

DAFTAR PUSTAKA

- Abdulai, Mohammed, and Robert E. Hinson. 2012. "Market Orientation, Innovation and Corporate Social Responsibility Practices in Ghana's Telecommunication Sector." *Social Responsibility Journal* 8(3). doi: 10.1108/17471111211247910.
- Ali, Hasan, 2008, Manajemen Pemasaran dan Marketing, Penerbit Alfabeta, Bandung.
- Aniyati, Iin, and Lilik Indayani. 2023. "The Effect of Market Orientation and Product Innovation on Marketing Performance Through Competitive Advantage as an Intervening Variable in MSME Bags in Sidoarjo." *Academia Open* 8(1).
- Anon. (n.d.-a). BANKDATA UMKM & GALERI DISKOPDAGPERIN KAB KUNINGAN. Retrieved December 28, 2023, from <https://www.sibadumirakyat.kuningankab.go.id/datadanangka.php>
- Anon. n.d.-b. "BPS Kabupaten Kuningan." Retrieved December 28, 2023, from <https://kuningankab.bps.go.id/>
- Aprilia, Agnes. 2022. "Pengaruh Inovasi Produk Terhadap Keunggulan Bersaing Burger.Mac." *JRMB (Jurnal Riset Manajemen & Bisnis)* 7(1). doi: 10.30743/jrmb.v7i1.5194.
- Aristiyo, Roro, and Murwatiningsih. 2017. "Meningkatkan Kinerja Pemasaran Melalui Keunggulan Bersaing Dengan Orientasi Kewirausahaan, Orientasi Pasar, Dan Kemitraan." *Management Analysis Journal* 6 (1)(1):44.
- Bakti, Sukma, and Harniza Harun. 2011. "Pengaruh Orientasi Pasar Dan Nilai Pelanggan Terhadap Kinerja Pemasaran Maskapai Penerbangan Lion Air." *Jurnal Manajemen Pemasaran Modern* 3(1).

- Barney. 1991. "Firm Resources RBV." *Journal of Management* 17(1):410.
- Becker, Gary S., Human Capital: A Theoretical and Empirical Analysis, with Special Reference to Education (1964). University of Illinois at Urbana-Champaign's Academy for Entrepreneurial Leadership Historical Research Reference in Entrepreneurship.
- Bonett, Douglas G., and Thomas A. Wright. 2015. "Cronbach's Alpha Reliability: Interval Estimation, Hypothesis Testing, and Sample Size Planning." *Journal of Organizational Behavior* 36(1):3–15. doi: 10.1002/job.1960.
- Cahyani, Ade Ayu, Syahrir Mallongi, and Amir Mahmud. 2021. "Pengaruh Orientasi Kewirausahaan, Inovasi Produk, Keunggulan Bersaing, Terhadap Kinerja Pemasaran Usaha Nasi Kuning Di Kota Makassar." *Jurnal Ilmu Ekonomi* 4(1):219–32. doi: 10.33096/paradoks.v4i1.768.
- Dewi, Ni Made Putri, and Ni Wayan Ekawati. 2017. "Peran Keunggulan Bersaing Dalam Memediasi Pengaruh Orientasi Pasar Terhadap Kinerja Pemasaran (Studi UKM Laundry Di Kecamatan Kuta Selatan)." *Manajemen Unud* 6(9):4947–77.
- Didonet, Simone Regina, José Roberto Frega, Ana Maria Machado Toaldo, and Guillermo Díaz. 2014. "The Role of Supply Chain Integration in the Relationship between Market Orientation and Performance in SMEs." *International Journal of Business Science and Applied Management* 9(2):16–29.
- DiFonzo, Nicholas, and Prashant Bordia. 1998. "Reproduced with Permission of the Copyright Owner . Further Reproduction Prohibited Without." *Journal of Allergy and Clinical Immunology* 130(2):556.
- Fadhillah, Yosi, Syahmardi Yacob, and Tona Aurora Lubis. 2021a. "Orientasi Kewirausahaan, Inovasi Produk, Dan Media Sosial Terhadap Kinerja Pemasaran Dengan Keunggulan Bersaing Sebagai Intervening Pada Ukm Di

