

DAFTAR PUSTAKA

- Abadi, T. A., & Siregar, M. Y. (2025). Pengaruh Orientasi Kewirausahaan, Orientasi Pasar, dan Inovasi Produk Terhadap Keunggulan Bersaing Pada Usaha Kuliner Angkringan di Kesawan City Walk Medan. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 11(2), 745–753. <https://doi.org/10.35870/jemsi.v11i2.3876>
- Agustina, L., Hadi, P., Jubaedah, J., & Setiadi, I. K. (2024). The Influence Digital Marketing and Market Orientation on Marketing Performance Moderated by Competitive Advantage. *Quantitative Economics and Management Studies*, 5(6), 1210–1217. <https://doi.org/10.35877/454RI.qems2906>
- Ahsan, M., & Yuliana, E. (2024). *Pengaruh inovasi produk terhadap kepuasan pelanggan pada UMKM Blissfulnim* [Skripsi]. Universitas Telkom.
- Aini, L. N., Santoso, F., & Khirdany, E. N. (2023). PENGEMBANGAN UMKM KULINER DI ERA DIGITAL: PERAN INOVASI DAN JARINGAN BISNIS DI KOTA SAMPANG. *Currency: Jurnal Ekonomi Dan Perbankan Syariah*, 2(1).
- Ananda, T. A., Dewi, N. K., & Saleh, M. Z. (2023). Fenomena Perubahan Strategi Pemasaran dalam Menghadapi Tantangan di Era Digital. *Jurnal Publikasi Ilmu Manajemen*, 2(4), 98–107. <https://doi.org/10.55606/jupiman.v2i4.2738>
- Anderson, E., & Eshima, Y. (2021). *Business market management: Understanding, creating, and delivering value* (4th ed.). Pearson.
- Asih, H. (2024). *Waspada! Inilah 3 Penyebab UMKM Gagal dan Gulung Tikar, Bisnismu Termasuk?* Https://Ukmindonesia.Id/Baca-Deskripsi-Posts/Waspada-Inilah-3-Penyebab-Umkm-Gagal-Dan-Gulung-Tikar-Bisnismu-Termasuk#google_vignette.
- Baker, W. E., & Powell, W. W. (2023). Social networks and entrepreneurship: The role of ties in entrepreneurial success. *Academy of Management Perspectives*, 37(2), 205–223.
- Best, R. J. (2020). *Market-based management: Strategies for growing customer value and profitability* (7th ed.). Pearson.
- Białoskurski, S., & Wesołowski, G. (2021). Innowacje produktowe i marketingowe na rynku produktów spożywczych z perspektywy klientów. *Marketing i Rynek*, 2021(5), 23–30. <https://doi.org/10.33226/1231-7853.2021.5.3>
- BRI Research Institute. (2024). *Indeks Bisnis UMKM BRI Q1-2024 dan Ekspektasi Q2-2024. Ekspansi Bisnis UMKM Masih Melambat, Namun Tetap Prospektif*.
- Calantone, R., Cavusgil, T., & Zhao, Y. (2002). Learning orientation, firm innovation capability, and firm performance. *Industrial Marketing Management*, 31(6), 515–524.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation, and practice* (7th ed.). Pearson.

- Charlesman, M. D., & Astuti, D. (2024). Pengaruh Orientasi Kewirausahaan, Orientasi Pasar,Dan InovasiTerhadap Kinerja UMKM Di Jakarta Barat. *Jurnal Ekonomi Dan Bisnis Digital*, 2(4).
