

## DAFTAR PUSTAKA

- Abdillah, W., & Jogiyanto. (2015). *Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis* (Ed 1). Andi.
- Abu Hatab, A., Lagerkvist, C. J., & Esmat, A. (2021). Risk perception and determinants in small- and medium-sized agri-food enterprises amidst the COVID-19 pandemic: Evidence from Egypt. *Agribusiness*, 37(1), 187–212. <https://doi.org/10.1002/agr.21676>
- Alhaiou, T. A. (2011). A Study on the Relationship between E-CRM Features and E-Loyalty : the case in UK. *Management, April*.
- Almarshad, M. N. D., Al-Nawafah, S. S., & Al Tahrawi, M. H. A. (2020). The role of customer relationship management success factors on enhancing the mental image of telecommunications companies in Jordan. *Management Science Letters*, 10(15), 3515–3526. <https://doi.org/10.5267/j.msl.2020.6.043>
- Alshawi, S., Missi, F., & Irani, Z. (2011). Organisational, technical and data quality factors in CRM adoption - SMEs perspective. *Industrial Marketing Management*, 40(3), 376–383. <https://doi.org/10.1016/j.indmarman.2010.08.006>
- Amijaya, S. Y., Seliari, T., & Oentoro, K. (2020). Pengembangan Strategi Pemasaran Dan Promosi Produk UMKM Di Tengah Pandemi Covid-19. *Proceeding Senadimas* ..., 358–368. <https://lppm.undiksha.ac.id/senadimas2020/assets/ProsidingSenadimas2020/file/47.pdf>
- Amri, A. (2020). Pengaruh Periklanan Melalui Media Sosial Terhadap UMKM di Indonesia di Masa PAndemi. *Jurnal Brand*, 2(1), 123–130. [https://www.academia.edu/42672824/Dampak\\_Covid-19\\_Terhadap\\_UMKM\\_di\\_Indonesia](https://www.academia.edu/42672824/Dampak_Covid-19_Terhadap_UMKM_di_Indonesia)
- BI. (2015). Profil Bisnis Usaha Mikro, Kecil Dan Menengah (UMKM). *Bank Indonesia Dan LPPI*, 1–138. [https://www.bi.go.id/umkm/penelitian/Documents/Profil\\_Bisnis\\_UMKM.pdf](https://www.bi.go.id/umkm/penelitian/Documents/Profil_Bisnis_UMKM.pdf)
- Branicki, L. J., Sullivan-Taylor, B., & Livschitz, S. R. (2018). How entrepreneurial resilience generates resilient SMEs. *International Journal of Entrepreneurial Behaviour and Research*, 24(7), 1244–1263. <https://doi.org/10.1108/IJEBR-11-2016-0396>

Cao, G., & Tian, N. (2020). Enhancing customer-linking marketing capabilities using marketing analytics. *Journal of Business and Industrial Marketing*, 35(7), 1289–1299. <https://doi.org/10.1108/JBIM-09-2019-0407>

Cepel, M., Gavurova, B., Dvorsky, J., & Belas, J. (2020). The impact of the covid-19 crisis on the perception of business risk in the sme segment. *Journal of International Studies*, 13(3), 248–263. <https://doi.org/10.14254/2071-8330.2020/13-3/16>

Chi, N. T. K. (2021). Innovation capability: The impact of e-CRM and COVID-19 risk perception. *Technology in Society*, 67(August), 101725. <https://doi.org/10.1016/j.techsoc.2021.101725>

Erokhina, T. B., Mitko, O. A., & Troilin, V. V. (2018). Digital marketing and digital logistics in consumer communication. *European Research Studies Journal*, 21(2), 861–867.

Fatmawati, A., & Hendrayani, S. Y. (2020). the Risk Perception of Covid-19 in Indonesia. *Jurnal Vokasi Kependidikan (JVK)*, 3(2), 103–108. <https://doi.org/10.33369/jvk.v3i2.11271>

García, J. J. L., Lizcano, D., Ramos, C. M. Q., & Matos, N. (2019). Digital marketing actions that achieve a better attraction and loyalty of users: An analytical study. *Future Internet*, 11(6), 1–16. <https://doi.org/10.3390/fi11060130>

Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)* (4th ed.). Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23 Update PLS Regresi* (Cetakan IV). Badan Penerbit Universitas Diponegoro.