- Kota Jambi.” *Jurnal Manajemen Terapan Dan Keuangan* 10(01):1–15. doi: 10.22437/jmk.v10i01.12175.
- Fadhillah, Yosi, Syahmardi Yacob, and Tona Aurora Lubis. 2021b. “Orientasi Kewirausahaan, Inovasi Produk, dan Media Sosial terhadap Kinerja Pemasaran dengan Keunggulan Bersaing sebagai Intervening pada UKM di Kota Jambi.” *Jurnal Manajemen Terapan Dan Keuangan* 10(01):1–15. doi: 10.22437/jmk.v10i01.12175.
- Farida, Naili. 2016. “Determinants of Marketing Performance: Innovation, Market Capabilities and Marketing Performance.” *Jurnal Dinamika Manajemen* 7(1). doi: 10.15294/jdm.v7i1.5759.
- Faridatun Nisa, and Hastin Umi Anisah. 2023. “The Role of Product Quality and Product Innovation on Competitive Advantage: A Study on Nutrition Clubs in Banjarmasin, Indonesia.” *Open Access Indonesia Journal of Social Sciences* 6(6). doi: 10.37275/oaijss.v6i6.187.
- Fatikha, Cindera, Mintarti Rahayu, and Sumiati Sumiati. 2021. “Effect of Entrepreneurship Orientation and Market Orientation on Marketing Performance Through Competitive Advantage.” *Jurnal Aplikasi Manajemen* 19(2):448–58. doi: 10.21776/ub.jam.2021.019.02.20.
- Feranita, Nungky Viana, and Hendra Aris Setiawan. 2019. “Peran Keunggulan Bersaing Dalam Memediasi Dampak Orientasi Pasar Dan Orientasi Kewirausahaan Terhadap Kinerja Umkm.” *Majalah Ilmiah DIAN ILMU* 18(1). doi: 10.37849/midi.v18i1.110.
- Hadiyati, Ernani. 2012. “Kreativitas Dan Inovasi Pengaruhnya Terhadap Pemasaran Kewirausahaan Pada Usaha Kecil.” *Jurnal Inovasi Dan Kewirausahaan* 1(3).
- Harjadi, Dikdik, Dewi Fatmasari, and Ayu Siti Nurhasanah. 2020. “Market Orientation And Product Innovation To Increase Competitive Advantages And

- Its Impact On Marketing Performance.” *Al-Amwal : Jurnal Ekonomi Dan Perbankan Syari’ah* 12(1):12. doi: 10.24235/amwal.v1i1.5457.
- Hidayatullah, Syarif, Achmad Firdiansjah, Ryan Gerry Patalo, and Abdul Waris. 2019. “The Effect of Entrepreneurial Marketing and Competitive Advantage on Marketing Performance.” *International Journal of Scientific and Technology Research* 8(10).
- Hofstede, G. 2001. *Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations*. SAGE Publications.
- Hurley, Robert F., and G. Tomas M. Hult. 1998. “Innovation, Market Orientation, and Organizational Learning: An Integration and Empirical Examination.” *Journal of Marketing* 62(3):42–54. doi: 10.1177/002224299806200303.
- Hutahaean, Raidon, and Ayu Dita Sari. 2023. “Pengaruh Perda Pemberdayaan Dan Orientasi Pasar Terhadap Kinerja Pemasaran UMKM.” *Jurnal Kolaboratif Sains* 6(4). doi: 10.56338/jks.v6i4.3435.
- Irwan, Andi Muhammad, □ Budi Andriani, and Serlin Serang. 2023. “Pengaruh Orientasi Pasar Dan Inovasi Terhadap Keunggulan Bersaing Pada UMKM Kota Makassar.” *YUME : Journal of Management* 6(2):388–99.
- Jyoti, Jeevan, and Hardeep Chahal. 2015. “Sustainable Competitive Advantage: A Road to Success.” *Sustainable Competitive Advantage: A Road to Success*, (19):1–6.
- Kamboj, Shampy, and Zillur Rahman. 2017. “Market Orientation, Marketing Capabilities and Sustainable Innovation: The Mediating Role of Sustainable Consumption and Competitive Advantage.” *Management Research Review* 40(6). doi: 10.1108/MRR-09-2014-0225.
- Kencana, Putu Aryanti Putri, and I. Gusti Ayu Ketut Giantari. 2021. “PENGARUH ORIENTASI PASAR DAN INOVASI TERHADAP KEUNGGULAN