- Covin, J. G., & Wales, W. J. (2019). Crafting High-Impact Entrepreneurial Orientation Research: Some Suggested Guidelines. *Entrepreneurship Theory and Practice*, 43(1), 3–18. <https://doi.org/10.1177/1042258718773181>
- Dahana, R. N., Indrawati, N. K., & Mugiono, M. (2021). Competitive Advantage To Mediate The Influence Of Product Innovation And Entrepreneurial Orientation On Marketing Performance In Small And Medium Industry. *Jurnal Aplikasi Manajemen*, 19(2), 413–423. <https://doi.org/10.21776/ub.jam.2021.019.02.17>
- Dahmiri, D., Junaidi, J., Johannes, J., Yacob, S., & Indrawijaya, S. (2024). The Impact Of Market Orientation On Marketing Performance: Exploring The Moderating Role Of Competitive Advantage. *Business: Theory and Practice*, 25(1), 164–174. <https://doi.org/10.3846/btp.2024.20174>
- Day, G. S. (2019). *The market-driven organization: Understanding, attracting, and keeping valuable customers* (2nd ed.). Free Press.
- Dikcius, A., Budi, P., & Cahyono, S. (2022). he role of product innovation in marketing success within dynamic and competitive business environments. *Journal of Business Strategy*, 14(3), 45–60.
- D'souza, C., Nanere, M., Marimuthu, M., Arwani, M., & Nguyen, N. (2022). Market orientation, performance and the mediating role of innovation in Indonesian SMEs. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2314–2330. <https://doi.org/10.1108/APJML-08-2021-0624>
- Duwalang, I. W. R. P., & Santika, I. W. (2020). The Role of Product Innovation Mediates the Effect of Market Orientation and Entrepreneurial Orientation on Marketing Performance. *American Journal of Humanities and Social Sciences Research*, 4(8), 136–145. www.ajhssr.com
- Eliyana, A. (2018). Pengaruh Motivasi Terhadap Kinerja Karyawan. *Manajemen Dan Bisnis*, 5(2), 100–110.
- Elwisam, E., & Lestari, A. (2019). Strategi pemasaran dalam industri digital. *Jurnal Pemasaran Indonesia*, 25(3), 77–90.
- Entaresmen, R. A., Chaniago, N. A., Sulisto, D., & Salsabila, S. (2021). Pelatihan Peningkatan Kesejahteraan Pelaku UMKM pada Kondisi Pandemi Covid-19 yang Berbasis Syariah di Kelurahan Tanjung Duren Kecamatan Grogol Petamburan Jakarta Barat. *PROGRESIF: Jurnal Pengabdian Komunitas Pendidikan*, 1(2). <https://doi.org/10.36406/progresif.v1i2.455>
- Erawan, A. P. D., Aditya, I. G. W., Juniarta, I. W., Permana, I. M. A. S., & Baskara, I. M. W. (2023). Pelatihan Digital Marketing Dalam Upaya Meningkatkan Literasi Digital Umkm Desa Keramas. *BERNAS: Jurnal Pengabdian Kepada Masyarakat*, 4(1), 200–205.

- F Mikalef, J., Krogstie, A., & Pappas. (2023). *Market orientation and product innovation: The mediating role of organizational learning capability*.
- Fanreza, A., & Kramadibrata, B. S. (2022). Pengaruh Strategi Pemasaran Dan Inovasi Produk Terhadap Kinerja Pemasaran UMKM Food And Beverage Di Kota Tangerang. *Bisnis Dan Kewirausahaan*, 2(3), 78–86. <https://journal.sinov.id/index.php/jurimbik>■page78
- Farliana, N., Murniawaty, I., & Munafitri, C. H. (2021). Membangun Kinerja Pemasaran Melalui Orientasi Pasar, Inovasi Produk dan Kapabilitas Pemasaran. *Sains: Jurnal Manajemen Dan Bisnis*, 13(2), 257. <https://doi.org/10.35448/jmb.v13i2.10795>
- Fauzi, A. (2020). *Quadple Helix Solusi Bangkitkan UMKM di Masa Pandemi*.
- Felisia, C., Sidharta, H., & Yosia, B. (2020). The Effect of Entrepreneurship Orientation and Market Orientation on Marketing Performance of Furniture Home Industry in Sawahan District. *Review of Management and Entrepreneurship*, 04, 2.
