

DAFTAR PUSTAKA

- Abdilahi, M. H., Hassan, A. A., & Muhumed, M. M. (2017). The Impact of Innovation on Small and Medium Enterprises Performance: Empirical Evidence from Hargeisa, Somaliland. *International Journal of Academic Research in Business and Social Sciences*, 7(8).
<https://doi.org/10.6007/ijarbss/v7-i8/3202>
- Abouzeedan, A. (2011). *SME Performance and Its Relationship to Innovation* (Issue 1364).
- Adnan, Z. S., & Ahmad, H. (2015). Innovation in Malaysian Food and Beverage Manufacturing SME. *Khon Kaen Agr. J. 43 Suppl, 1*(8), 7196.
- Ahmed, W., Najmi, A., & Ikram, M. (2020). Steering firm performance through innovative capabilities: A contingency approach to innovation management. *Technology in Society*, 63(August), 101385.
<https://doi.org/10.1016/j.techsoc.2020.101385>
- Aksoy, H. (2017). How do innovation culture, *marketing innovation* and *product innovation* affect the *market performance* of small and medium-sized enterprises (SMEs)? *Technology in Society*, 51, 133–141.
<https://doi.org/10.1016/j.techsoc.2017.08.005>
- Anggadwita, G., & Mustafid, Q. Y. (2014). Identification of Factors Influencing the Performance of Small Medium Enterprises (SMEs). *Procedia - Social and Behavioral Sciences*, 115, 415–423.
<https://doi.org/10.1016/j.sbspro.2014.02.448>
- Anwar, M., Zaman Khan, S., & Ali Shah, S. Z. (2020). A Study of the Relationship Between Innovation and Performance Among NPOs in Pakistan. *Journal of Social Service Research*, 46(1), 26–40.
<https://doi.org/10.1080/01488376.2018.1516265>
- Baregheh, A., Rowley, J., Sambrook, S., & Davies, D. (2012a). Food sector SMEs and innovation types. *British Food Journal*, 114(11), 1640–1653.
<https://doi.org/10.1108/00070701211273126>
- Baregheh, A., Rowley, J., Sambrook, S., & Davies, D. (2012b). Innovation in food sector SMEs. *Journal of Small Business and Enterprise Development*, 19(2), 300–321. <https://doi.org/10.1108/14626001211223919>
- Barney, J. (1991). Firm Resources and Sustained Competitive Advantage. In *Journal of Management* (Vol. 17, Issue 1, pp. 99–120).
- Biégas, S. (2018). *Marketing innovation* Capacity and Firm Performance in Brazilian Clothing Industries. *Revista Brasileira de Estratégia*, 11(3), 343–355. <https://doi.org/10.7213/rebrae.11.003.A003>
- 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>

