Offering Strategy and Performance. *British Journal of Management*, 22(4), 646–671. <https://doi.org/10.1111/j.1467-8551.2010.00694.x>
- O’Reilly, C. A., & Tushman, M. L. (2011). Organizational Ambidexterity in Action: Adaptation And Progress Through Change Management. *California Management Review*, 53(4), 5–22.
- OECD. (2005). Oslo Manual. In *OECD and Eurostat: Vol. Third edit.* OECD and Eurostat. <http://scholar.google.com/scholar?hl=en&btnG=Search&q=intitle:Oslo+manual#0>
- Ohia, Ejike, G., & Lebura, S. (2020). Product Innovation and Competitive Advantage of Aluminium Manufacturing Firms in Rivers State , Nigeria. *International Journal OfBusiness & Entrepreneurship Research*, 13(2), 72–86.
- Okegbemiro, S., Akinlabi, B., & Onu, C. (2022). Market Penetration and Growth Rate of Selected Food and Beverage Firms in Lagos State, Nigeria. *International Journal of Advanced Studies in Economics and Public Sector Management*, 10(1), 130–145.

<https://doi.org/10.48028/ijprds/ijasepsm.v10.i1.10>

- Ordanini, A., & Parasuraman, A. (2011). Service innovation viewed through a service-dominant logic lens: A conceptual framework and empirical analysis. *Journal of Service Research*, 14(1), 3–23. <https://doi.org/10.1177/1094670510385332>
- Osemdiamen, D., & Ojeleke, M. (2019). *Evaluation of Innovation Orientation Strategy and Performance in of Paint Manufacturing Firms in Nigeria*. 21(11), 54–60. <https://doi.org/10.9790/487X-2111025460>
- Otieno, E. O., Momanyi, C., & Omari, S. (2020). Effect of Market Penetration Management Strategies on Performance of Small Enterprises in Kenya: A Case of Migori County. *International Journal of Novel Research in Marketing Management and Economics*, 7(3), 18–26.
- Ozkaya, H. E., Droge, C., Hult, G. T. M., Calantone, R., & Ozkaya, E. (2015). Market orientation, knowledge competence, and innovation. *International Journal of Research in Marketing*, 32(3), 309–318. <https://doi.org/10.1016/j.ijresmar.2014.10.004>
- Pambudi, R., & Prabawani, B. (2018). KNOCKOFF BRAND SEBAGAI STRATEGI PEMASARAN KNALPOT “PALSU” PURBALINGGA. *DIPONEGORO JOURNAL OF SOCIAL AND POLITIC*, 1–8. <https://doi.org/http://ejournal-s1.undip.ac.id/index.php/>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49, 41–50.
- Pavlou, P. A., & Sawy, O. A. El. (2011). *Understanding the Elusive Black Box of Dynamic Capabilities*. 42(1), 239–273.
- Payne, A. F., Storbacka, K., & Frow, P. (2008). Managing the co-creation of value. *Journal of the Academy of Marketing Science*, 36(1), 83–96. <https://doi.org/10.1007/s11747-007-0070-0>
- Payne, A., & Holt, S. (2001). Diagnosing Customer Value: Integrating the Value Process and Relationship Marketing. *British Journal of Management*, 12(2), 159–182. <https://doi.org/10.1111/1467-8551.00192>
- Phongthiya, T., Hirunsothorn, W., Pattanasak, P., Sopadang, A., & Anantana, T. (2024). Impact of contextual factors on new product development process: evidence from a large company in Thailand. *Journal of Innovation and Entrepreneurship*, 13(1), 1–27. <https://doi.org/10.1186/s13731-024-00389-1>
- Piening, E. P., & Salge, T. O. (2015). Understanding the Antecedents, Contingencies, and Performance Implications of Process Innovation: A Dynamic Capabilities Perspective. *Journal of Product Innovation Management*, 32(1), 80–97. <https://doi.org/10.1111/jpim.12225>
- Porter, M. (1985). *Competitive advantage: Creating and sustaining superior performance*. The Free Press.

- Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5–14. <https://doi.org/10.1002/dir.20015>
- Priharti, R. D. V, Herlina, T., & Hakiki, N. (2021). Pengaruh Orientasi Pasar Dan Inovasi Produk Terhadap Keunggulan Bersaing Pada Usaha Rumah Kreatif Pt. Semen Baturaja. *Kolegial*, 9(1), 45–59. <http://journals.stiedwisakti.ac.id/ojs/index.php/kolegial/article/view/149%0A> <http://journals.stiedwisakti.ac.id/ojs/index.php/kolegial/article/download/149/116>
- Propfe, B., Kreyenberg, D., Wind, J., & Schmid, S. (2013). Market penetration analysis of electric vehicles in the German passenger car market towards 2030. *International Journal of Hydrogen Energy*, 38(13), 5201–5208. <https://doi.org/10.1016/j.ijhydene.2013.02.049>
- Psomas, E., Kafetzopoulos, D., & Gotzamani, K. (2018). Determinants of company innovation and market performance. *TQM Journal*, 30(1), 54–73. <https://doi.org/10.1108/TQM-07-2017-0074>
- Purwanto, A., Purba, J., Bernarto, I., & Sijabat, R. (2021). EFFECT OF MANAGEMENT INNOVATION , KNOWLEDGE SHARING ON MARKET PERFORMANCE OF INDONESIAN CONSUMER. *Journal of Applied Management*, 19(2), 424–433. <https://doi.org/http://dx.doi.org/10.21776/ub.jam.2021.019.02.18> Putra
- Racela, O. C. (2014). Customer Orientation, Innovation Competencies, and Firm Performance: A Proposed Conceptual Model. *Procedia - Social and Behavioral Sciences*, 148, 16–23. <https://doi.org/10.1016/j.sbspro.2014.07.010>
- Rahman, A., & Hirawati, H. (2022). PENGARUH STRATEGI BISNIS, KEMAMPUAN MANAJERIAL PELAKU UMKM TERHADAP KINERJA UMKM PADA BIDANG KNALPOT DI KABUPATEN PURBALINGGA. *Jurnal Ekonomi Kreatif Dan Manajemen Bisnis Digital*, 1(2), 312–326.
- 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>
- Ram, S. (1989). Successful innovation using strategies to reduce consumer resistance. An empirical test. *The Journal of Product Innovation Management*, 6(1), 20–34. [https://doi.org/10.1016/0737-6782\(89\)90011-8](https://doi.org/10.1016/0737-6782(89)90011-8)
- Ravald, A., & Grönroos, C. (1996). The value concept and relationship marketing. *European Journal of Marketing*, 30(2), 19–30. <https://doi.org/10.1108/03090569610106626>
- Raykov, T., & Marcoulides, G. A. (2012). *A first course in structural equation modeling*. routledge.
- Reinhardt, R., Hietschold, N., & Gurtner, S. (2019). Overcoming consumer

- resistance to innovations – an analysis of adoption triggers. *R and D Management*, 49(2), 139–154. <https://doi.org/10.1111/radm.12259>
- Reviane, I. T. A., Paddu, A. H., & Tajibu, M. J. (2022). Product Competitiveness and Market Penetration in South Sulawesi: Mapping of Leading Export Commodities. *Hasanuddin Economics and Business Review*, 5(3), 67. <https://doi.org/10.26487/hebr.v5i3.3407>
- Rodrigues, L. C., Maccari, E. A., & Lenzi, F. C. (2012). *Innovation Strategy for Business to Business Market Penetration*. 5(2), 137–149. <https://doi.org/10.5539/ibr.v5n2p137>
- Rothaermel, F. T., & Deeds, D. L. (2004). Exploration and exploitation alliances in biotechnology: A system of new product development. *Strategic Management Journal*, 25(3), 201–221. <https://doi.org/10.1002/smj.376>
- Saeko, A. N., Chuntarung, & Thoumrungroje, P. (2012). The Impact of Integrated Marketing Strategy on Marketing Performance: An Empirical Evidence From Exporting Business in Thailand. *International Journal of Business Strategy*, 12(4), 56–73.
- Salerno, M. S., Gomes, L. A. D. V., Da Silva, D. O., Bagno, R. B., & Freitas, S. L. T. U. (2015). Innovation processes: Which process for which project? *Technovation*, 35(January), 59–70. <https://doi.org/10.1016/j.technovation.2014.07.012>
- Saunila, M., Ukko, J., & Rantanen, H. (2014). Does innovation capability really matter for the profitability of SMEs? *Knowledge and Process Management*, 21(2), 134–142.
- Schumpeter, J. (1934). The Theory of Economic Development. An Inquiry into Profits, Capital, Credit, Interest and the Business Cycle. In *Harvard University*.
- Sekaran, U., & Bougie, R. (2013). *Research Methods for Business* (Seven). John Wiley & Sons Ltd.
- Sen, S., & Rajagopal, K. (2015). Market penetration through sales promotion- A Review. *Editorial Team*, 7(2), 45.
- Sharma, P., Davcik, N. S., & Pillai, K. G. (2016). Product innovation as a mediator in the impact of R&D expenditure and brand equity on marketing performance. *Journal of Business Research*, 69(12), 5662–5669. <https://doi.org/10.1016/j.jbusres.2016.03.074>
- Sherman, J. D., Berkowitz, D., & Souder, W. E. (2005). New product development performance and the interaction of cross-functional integration and knowledge management. *Journal of Product Innovation Management*, 22(5), 399–411. <https://doi.org/10.1111/j.1540-5885.2005.00137.x>
- Shoham, A., Vigoda-Gadot, E., Ruvio, A., & Schwabsky, N. (2012). Testing an organizational innovativeness integrative model across cultures. *Journal of Engineering and Technology Management - JET-M*, 29(2), 226–240.