Hair. (2014). *Multivariate Data Analysis, New International Edition*. New Jersey: Pearson.

Jamali, M., Mehrabadi, M. A., & Pouri, M. (2017). The Effect of the Implementation of E-Crm Electronic Satisfaction and Loyalty, Electronic Consumers of Mellat Bank's Website. *Journal of History Culture and Art Research*, 6(1), 121. <https://doi.org/10.7596/taksad.v6i1.709>

- Khánh, C. N. T., Phong, L. T., & Cao, K. D. (2021). The impact of organizational factors on E-CRM success implementation. *VINE Journal of Information and Knowledge Management Systems*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/VJIKMS-05-2020-0096>
- Kim, H., & Qu, H. (2020). Effects of employees' social exchange and the mediating role of customer orientation in the restaurant industry. *International Journal of Hospitality Management*, 89(September 2019), 102577. <https://doi.org/10.1016/j.ijhm.2020.102577>
- Kotler, Philip., & Keller, K. L. (2016). *Marketing Management 15th Global Edition* (S. Wall (ed.); 15th ed.). Pearson Education Limited.
- Liliyan, A. (2020). Entrepreneurial Marketing dan Trust Terhadap Marketing Performance. *Jurnal Manajemen Bisnis*, 17(4), 531–547. <https://doi.org/10.38043/jmb.v17i4.2714>
- Low, S., Ullah, F., Shirowzhan, S., Sepasgozar, S. M. E., & Lee, C. L. (2020). Smart digital marketing capabilities for sustainable property development: A case of Malaysia. *Sustainability (Switzerland)*, 12(13). <https://doi.org/10.3390/su12135402>
- Mahawrah, F., Shehabat, I., & Abu Shanab, E. (2016). The impact of knowledge management on customer relationship management: a case from the fast food industry in Jordan. *International Journal of Electronic Customer Relationship Management*, 10(2/3/4), 138. <https://doi.org/10.1504/ijecrm.2016.10003108>
- Mansur, A., & Setianingrum, A. (2017). *Meningkatkan Kinerja Pemasaran Pada Era Digital ( Studi Empiris pada UKM di kota Bekasi )*. 7(September), 74–86.
- Mashuri, M. (2019). Analisis Strategi Pemasaran UMKM Di Era 4.0. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 8(2), 215–224. <https://doi.org/10.46367/iqtishaduna.v8i2.175>
- Merrilees, B., Rundle-Thiele, S., & Lye, A. (2011). Marketing capabilities: Antecedents and implications for B2B SME performance. *Industrial Marketing Management*, 40(3), 368–375. <https://doi.org/10.1016/j.indmarman.2010.08.005>
- Mulyana, M., Hendar, H., Zulfa, M., & Ratnawati, A. (2020). Marketing Innovativeness on Marketing Performance: Role of Religio-Centric Relational Marketing Strategy. *Journal of Relationship Marketing*, 19(1), 52–74. <https://doi.org/10.1080/15332667.2019.1664869>