- Canh, N. T., Liem, N. T., Thu, P. A., & Khuong, N. V. (2019). The impact of innovation on the firm performance and corporate social responsibility of Vietnamese manufacturing firms. *Sustainability (Switzerland)*, 11(13). <https://doi.org/10.3390/su11133666>
- Chen, Y. (2019). *Marketing innovation. I.* <https://doi.org/10.1111/j.1530-9134.2006.00093.x>
- Cohen, W. M., & Levin, R. C. (1989). Chapter 18 Empirical studies of innovation and market structure. *Handbook of Industrial Organization*, 2, 1059–1107. [https://doi.org/10.1016/S1573-448X\(89\)02006-6](https://doi.org/10.1016/S1573-448X(89)02006-6)
- Cruz-Ros, S., Garzón, D., & Mas-Tur, A. (2017). Entrepreneurial competencies and motivations to enhance *marketing innovation* in Europe. *Psychology and Marketing*, 34(11), 1031–1038. <https://doi.org/10.1002/mar.21042>
- Davcik, N. S., Sharma, P., & Grigoriou, N. (2017). Exploring the Role of Brand Equity and R&D as Drivers of *Product innovation* and *Market performance*: An Abstract. *Academy of Marketing Science*, 13–13. https://doi.org/10.1007/978-3-319-47331-4_3
- Dunn, W. R., Lyman, S., & Marx, R. (2003). Research methodology. *Arthroscopy - Journal of Arthroscopic and Related Surgery*, 19(8), 870–873. [https://doi.org/10.1016/S0749-8063\(03\)00705-9](https://doi.org/10.1016/S0749-8063(03)00705-9)
- Dwi Mayangsari, I., Ferlina Moch, Trenggana, A., Salmiyah Fithrah Ali, D., & Abdillah, F. (2018). Marketing Strategy of Organic Products in Bandung: Farmer Community, *Product innovation* and Social Media. *International Journal of Engineering & Technology*, 7(4.38), 1286. <https://doi.org/10.14419/ijet.v7i4.38.27807>
- Elçi, M., Şener, İ., Aksoy, S., & Alpan, L. (2012). The Impact of Ethical Leadership and Leadership Effectiveness on Employees' Turnover Intention: The Mediating Role of Work Related Stress. *Procedia - Social and Behavioral Sciences*, 58, 289–297. <https://doi.org/10.1016/j.sbspro.2012.09.1003>
- Elgeballi, M. (2019). *Marketing innovation* in service smes a study in the egyptian food and beverage industry. *International Journal of Entrepreneurship*, 23(3), 4675.
- Enzing, C., Pascucci, S., Janszen, F., & Omta, O. (2011). Role of open innovation in the short- and long-term market success of new products: Evidence from the Dutch food and beverages industry. *Journal on Chain and Network Science*, 11(3), 235–250. <https://doi.org/10.3920/JCNS2011.x197>
- Erdin, C., & Ozkaya, G. (2020). Contribution of small and medium enterprises to economic development and quality of life in Turkey. *Heliyon*, 6(2), e03215. <https://doi.org/10.1016/j.heliyon.2020.e03215>
- Feranita, N. V., Nugraha, A., & Sukoco, S. A. (2019). The Role of Government Support For Innovation and Performance of SMEs. *Jurnal Politico*, 19(2), 124–136.

- Fernando, Y., & Wah, W. X. (2017). The impact of eco-innovation drivers on environmental performance: Empirical results from the green technology sector in Malaysia. *Sustainable Production and Consumption*, 12, 27–43. <https://doi.org/10.1016/j.spc.2017.05.002>
- Fornell, C., & Larcker, D. F. (1981). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. *Journal of Marketing Research*, 18(3), 382–388.
- Games, D., Kartika, R., Sari, D. K., & Assariy, A. (2020). Business incubator effectiveness and commercialization strategy: a thematic analysis. *Journal of Science and Technology Policy Management*. <https://doi.org/10.1108/JSTPM-03-2020-0067>
- Games, D., Soutar, G., & Sneddon, J. (2020). Personal values and SME innovation in a Muslim ethnic group in Indonesia innovation. *Journal of Entrepreneurship in Emerging Economies*, 2053–4604. <https://doi.org/10.1108/JEEE-01-2020-0008>
- Garcia Martinez, M., & Briz, J. (2000). Innovation in the Spanish food & drink industry. *International Food and Agribusiness Management Review*, 3(2), 155–176. [https://doi.org/10.1016/s1096-7508\(00\)00033-1](https://doi.org/10.1016/s1096-7508(00)00033-1)
- García, N., Sanzo, M. J., & Trespalacios, J. A. (2008). New product internal performance and *market performance*: Evidence from Spanish firms regarding the role of trust, interfunctional integration, and innovation type. *Technovation*, 28(11), 713–725. <https://doi.org/10.1016/j.technovation.2008.01.001>
- Garcia, R., & Calantone, R. (2002). A critical look at technological innovation typology and innovativeness terminology: a literature review. *Journal of Product Innovation Management*, 19(2), 110–132. <https://doi.org/10.1111/1540-5885.1920110>
- Geiger, S., & Kjellberg, H. (2021). Market mash ups : The process of combinatorial market innovation. *Journal of Business Research*, 124(October 2020), 445–457. <https://doi.org/10.1016/j.jbusres.2020.11.010>
- Gotteland, D., Shock, J., & Sarin, S. (2020). Strategic orientations , marketing proactivity and firm *market performance*. *Industrial Marketing Management*, October 2016, 1–11. <https://doi.org/10.1016/j.indmarman.2020.03.012>
- Grashuis, J., & Dary, S. (2019). Patented Innovation and Firm Value in the U.S. Food and Drink Industry: The Economic Importance of High-Quality *Product innovation*. *Journal of Agricultural and Food Industrial Organization*, 17(2), 1–14. <https://doi.org/10.1515/jafio-2017-0002>
- Grimpe, C., Sofka, W., Bhargava, M., & Chatterjee, R. (2017). R&D, *Marketing innovation*, and New Product Performance: A Mixed Methods Study. *Journal of Product Innovation Management*, 34(3), 360–383. <https://doi.org/10.1111/jpim.12366>
- Gupta, S., Rajiah, P., Middlebrooks, E. H., Baruah, D., Carter, B. W., Burton, K.