<https://doi.org/10.1016/j.jengtecman.2012.01.002>

- Siguaw, J. A., Simpson, P. M., & Enz, C. A. (2006). Conceptualizing innovation orientation: A framework for study and integration of innovation research. *Journal of Product Innovation Management*, 23(6), 556–574.
- Sivadas, E., & Dwyer, F. R. (2000). An Examination of Organizational Factors Influencing New Product Success in Internal and Alliance-Based Processes. *Journal of Marketing*, 64(1), 31–49. <https://doi.org/10.1509/jmkg.64.1.31.17985>
- Song, L. Z., Song, M., & Di, C. A. (2011). Resources , supplier investment , product launch advantages , and first product performance. *Journal of Operations Management*, 29(1–2), 86–104. <https://doi.org/10.1016/j.jom.2010.07.003>
- Soni, A., & Cohen, H. (2004). Successfully launching your product: getting it right. *Handbook of Business Strategy*, 5(1), 263–268. <https://doi.org/10.1108/10775730410493955>
- Souder, W. E., Sherman, J. D., & Davies-Cooper, R. (1998). Environmental Uncertainty, Organizational Integration, and New Product Development Effectiveness: A Test of Contingency Theory. *Journal of Product Innovation Management*, 15(6), 520–533. <https://doi.org/10.1111/1540-5885.1560520>
- Stata, R. (1989). *Organizational Learning-The Key to Management Innovation* (p. 63). Sloan Management Review, Spring.
- Stock, R. M., & Zacharias, N. A. (2011). *Patterns and performance outcomes of innovation orientation*. 870–888. <https://doi.org/10.1007/s11747-010-0225-2>
- Storbacka, K., & Lehtinen, J. R. (2001). Customer relationship management: Creating competitive advantage through win-win relationship strategies. (*No Title*).
- Subhasis, S., & Kannan, R. (2015). Penetration into New Market Segment-A Review. *Advances In Management*, 8(9), 2015.
- sugiyono. (2014). Metode penelitian. *Metode Penelitian*.
- Sugiyono. (2017). Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, Kombinasi dan R&D). In *Metodelogi Penelitian*.
- Sugiyono, P. D. (2014). Populasi dan sampel. *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*.
- Suliyanto. (2005). *Analisis Data Dalam Aplikasi Pemasaran*. Ghalia Indonesia.
- Suliyanto. (2011). *Ekonometrika Terapan Teori dan Aplikasi dengan SPSS* (S. Suyantoro (ed.)). ANDI.
- Suliyanto. (2015). Mimicry Marketing Strategy on Marketing Performance of Small and Medium Enterprise. *Trikonomika*, 14(2), 96–103. <https://doi.org/10.23969/trikononika.v14i2.400>
- Suwandari, L., Pradisti, L., Suparno, C., & Hidayah, A. (2023). Product Launch

Proficiency to The New Product Development in SMEs Banyumas Through The Collaborator Bonding Power. *Proceeding of International Conference Sustainable Competitive Advantage*, 4(1).

Suwandari, L., Suryana, Y., Wirasasmitha, Y., & Sutisna, S. (2017). Marketing Performance of Traditional Batik in Yogyakarta Based on Entrepreneurship Orientation and Environment Factors. *Management and Economics Review*, 2(2), 195–204.