- Fitriani, P. H. H. (2022). Pengaruh Jiwa Wirausaha dan Nilai Wirausaha Terhadap Peningkatan Kemandirian Usaha Melalui Perilaku Wirausaha (Studi Kasus UMKM di Kecamatan Medan Johor). *JEBIDI*.
- Gemina, D., Endang, S., & Nisa, K. (2019). *Kinerja Pemasaran Berbasis Orientasi Pasar serta Inovasi Produk pada Industri Mikro, Kecil dan Menengah Makanan Ringan Kabupaten Subang*. 2(2).
- Ghozali, I. (2016). *Applikasi Analisis Multivariate Dengan Program IBM SPSS 23 Update PLS Regresi* (Cetakan IV). Badan Penerbit Universitas Diponegoro.
- Gunawan, W. H., Novandari, W., & Setyanto, R. P. (2024). Entrepreneurial Orientation and Marketing Innovation On Performance Marketing With Level Of Competition As Intervening Variables (Survey on UMKM Actors in KUNIGAN DISTRICT). *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 8(3). <https://doi.org/10.29040/ijebar.v8i3.14105>
- Hair, J. J. F. (2017). *Multivariate Data Analysis* (eight Edition). Cengage Learning EMEA.
- Handayani, S., Santoso, I., & Kusnadi, I. (2019). Pengaruh Orientasi Pasar Terhadap Kinerja Pemasaran pada UMKM Makanan di Bandung. *Jurnal Manajemen Bisnis*, 12(2), 123–135.
- Handoyono, R., Mardiana, L., Al Farizi, M., Winarni, R., & Ulya, N. M. (2024). Pengaruh Orientasi Kewirausahaan, Orientasi Pasar Dan Keunggulan Bersaing Terhadap Kinerja UMKM Kuliner di Kelurahan Palebon Kecamatan Pedurungan Semarang. *Innovative: Journal Of Social Science Research*, 4(1), 7609–7619.
- Hunt, S. D., & Morgan, R. M. (2021). *The resource-advantage theory of competition: A synthesis of the resource-based view of the firm*. Routledge.
- Ikramuddin, Matriadi, F., Yusuf, I., & Mariyudi. (2021). Marketing Performance Development: Application Of The Concept Of Digital Marketing And Market Orientation

- Strategy In The Msme Sector. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 1(2), 181–190. <https://doi.org/10.54443/ijerlas.v1i2.85>
- Ince, H., Imamoglu, S. Z., & Karakose, M. A. (2023). Entrepreneurial orientation, social capital, and firm performance: The mediating role of innovation performance. *The International Journal of Entrepreneurship and Innovation*, 24(1), 32–43. <https://doi.org/10.1177/14657503211055297>
- Jaharudin. (2024). *Efisiensi Anggaran dan Produktivitas Nasional, Navigasi Kebijakan di Tengah Tantangan.* <Https://Umj.Ac.Id/Opini/Efisiensi-Anggaran-Dan-Produktivitas-Nasional-Navigasi-Kebijakan-Di-Tengah-Tantangan/>.
- Kandrio, K., & Muhdir, M. (2022). Pengaruh Inovasi Produk Terhadap Kinerja Pemasaran pada Industri Jambu Mete Kota Kendari. *Jurnal Ilmiah Akuntansi Manajemen*, 5(2), 77–85. <https://doi.org/10.35326/jiam.v5i2.2654>
- Khoirul, I., Laily, N., Hindrayani, A., & Noviani, L. (2023). Studi Meta Analisis Pengaruh Orientasi Kewirausahaan terhadap Kinerja UMKM. *Journal on Education*, 05(04).
- Kotler, P. (2020). *Principles of Marketing*. Pearson Education.
- Kotler, P., & Armstrong, G. (2016a). *Principles of Marketing* (Sixteenth). Pearson Education Limited.