- R., Chatterjee, A. R., & Miller, M. M. (2018). Systematic Review of the Literature: Best Practices. *Academic Radiology*, 25(11), 1481–1490. <https://doi.org/10.1016/j.acra.2018.04.025>
- Hair, Joe F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hair, Joseph F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (Seventh). Pearson Prentice Hall.
- Hajduova, Z., Hajduova, Z., Peráček, T., & Hurajová, J. C. (2021). “Determinants of innovativeness of Slovak SMEs .” 9381. [https://doi.org/10.21511/ppm.19\(1\).2021.17](https://doi.org/10.21511/ppm.19(1).2021.17)
- Hamali, S. (2015). *The Effect of Entrepreneurial Marketing on Business Performance : Small Garment Industry in Bandung City , Indonesia*. 5(1), 24–30.
- Harjadi, D., Fatmasari, D., & Nurhasanah, A. S. (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. <https://doi.org/10.24235/amwal.v1i1.5457>
- Hutahayan, B. (2021). Asia Pacific Management Review The relationships between market orientation , learning orientation , financial literacy , on the knowledge competence , innovation , and performance of small and medium textile industries in Java and Bali. *Asia Pacific Management Review*, 26(1), 39–46. <https://doi.org/10.1016/j.apmr.2020.07.001>
- Iddris, F. (2019). Innovation capability and product innovation performance: the case of low-tech manufacturing firms. *European Business Review*, 31(5), 646–668. <https://doi.org/10.1108/EBR-12-2016-0159>
- Ismail, K., Zaidi, W., Omar, W., Soehod, K., Senin, A. A., & Akhtar, C. S. (2010). Role of Innovation in SMEs Performance : A Case of Malaysian SMEs. *Mathematical Method in Engineering and Economics*, April, 145–149.
- Jalantina, D. I. K., & Prabantara, D. M. (2019). Analisis Faktor-Faktor Yang Mempengaruhi Repurchase Intention Pada Konsumen Jessy Cakes Jl. Majapahit No. 36 Semarang. 36.
- Jaworski, B. J., Kohli, A. K., & Sarin, S. (2020). Driving markets : A typology and a seven-step approach. *Industrial Marketing Management*, 91(August), 142–151. <https://doi.org/10.1016/j.indmarman.2020.08.018>
- Junge, M., Severgini, B., & Sorensen, A. (2012). Product-Marketing innovation, Skills and Firm Productivity Growth. *Copenhagen Business School*, 1.
- Kahn, K. B. (2018). Understanding innovation. *Business Horizons*, 61(3), 453–460. <https://doi.org/10.1016/j.bushor.2018.01.011>