- BERSAING DAN KINERJA PEMASARAN.” *Buletin Studi Ekonomi*. doi: 10.24843/bse.2021.v26.i02.p03.
- Kolter, Philip. 2017. “Philip Kotler, Manajemen Pemasaran Edisi 13 Jilid 1.” 1–345.
- Kotler, P. 1997. *Marketing Management: Analysis, Planning, Implementation, and Control*. Prentice Hall.
- Kotler, Philip, and Gary Armstrong. 2021. “Principles of MARKETING 18e.”
- Mahadewi, Anak Agung Ayu Diah Puspita, and I. Gusti Agung Ketut Gede Suasana. 2023. “The Role of Competitive Advantage in Mediating the Effect of Market Orientation on Marketing Performance Florist in Denpasar City.” *International Journal of Social Science and Business* 7(3). doi: 10.23887/ijssb.v7i3.60840.
- Djodjobo, C. V., & Tawas, H. N. 2014. "Pengaruh orientasi kewirausahaan, inovasi produk, dan keunggulan bersaing terhadap kinerja pemasaran usaha nasi kuning di Kota Manado."
- Matthyssens, Paul, and Koen Vandenbempt. 1998. “Creating Competitive Advantage in Industrial Services.” *Journal of Business and Industrial Marketing* 13(5):339–55. doi: 10.1108/08858629810226654.
- Meisya, Putri, and Dadang Surjasa. 2022. “Effect of Market Orientation on Firm Performance in F&B Business Sector: The Role of Supply Chain Integration and Firm Innovativeness.” *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management* 15(1):132–45. doi: 10.20473/jmtt.v15i1.33635.
- Merakati, Indah, Rusdarti, and Wahyono. 2017. “Pengaruh Orientasi Pasar, Inovasi, Orientansi Kewirausahaan Melalui Keunggulan Bersaing Terhadap Kinerja Pemasaran.” *Journal of Economic Education* 6(2):114–23.

- Merlo, Omar, and Seigyoung Auh. 2009. "The Effects of Entrepreneurial Orientation, Market Orientation, and Marketing Subunit Influence on Firm Performance." *Marketing Letters* 20(3). doi: 10.1007/s11002-009-9072-7.
- Nahriah Tejawulan, Gelli. 2022. "Pengaruh Orientasi Pasar Dan Inovasi Produk Terhadap Kinerja Pemasaran (Studi Kasus GoJek)." *JEBA (Journal of Economics and Business Aseanomics)* 6(2). doi: 10.33476/j.e.b.a.v6i2.2174.
- Narver, John C., and Stanley F. Slater. 1990. "The Effect of a Market Orientation on Business Profitability." *Journal of Marketing* 54(4). doi: 10.1177/002224299005400403.
- Ningrum, Shintia, Valen Desliena Fitra, and Vicky F. Sanjaya. 2020. "Pengaruh Inovasi Produk, Keunggulan Bersaing, Dan Strategi Pemasaran Terhadap Kinerja Pemasaran." *Jurnal Mutiara Manajemen* 5(2). doi: 10.51544/jmm.v5i2.1614.
- Nizam, R., Karim, Z. A., Sarmidi, T., & Rahman, A. A. 2021. Financial inclusion and firm growth in ASEAN-5 countries: A new evidence using threshold regression. *Finance Research Letters*, 41. <https://doi.org/10.1016/j.frl.2020.101861>
- Nofrizal, Nofrizal, Aznuryandi Aznuryandi, Arizal N, Azhar Affandi, and Undang Juju. 2021. "Pengaruh Keunggulan Bersaing Terhadap Kinerja Pemasaran Pengrajin Rotan Pekanbaru." *Journal of Business and Banking* 10(2). doi: 10.14414/jbb.v10i2.2487.
- Nurhasanah, Novi, and Murwatiningsih Murwatiningsih. 2018. "The Influence of Market Orientation, Learning Orientation, Innovation and Competitive Advantage to Improve Marketing Performance." *Management Analysis Journal* 7(4):458–68. doi: 10.15294/maj.v7i4.25637.
- Nurmali, M., & Haloho, E. 2020. Pengaruh inovasi produk dan media sosial terhadap keunggulan bersaing pada Café Rilek's Medan. *Jurnal Mutiara*