- Kotler, P., & Armstrong, G. (2016b). *Principles of Marketing* (16 Edition). Pearson Education, Inc.
- Kreiser, P. M., Marino, L. D., & Weaver, K. M. (2022). Entrepreneurial orientation: The conceptual and empirical connection to innovation. *Journal of Business Venturing*, 32(3), 241–255.
- Kumara, B. (2020). Analisis Faktor Yang Mempengaruhi Minat Berwirausaha Dengan Menggunakan Media Sosia. *Manajemen Dan Bisnis Indonesia*, 6(1), 52–56.
- Kuratko, D. F., & Audretsch, D. B. (2020). *Strategic entrepreneurship: Creating competitive advantage* (2nd ed.). Cengage Learning.
- Lamb, C. W., Hair, J. F., & McDaniel, C. D. (2020). *MKTG* (12th ed.). Cengage Learning.
- Limanseto, H. (2023). *Peningkatan Daya Saing UMKM sebagai Ujung Tombak Perekonomian Indonesia Menuju Pasar Global.* <Https://www.ekon.go.id/publikasi/detail/2948/peningkatan-daya-saing-umkm-sebagai-ujung-tombak-perekonomian-indonesia-menuju-pasar-global>
- Lisnawati. (2023). *Tantangan UMKM di Tahun 2024.*
- Lovelock, C., & Wirtz, J. (2021). *Services marketing: People, technology, strategy* (9th ed.). Pearson.
- Machmudi, M. I. Al. (2021). *Ini Lima Isu yang Hambat Pengembangan UMKM di RI.* Https://mediaindonesia.com/ekonomi/385940/ini-lima-isu-yang-hambat-pengembangan-umkm-di-ri?utm_source=chatgpt.com

- Mahmud, G. (2025). Baca artikel detiknews, "Membangun Ketahanan UMKM" selengkapnya <https://news.detik.com/kolom/d-7721497/membangun-ketahanan-umkm>. Download Apps Detikcom Sekarang <https://apps.detik.com/detik/>. Https://News.Detik.Com/Kolom/d-7721497/Membangun-Ketahanan-Umkm?Utm_source=chatgpt.Com.
- Mahwati, S. K., Sabayu, F., Wardi, Y., & Thalib, I. (2024). Pengaruh Digital Marketing Dalam Strategi Pemasaran Global: A Systematic Literature Review. *Jurnal Sains Pemasaran Indonesia*, 23(2), 115–125.
- McClelland, D. C. (1961). *The Achieving Society*. Princeton.
- McClelland, D. C. (2015). *The achievement motive*. Martino Fine Books.
- Miller, K. (2019). What does an accountant do? Role, responsibilities, and trends. <Https://Www.Northeastern.Edu/Bachelors-Completion/News/What-Does-an-Accountant-Do>.
- Mostafiz, M. I., Hughes, M., & Sambasivan, M. (2022). Entrepreneurial orientation, competitive advantage and strategic knowledge management capability in Malaysian family firms. *Journal of Knowledge Management*, 26(2), 423–458. <https://doi.org/10.1108/JKM-09-2020-0693>
- Muafi, & Hadi, P. (2023). Factors Contributing to Sustainable Growth Performance in Indonesian SMEs: The Role of Business Incubators. *International Journal of Sustainable Development and Planning*, 18(10), 3297–3308. <https://doi.org/10.18280/ijsdp.181029>
- Nadhira, A. (2024). *10 Permasalahan yang Sering Terjadi Pada UMKM dan Solusinya Beserta Tantangan Pada Era Digital*. Https://Smartlegal.Id/Galeri-Hukum/Lainnya/2024/12/11/10-Permasalahan-Yang-Sering-Terjadi-Pada-Umkm-Sl/?Utm_source=chatgpt.Com.
- Nair, A., Trendowski, J., & Judge, W. (2008). *The Theory of the Growth of the Firm*. Oxford University Press.