- Khan, R. S., Grigor, J. V., Win, A. G., & Boland, M. (2014). Differentiating aspects of product *process innovations* in the food industry: An exploratory study on New Zealand. *British Food Journal*, *116*(8), 1346–1368. <https://doi.org/10.1108/BFJ-04-2013-0094>
- Kolapo, Joseph Oluseye Mokuolu, Dada, S. O., & Adejayan, A. O. (2021). Strategic *marketing innovation* and bank performance in Nigeria. *Innovative Marketing*, *17*(1). [https://doi.org/10.21511/im.17\(1\).2021.10](https://doi.org/10.21511/im.17(1).2021.10)
- Kotler, P., & Armstrong. (2008). How marketers can respond to recession and turbulence. *Journal of Customer Behaviour*, *8*(2), 187–191. <https://doi.org/10.1362/147539209x459804>
- Lee, K., Yoo, J., Choi, M., Zo, H., & Ciganek, A. P. (2016). Does external knowledge sourcing enhance *market performance*? Evidence from the Korean manufacturing industry. *PLoS ONE*, *11*(12), 1–19. <https://doi.org/10.1371/journal.pone.0168676>
- Lestari, E. R., Ardianti, F. L., & Rachmawati, L. (2018). Firm performance model in small and medium enterprises (SMEs) based on learning orientation and innovation. *IOP Conference Series: Earth and Environmental Science*, *131*(1). <https://doi.org/10.1088/1755-1315/131/1/012027>
- Lita, R. P., Meuthia, M., Faisal, R. F., & Surya, S. (2018). SME's innovative performance in Indonesia: The linkage between innovation culture and production performance. *International Journal of Supply Chain Management*, *7*(4), 242–253.
- López, N., Montes-Peón, J. M., & Vázquez-Ordás, C. (2003). Innovation in the Spanish food and beverage industry: An integrated approach. *International Journal of Biotechnology*, *5*(3–4), 311–333. <https://doi.org/10.1504/ijbt.2003.004100>
- Low, D. R., Chapman, R. L., & Sloan, T. R. (2007). Inter-relationships between innovation and market orientation in SMEs. *Management Research News*, *30*(12), 878–891. <https://doi.org/10.1108/01409170710833321>
- Maisont, P., Taiphapoon, T., Chandrachai, A., & Sinthupinyo, S. (2020). New Product Development Co Creation Process: a Thai Case of Micro Community Enterprises of Non-Food Herbal Products and R&D Government Organizations. *Academy of Entrepreneurship Journal*, *26*(4), 1–17.
- Martin, D. M. (2009). The entrepreneurial marketing mix. *Qualitative Market Research*, *12*(4), 391–403. <https://doi.org/10.1108/13522750910993310>
- MF Permadi. (1998). Pengembangan Konsep *Market performance*. *Jurnal Ekonomi Dan Bisnis Indonesia*, *13*(3).
- Mooi, E., Rudd, J., & de Jong, A. (2020). *Process innovation* and performance: the role of divergence. *European Journal of Marketing*, *54*(4), 741–760. <https://doi.org/10.1108/EJM-02-2018-0110>
- Morgan, N. A. (2015). *Assessing Performance Outcomes in Marketing*.

- Murillo Oviedo, A. B., Pimenta, M. L., Piato, É. L., & Hilletofth, P. (2020). Development of market-oriented strategies through cross-functional integration in the context of the food and beverage industry. *Business Process Management Journal*, 27(3), 901–921. <https://doi.org/10.1108/BPMJ-03-2020-0106>
- Nikmah, F., Sudarmiadin, Wardoyo, C., Hermawan, A., & Soetjipto, B. E. (2020). The role of SMEs' market orientation in developing countries: A general investigation in four countries. *Innovative Marketing*, 16(4), 1–12. [https://doi.org/10.21511/im.16\(4\).2020.01](https://doi.org/10.21511/im.16(4).2020.01)
- Nurlaelly, Sularso, A., & Panjaitan, H. (2019). Influence of Customer Relationship Management and *Product innovation* on Market Orientation, Competitive Advantage in Improving the Marketing Performance of Food Industry Small Businesses In East Java. *International Journal of Business and Management Invention*, 8(4), 72–79.
- O'Cass, A., & Weerawardena, J. (2009). Examining the role of international entrepreneurship, innovation and international *market performance* in SME internationalisation. *European Journal of Marketing*, 43(11), 1325–1348. <https://doi.org/10.1108/03090560910989911>
- Oh, C., Cho, Y., & Kim, W. (2015). The effect of a firm's strategic innovation decisions on its *market performance*. *Technology Analysis and Strategic Management*, 27(1), 39–53. <https://doi.org/10.1080/09537325.2014.945413>
- Pilar, P. G., Marta, A. P., & Antonio, A. (2018). Profit efficiency and its determinants in small and medium-sized enterprises in Spain. *BRQ Business Research Quarterly*, 21(4), 238–250. <https://doi.org/10.1016/j.brq.2018.08.003>
- Purba, H. H., Syamsul Maarif, M., Yuliasih, I., & Hermawan, A. (2018). Innovation Typology in Food Industry Sector: A Literature Review. *International Journal of Modern Research in Engineering and Technology (IJMRET)*, 3(2), 8–19. www.ijmret.org
- Putri, N. K. N., & Yasa, N. N. K. (2018). PERAN *PRODUCT INNOVATION* MEMEDIASI ORIENTASI PASAR TERHADAP KINERJA PEMASARAN (Studi pada Usaha Mikro, Kecil dan Menengah Pie Susu di Kota Denpasar). *Matrik : Jurnal Manajemen, Strategi Bisnis Dan Kewirausahaan*, 111. <https://doi.org/10.24843/matrik:jmbk.2018.v12.i02.p03>
- Rajapathirana, R.P, J., & Yan Hui. (2018). Relationship between innovation capability, innovation type, and firm performance. *Journal of Innovation and Knowledge*, 3(1), 44–55. <http://dx.doi.org/10.1016/j.jik.2017.06.002>
- Ramirez, F. J., Parra-Requena, G., Ruiz-Ortega, M. J., & Garcia-Villaverde, P. M. (2018). From external information to *marketing innovation*: the mediating role of product and organizational innovation. *Journal of Business and Industrial Marketing*, 33(5), 693–705. <https://doi.org/10.1108/JBIM-12-2016-0291>
- Safety, F., & Businesses, F. (2020). COVID-19 and Food Safety: Guidance for