- Naili, F., Naryoso, A., & Ardyan, E. (2017). Model of relationship marketing partnerships between batik SMEs and batik distributors in central Java, Indonesia. *International Journal of Social Ecology and Sustainable Development*, 8(4), 1–14. <https://doi.org/10.4018/IJSESD.2017100101>
- Nurlela. (2021). E-Commerce, Solusi di Tengah Pandemi COVID-19. *Jurnal Simki Economic*, 4(1), 47–56. <https://jiped.org/index.php/JSE>
- OECD. (2020). Covid-19: SME Policy Responses. *Tackling Coronavirus (COVID-19): Contributing to a Global Effort*, March, 1–55. [https://oecd.dam-broadcast.com/pm\\_7379\\_119\\_119680-di6h3qgi4x.pdf](https://oecd.dam-broadcast.com/pm_7379_119_119680-di6h3qgi4x.pdf)
- Pandrianto, N., & Sukendro, G. G. (2018). Analisis Strategi Pesan Content Marketing Untuk Mempertahankan Brand Engagement. *Jurnal Komunikasi*, 10(2), 167. <https://doi.org/10.24912/jk.v10i2.2619>
- Peppers, D., & Rogers, M. (2017a). Managing Customer Experience and Relationships. In *Managing Customer Relationships*. <http://doi.wiley.com/10.1002/9781119239833.ch1>
- Peppers, D., & Rogers, M. (2017b). *Managing Customer Experience and Relationships A Strategic Framework* (Third). John Wiley & Sons, Inc., Hoboken, New Jersey.
- Prasetyo, H., & Sutopo, W. (2018). Industri 4.0: Telaah Klasifikasi Aspek Dan Arah Perkembangan Riset. *J@ti Undip : Jurnal Teknik Industri*, 13(1), 17. <https://doi.org/10.14710/jati.13.1.17-26>
- Rahayuningsih, Y., & Suharyana, Y. (2018). the Quality of Spending of Basic Services of Education Affairs of Banten Province. *Jurnal Kebijakan Pembangunan Daerah*, 2(1), 43–64. <https://doi.org/10.37950/jkpd.v2i1.33>
- Ranganathan, C., Teo, T. S. H., & Dhaliwal, J. (2011). Web-enabled supply chain management: Key antecedents and performance impacts. *International Journal of Information Management*, 31(6), 533–545. <https://doi.org/10.1016/j.ijinfomgt.2011.02.004>
- Riyanto, S. dan A. A. H. (2020). *Metode Riset Penelitian Kuantitatif Penelitian di Bidang Manajemen, Teknik, Pendidikan dan Eksperimen*. Deepublish.
- Ryan, D. (2014). *Understanding Digital Marketing (Marketing Strategies for Engaging The Digital Generation)* (Third). Kogan Page.

Sayed Soliman, H. (2011). Customer Relationship Management and Its Relationship to the Marketing. *International Journal of Business and Social Science*, 2(10), 166–182.

Shamma, H., & Hassan, S. (2013). Customer-driven benchmarking: A strategic approach toward a sustainable marketing performance. *Benchmarking*, 20(3), 377–395. <https://doi.org/10.1108/14635771311318144>

Sopha, B. M., Jie, F., & Himadhani, M. (2021). Analysis of the uncertainty sources and SMEs' performance. *Journal of Small Business and Entrepreneurship*, 33(1), 1–27. <https://doi.org/10.1080/08276331.2020.1764737>

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.

Sunny, E.-E., & Abolaji, O. (2016). Electronic Customer Relationship Management (E-CRM) & Marketing Performance: Empirical Evidence from Nigeria Telecom Sector. *British Journal of Economics, Management & Trade*, 11(1), 1–14. <https://doi.org/10.9734/bjemt/2016/19924>

UKM, K. dan. (2020). Kredit 3,88 Juta Debitur KUMKM Telah Direstrukturisasi. *Cooperative, Edisi No.3*, 22.

Wijoyo, H., Musnaini, M., Jambi, U., & Indrawan, I. (2020). *Digital marketing* (Issue August).

Wong, W. P., & Wong, K. Y. (2011). Supply chain management, knowledge management capability, and their linkages towards firm performance. *Business Process Management Journal*, 17(6), 940–964. <https://doi.org/10.1108/14637151111182701>

Yamin, A. Bin. (2017). Impact of Digital Marketing as a Tool of Marketing Communication: A Behavioral Perspective on Consumers of Bangladesh.

*American Journal of Trade and Policy*, 4(3), 117–122. <https://doi.org/10.18034/ajtp.v4i3.426>

Yusup, F. (2018). Uji Validitas dan Reliabilitas. *Jurnal Tarbiyah: Jurnal Ilmiah Kependidikan*, 7(1), 17–23. <https://jurnal.uin-antasari.ac.id/index.php/jtjik/article/download/2100/1544>

Zahay, D. (2020). *Digital Marketing Management, Second Edition*.

Zhao, W., Yang, T., Hughes, K. D., & Li, Y. (2021). Entrepreneurial alertness and business model innovation: the role of entrepreneurial learning and risk perception. *International Entrepreneurship and Management Journal*, 17(2), 839–864. <https://doi.org/10.1007/s11365-020-00637-2>