- Nguyen, T. Le, & Tran, D. (2022). The effect of market orientation on innovation and firm performance in SMEs: Evidence from emerging markets. *Asia Pacific Journal of Innovation and Entrepreneurship*.
- Ningrum, S., Fitra, V. D., & Sanjaya, V. F. (2020). Pengaruh inovasi Produk, Keunggulan Bersaing, dan Strategi Pemasaran Terhadap Kinerja Pemasaran. *JURNAL MUTIARA MANAJEMEN*, 5(2), 1–9. <https://doi.org/10.51544/jmm.v5i2.1614>
- Peter, F. D. (2019). *Innovation And Entrepreneurship Practice and Principles*.
- Poerwanto, I., Hussein, A. S., & Prabandari, S. P. (2022). Market orientation and innovation on corporate performance. *International Journal of Research in Business and Social Science (2147- 4478)*, 11(3), 27–32. <https://doi.org/10.20525/ijrbs.v11i3.1708>
- Pradiani, T. (2017). Pengaruh sistem pemasaran digital marketing terhadap peningkatan volume penjualan hasil industri rumahan. *Jibeka*, 11(2), 46–53.

- Prasetyo, Bambang. D. (2020). *trategy Branding teori dan perspetif komunikasi dalam bisnis*. Universitas Brawijaya Press.
- Purnomo, A. D. (2020). *Dasar-dasar Kewirausahaan*. Yayasan Kita Menulis.
- Purwanti, I., Lailyningsih, D. R. N., & Suyanto, U. Y. (2022). Digital Marketing Capability and MSMEs Performance: Understanding the Moderating Role of Environmental Dynamism. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 15(3), 433–448. <https://doi.org/10.20473/jmtt.v15i3.39238>
- Rauch, A., Wiklund, J., Lumpkin, G. T., & Frese, M. (2021). Entrepreneurial orientation and business performance: An assessment of past research and suggestions for the future. *Entrepreneurship Theory and Practice*, 45(6), 1151–1175.
- Rike Selviasari, & Sudarmiatin. (2024). The Role of Entrepreneurial Marketing, Digital Marketing Through Product Innovation on SMEs Business Performance. *Jurnal Manajemen Bisnis, Akuntansi Dan Keuangan*, 3(1), 97–108. <https://doi.org/10.55927/jambah.v3i1.9245>
- Rizkinaswara, L. (2024). *Coba Atasi Kesenjangan Digital, Kominfo Luncurkan Program Adopsi Teknologi Digital UMKM 2024*. https://aptika.kominfo.go.id/2024/08/coba-atasi-kesenjangan-digital-kominfo-luncurkan-program-adopsi-teknologi-digital-umkm-2024/?utm_source=chatgpt.com
- Robbins, S. P., & Mary, C. (2016). *Manajemen*. Erlangga.
- Ruhendi, S. (2023). *Minimnya Digitalisasi Jadi Tantangan Pengembangan UMKM*. https://mediaindonesia.com/ekonomi/591741/minimnya-digitalisasi-jadi-tantangan-pengembangan-umkm?utm_source=chatgpt.com
- Rukaiyah, Bidol, S., & Suryadi, D. (2024). Pengaruh Digital Marketing Dan Inovasi Produk Terhadap Peningkatan Volume Penjualan Pada Usaha Kecil Di Kota Makassar. *Jurnal Manajemen Dan Kewirausahaan*, 16(2), 13–27.
- Rust, R. T., Lemon, K. N., & Zeithaml, V. A. (2021a). *Driving customer equity: How customer lifetime value is reshaping corporate strategy*. Free Press.
- Rust, R. T., Lemon, K. N., & Zeithaml, V. A. (2021b). *Driving customer equity: How customer lifetime value is reshaping corporate strategy*. Free Press.
- Sanders, G., White, E., & Pennington-Gray, L. (2001). *Importance-Performance Analysis: An Application to Michigan's Natural Resource*.