Tabachnick, B., & Fidell, L. (2007). *Experimental Designs Using Anova*. Duxbury, Belmont.

Tackx, K., & Verdin, P. (2014). *Can co-creation lead to better strategy? An exploratory research*. *Can co-creation lead to better strategy? An exploratory research*. 32(0), 0–27.

Tambunan, T. (2008). SME development, economic growth, and government intervention in a developing country: The Indonesian story. *Journal of International Entrepreneurship*, 6(4), 147–167. <https://doi.org/10.1007/s10843-008-0025-7>

Tambunan, T. (2022). Recent Development of Micro, Small and Medium Enterprises in Indonesia. *International Journal of Social Sciences and Management Review*, 06(01), 193–214. <https://doi.org/10.37602/ijssmr.2022.6112>

Teece, D. (2007). EXPLICATING DYNAMIC CAPABILITIES: THE NATURE AND MICROFOUNDATIONS OF (SUSTAINABLE) ENTERPRISE PERFORMANCE. *Strategic Management Journal*, 28, 1319–1350. <https://doi.org/10.1002/smj>

Teece, D. J., Pisano, G., & Shuen, A. (1997). DYNAMIC CAPABILITIES AND STRATEGIC MANAGEMEN. *Strategic Management Journal*, 18(7), 509–533. https://doi.org/10.1057/978-1-349-94848-2_689-1

Teece, D. J., Pisano, G., & Shuen, A. (2009). Dynamic capabilities and strategic management. *Knowledge and Strategy*, 18(April 1991), 77–116. <https://doi.org/10.4337/9781035334995.00014>

Tidd, Pavitt, B. (2018). *Integrating Technological Market*. May, 75–87.

Tobias, S., & Carlson, J. E. (1969). BRIEF REPORT: BARTLETT'S TEST OF SPHERICITY AND CHANCE FINDINGS IN FACTOR ANALYSIS. *Multivariate Behavioral Research*, 4(3), 375–377. https://doi.org/10.1207/s15327906mbr0403_8

Tzokas, N., Hultink, E. J., & Hart, S. (2004). Navigating the new product development process. *Industrial Marketing Management*, 33(7), 619–626. <https://doi.org/10.1016/j.indmarman.2003.09.004>

Ukpabio, M. G., Oyebisi, T. O., & Siyanbola, O. W. (2018). Effects of Innovation on Performance of Manufacturing SMEs in Nigeria: An empirical study. *Journal of Management*, 2(4), 1–19.

- Valeri, E., & Danielis, R. (2015). Simulating the market penetration of cars with alternative fuelpowertrain technologies in Italy. *Transport Policy*, 37, 44–56. <https://doi.org/10.1016/j.tranpol.2014.10.003>
- Valtakoski, A., Reynoso, J., Maranto, D., Edvardsson, B., & Maravillo Cabrera, E. (2019). Cross-country differences in new service development. *Journal of Service Management*, 30(2), 186–208. <https://doi.org/10.1108/JOSM-05-2018-0134>
- Van den Broeck, J., Argeseanu Cunningham, S., Eeckels, R., & Herbst, K. (2005). Data cleaning: detecting, diagnosing, and editing data abnormalities. *PLoS Medicine*, 2(10), e267.
- Vargo, S., & Lusch, R. (2015). Institutions and axioms : an extension and update of service-dominant logic. *Academy of Marketing Science*. <https://doi.org/10.1007/s11747-015-0456-3>
- Vargo, S., Lusch, R., Akaka, M., & He, Y. (2010). Service-Dominant Logic Review of Marketing Research. *Service-Dominant Logic Review of Marketing Research*, 125–167.
- Vargo, S L. (2011). On marketing theory and service-dominant logic: Connecting some dots. *Marketing Theory*, 11(1), 3–8. <https://doi.org/10.1177/1470593110393715>
- Vargo, Stephen L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *The Service-Dominant Logic of Marketing: Dialog, Debate, and Directions, January 2004*, 3–28.
- Vargo, Stephen L., & Lusch, R. F. (2008). Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1–10. <https://doi.org/10.1007/s11747-007-0069-6>
- Vargo, Stephen L., & Lusch, R. F. (2011). It's all B2B...and beyond: Toward a systems perspective of the market. *Industrial Marketing Management*, 40(2), 181–187. <https://doi.org/10.1016/j.indmarman.2010.06.026>
- Vargo, Stephen L, & Lusch, R. F. (2016). Service-dominant logic 2025. *International Journal of Research in Marketing*. <https://doi.org/10.1016/j.ijresmar.2016.11.001>
- Verma, R., Rajagopal, & Reyes-Mercado, P. (2013). Impact of service co-creation on performance of firms: The mediating role of market oriented strategies. *International Journal of Services and Operations Management*, 15(4), 449–466. <https://doi.org/10.1504/IJSOM.2013.054885>
- Voss, G. B., & Voss, Z. G. (2000). Strategic Orientation and Firm Performance in an Artistic Environment. *Journal of Marketing*, 64(1), 67–83. <https://doi.org/10.1509/jmkg.64.1.67.17993>
- Waldner, F., Poetz, M. K., Grimpe, C., & Eurich, M. (2015). Antecedents and Consequences of Business Model Innovation: The Role of Industry Structure. *Academy of Management Proceedings*, 2015(1), 16790.