Manajemen, 5(1). <https://doi.org/10.51544/jmm.v5i1.3046>

Oktavinus, Oktavinus, Sudirman Zaid, and Hayat Yusuf. 2020. "Pengaruh Orientasi Pasar Dan Inovasi Produk Terhadap Keunggulan Bersaing Dan Kinerja Pemasaran Pengolahan Rumput Laut Di Wakatobi." *Jurnal Ilmu Manajemen Universitas Tadulako (JIMUT)* 5(2):211–27. doi: 10.22487/jimut.v5i2.153.

Pelham, Alfred M. 1997. "Market Orientation and Performance: The Moderating Effects of Product and Customer Differentiation." *Journal of Business and Industrial Marketing* 12(5):276–96. doi: 10.1108/08858629710183257.

Porter, Michael E. 1985. *Competitive Advantage: Creating and Sustaining Superior Performance*.

Porter, Michael E. 1990. "The Competitive Advantage of Nations"

Porter, Michael E. 1996. "What Is Strategy?" *Harvard Business Review* 74, no. 6 (November–December 1996): 61–78.

Pratono, Aluisius Hery, and Rosli Mahmood. 2015. "Mediating Effect of Marketing Capability and Reward Philosophy in the Relationship between Entrepreneurial Orientation and Firm Performance." *Journal of Global Entrepreneurship Research* 5(1). doi: 10.1186/s40497-015-0023-x.

Rahadhini, Marjam Desma, and Lamidi Lamidi. 2020. "Pengaruh Orientasi Pasar Terhadap Kinerja Pemasaran UMKM Melalui Keunggulan Bersaing Di Kota Solo." *J-MKLI (Jurnal Manajemen Dan Kearifan Lokal Indonesia)* 4(2). doi: 10.26805/jmkli.v4i2.109.

Rahim, Ummu Kalsum. 2023. "Pengaruh Promosi Dan Inovasi Produk Terhadap Kinerja Pemasaran Melalui Citra Merek Pada KM Pakaian Muslimah Di Kota Makassar." *Jurnal Ilmiah Multidisiplin AMSIR* 1(2):322–32.

Rahmadi, Afif Nur, and B. Dewandaru. 2021. "Effect of Market Orientation and Innovation Toward Competitive Advantage In Business Street Food at Jl.