- Sari, I., & Farida, D. (2020). Pengaruh kualitas layanan terhadap kepuasan pelanggan di sektor perbankan. *Jurnal Manajemen*, 15(1), 115–125.
- Schultz, D. P., & Schultz, S. E. (2016). *Psychology and Work Today*. Pearson.
- Setiadi, I. K., Armanu, Rohman, F., & Indrawati, N. K. (2024). *Anteseden Yang Mempengaruhi Loyalitas Kultural Masyarakat Dengan Komitmen Kultural*

Masyarakat Sebagai Moderasi (Studi pada Penggemar Keroncong di Kota Surakarta) [Disertasi]. Universitas Brawijaya.

- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Susanto, P., Santoso, I., & Wijaya, A. (2023). Pengaruh Orientasi Kewirausahaan terhadap Kinerja Pemasaran UMKM. *Jurnal Manajemen Pemasaran*, 17(2), 123–135.
- Syahyono, M. (2021). Importance Performance Analysis sebagai alat evaluasi kualitas pelayanan publik. *Jurnal Administrasi Publik*, 13(1), 45–55.
- Talitha. (2024). Tahun 2024 Jadi Tantangan dan Peluang Besar bagi UMKM Indonesia. <Https://Blog.Gandengtangan.Co.Id/2024-Tantangan-Dan-Peluang-Besar-Bagi-Umkm-Indonesia/>.
- Trainor, K. J., Andzulis, J. (Mick), Rapp, A., & Agnihotri, R. (2014). Social media technology usage and customer relationship performance: A capabilities-based examination of social CRM. *Journal of Business Research*, 67(6), 1201–1208. <https://doi.org/10.1016/j.jbusres.2013.05.002>
- Tresnawati, & Prasetyo. (2018). Pemetaan Konten Promosi Digital Bisnis Kuliner Kika's Catering di Media Sosial. *Profesi Humas*, 3(103).
- Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Qi Dong, J., Fabian, N., & Haenlein, M. (2021). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 122, 889–901. <https://doi.org/10.1016/j.jbusres.2019.09.022>
- Walker, O. C., Mullins, J. W., & Boyd, H. W. (2018). *Marketing strategy: A decision-focused approach* (9th ed.). McGraw-Hill Education.
- Wang, F. (2020). Digital marketing capabilities in international firms: a relational perspective. *International Marketing Review*, 37(3), 559–577. <https://doi.org/10.1108/IMR-04-2018-0128>
- Widhari, C. I. S., Suarta, I. K., & Sri, C. I. (2012). Analisis Faktor-Faktor yang Memotivasi Mahasiswa Berkeinginan Menjadi WirausahaAnalisis Faktor-Faktor yang Memotivasi Mahasiswa Berkeinginan Menjadi Wirausaha. *Jurnal Bisnis Dan Kewirausahaan*, 8(1), 54–63.
- Wijayanti, I., & Nugroho, A. (2020). Hubungan antara Motivasi dan Inovasi Pemasaran pada UMKM. *Jurnal Manajemen Bisnis*, 8(1), 55–68.
- Yusuf, M., & Huda, M. (2019). Pengaruh Motivasi Achievement terhadap Intensitas Pemasaran Digital UMKM. *Jurnal Kewirausahaan Dan Bisnis*, 4(3), 112–120.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). *Services marketing: Integrating customer focus across the firm* (7th ed.). McGraw-Hill Education.

- Zhang, D., & Bruning, E. (2011). Personal characteristics and strategic orientation: Entrepreneurs in Canadian manufacturing companies. *International Journal of Entrepreneurial Behavior and Research*, 17(1), 82–103.
- Zhang, X., Ma, X., & Wang, Y. (2012). Entrepreneurial orientation, social capital, and the internationalization of SMEs: Evidence from China. *Thunderbird International Business Review*, 54(2), 195–210. <https://doi.org/10.1002/tie.21451>