<https://doi.org/10.5465/ambpp.2015.16790abstract>

- Walker, R. M., Chen, J., & Aravind, D. (2015). Management innovation and firm performance: An integration of research findings. *European Management Journal*, 33(5), 407–422. <https://doi.org/10.1016/j.emj.2015.07.001>
- William, A., Matthew, S., & Oktaviani, R. (2023). The Influence of Market Orientation and Product Innovation on the Marketing Performance of UMKM in Bekasi City in Rawalumbu. *Jurnal Kewirausahaan, Akuntansi Dan Manajemen Tri Bisnis*, 5(1). <https://doi.org/10.59806/tribisnis.v5i1.270>
- Wilson, G. A., Case, T., & Dobni, C. B. (2023). A global study of innovation-oriented firms: Dimensions, practices, and performance. *Technological Forecasting and Social Change*, 187(December 2022), 122257. <https://doi.org/10.1016/j.techfore.2022.122257>
- Woelandari, D. S. (2023). Membangun Model Idiosyncratic Regional Value Product Design Untuk Meningkatkan Kinerja Pemasaran. *Universitas Diponegoro*.
- Worthington, R. L., & Whittaker, T. A. (2006). Scale development research: A content analysis and recommendations for best practices. *The Counseling Psychologist*, 34(6), 806–838.
- Yalcinkaya, G., Griffith, D., & Calantoe, R. (2007). An Examination of Exploration and Exploitation Capabilities: Implications for Product Innovation and Market. *Journal of International Marketing*, 15(4), 69–93. <https://doi.org/10.1509/jimk.15.4.63>
- Yan, T., & Azadegan, A. (2017). Comparing inter-organizational new product development strategies: Buy or ally; Supply-chain or non-supply-chain partners? *International Journal of Production Economics*, 183, 21–38. <https://doi.org/10.1016/j.ijpe.2016.09.023>
- Yan, T., & Dooley, K. J. (2013). Communication intensity, goal congruence, and uncertainty in buyer-supplier new product development. *Journal of Operations Management*, 31(7–8), 523–542. <https://doi.org/10.1016/j.jom.2013.10.001>
- Yan, T., & Wagner, S. M. (2017). Do what and with whom? value creation and appropriation in inter-organizational new product development projects. *International Journal of Production Economics*, 191, 1–14. <https://doi.org/10.1016/j.ijpe.2017.05.010>
- Zainal, M. (2022). Innovation orientation and performance of Kuwaiti family businesses: evidence from the initial period of COVID-19 pandemic. *Journal of Family Business Management*, 12(2), 251–265. <https://doi.org/10.1108/JFBM-09-2020-0086>
- Zhang, J., & Duan, Y. (2010). Empirical study on the impact of market orientation and innovation orientation on new product performance of Chinese manufacturers. *Nankai Business Review International*, 1(2), 214–231.

<https://doi.org/10.1108/20408741011052609>

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/10.1016/j.jbusres.2008.10.001>

Zhou, Y., Wang, M., Hao, H., Johnson, L., Wang, H., & Hao, H. (2015). Plug-in electric vehicle market penetration and incentives: a global review. *Mitigation and Adaptation Strategies for Global Change*, 20(5), 777–795. <https://doi.org/10.1007/s11027-014-9611-2>