- Pahlawan Kusuma Bangsa Kediri City.” *Business and Finance Journal* 6(2):135–39. doi: 10.33086/bfj.v6i2.2373.
- Rahmadi, Afif Nur, Tontowi Jauhari, and Bothy Dewandaru. 2020. “Pengaruh Orientasi Pasar, Inovasi Dan Orientasi Kewirausahaan Terhadap Keunggulan Bersaing Pada UKM Di Jalanan Kota Kediri.” *JURNAL EKBIS* 21(2). doi: 10.30736/je.v21i2.510.
- Reed, Richard, and Robert J. DeFillippi. 1990. “Causal Ambiguity, Barriers to Imitation, and Sustainable Competitive Advantage.” *Academy of Management Review* 15(1):88–102. doi: 10.5465/amr.1990.4308277.
- Romadliyatun, Cicik Harini, and Djamaludin Malik. 2019. “The Effect of Market Orientation, and Product Innovation on Marketing Performance with Competitive Advantage as a Mediating Variable (Case Studies at PT. Indrakinarya Mugisantosa Semarang).” *Journal of Management* 5(5):1–15.
- Mahmood, R., et al. 2013. *Entrepreneurial orientation and business performance of women-owned small and medium enterprises in Malaysia: Competitive advantage as a mediator. International Journal of Business and Social Science*, 4(1), 82–90. <https://doi.org/10.1177/0266242612455034>
- Sari, Fipit Alam Pratama Widian, and Naili Farida. 2020. “Pengaruh Orientasi Pasar Dan Orientasi Kewirausahaan Terhadap Kinerja Pemasaran Melalui Inovasi Produk Sebagai Variabel Intervening (Studi Pada Umkm Kuningan Juwana Kabupaten Pati).” *Jurnal Ilmu Administrasi Bisnis* 9(3):345–52. doi: 10.14710/jiab.2020.28117.
- Sari, Mutia, Habibur Rachman, Noni Juli Astuti, Muhammad Win Afgani, and Rusdy Abdullah Siroj. 2022. “Explanatory Survey Dalam Metode Penelitian Deskriptif Kuantitatif.” *Jurnal Pendidikan Sains Dan Komputer* 3(01):10–16. doi: 10.47709/jpsk.v3i01.1953.
- Slater, Stanley F. 2000. “The Positive Effect of a Market Orientation.” *Journal of*

Business Research 48, 48(98):69–73.

Sugiyono. (2016). Metodologi penelitian. 336.

Super, Donald E. 1980. “A Life-Span, Life-Space Approach to Career Development.” *Journal of Vocational Behavior* 16(3):282–98. doi: [https://doi.org/10.1016/0001-8791\(80\)90056-1](https://doi.org/10.1016/0001-8791(80)90056-1).

Tawas, Dhea G. Mamengko Hendra N., and Michael Ch. Raintung. 2023. “Pengaruh Orientasi Pasar Dan Inovasi Produk Terhadap Kinerja Pemasaran Dengan Keunggulan Bersaing Sebagai Variabel Intervening (Studi Kasus Pada Usaha Mikro Kecil Dan Menengah Di Kecamatan Kawangkoan).” *Jurnal EMBA* 11(Januari):486–99.

Tirtayasa, Satria, Hery Syahrial, Nasib, and Beby Nofriza. 2022. “The Effect of Market Orientation and Product Innovation on Performance-Mediated Competitive Advantage Marketing(Case Study of MSME Boutiq Women in Medan Market Center).” *International Journal of Applied Finance and Business Studies* 10(1):23–30.

Udriyah, Jacqueline Tham, and S. M. Ferdous Azam. 2019. “The Effects of Market Orientation and Innovation on Competitive Advantage and Business Performance of Textile Smes.” *Management Science Letters* 9(9). doi: 10.5267/j.msl.2019.5.009.

Uncles, Mark. 2000. “Market Orientation.” *Australian Journal of Management* 25(2). doi: 10.1177/031289620002500201.

Wahyono. 2002. “Orientasi Pasar Dan Inovasi: Pengaruhnya Terhadap Kinerja Pemasaran.” *Jurnal Sains Pemasaran Indonesia* 1(1):23–40.

Winarso, Widi, Hamdy Hady, Rorim Panday, and Dhian Tyas Untari. 2020. “Competitive Advantage and Marketing Performance on SMEs : Market Orientation and Innovation of Local Product in Bekasi , Indonesian.” *TEST*:

Engineering & Management 1(1):1–11.

Zimmerer, Thomas W., Scarborough, Norman M. 2008. “Kewirausahaan Dan Manajemen Usaha Kecil.” Jakarta Timur: Salemba Empat.