food businesses: Interim guidance. *COVID-19 and Food Safety: Guidance for Food Businesses: Interim Guidance*, April, 1–6.
<https://doi.org/10.4060/ca8660en>

- Sánchez-Gutiérrez, J., Cabanelas, P., Lampón, J. F., & González-Alvarado, T. E. (2019). The impact on competitiveness of customer value creation through relationship capabilities and *marketing innovation*. *Journal of Business and Industrial Marketing*, 34(3), 618–627. <https://doi.org/10.1108/JBIM-03-2017-0081>
- Saunila, M. (2017). Understanding innovation performance measurement in SMEs. *Measuring Business Excellence*, 21(1), 1–16.
<https://doi.org/10.1108/MBE-01-2016-0005>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach, 6th Edition*.
- Seyfettinoğlu Ü K. (2016). Analysis of Relationships between Firm Performance and Open Innovation Strategies and Stages in the Turkish Food and Beverage Industry. *New Medit*, 15(1), 42–52.
- Sharma, P., Davcik, N. S., & Pillai, K. G. (2019). *Product innovation as a Mediator in the Impact of R&D Expenditure and Brand Equity on Marketing Performance*. *Journal of Business Research*, 102,(351), 49–58.
<https://doi.org/10.1016/j.jbusres.2016.03.074>
- Shaulska, L., Laktionova, O., Nagornyak, T., & Sereda, H. (2021). Performance management at Ukrainian university: A case of the KPIs use. *Problems and Perspectives in Management*, 19(1), 78–89.
[https://doi.org/10.21511/ppm.19\(1\).2021.07](https://doi.org/10.21511/ppm.19(1).2021.07)
- Shirokova, G., Vega, G., & Sokolova, L. (2013). Performance of Russian SMEs: Exploration, exploitation and strategic entrepreneurship. *Critical Perspectives on International Business*, 9(1), 173–203.
<https://doi.org/10.1108/17422041311299941>
- Silva, G. M., Styles, C., & Lages, L. F. (2017). Breakthrough innovation in international business: The impact of tech-innovation and market-innovation on performance. *International Business Review*, 26(2), 391–404.
<https://doi.org/10.1016/j.ibusrev.2016.10.001>
- Simmons, G., Thomas, B. C., & Packham, G. (2009). Opportunity and Innovation. *The International Journal of Entrepreneurship and Innovation*, 10(1), 63–72.
<https://doi.org/10.5367/000000009787414235>
- Steffen, A. (2017). Exploring the Benefits of Employing Market Insights and Consumer Trends in Food *Product innovation: A Case Study from Germany. A Case Study from Germany*. In *Case Studies in the Traditional Food Sector: A volume in the Consumer Science and Strategic Marketing series*. Elsevier Ltd. <https://doi.org/10.1016/B978-0-08-101007-5.00008-7>
- Tohidi, H., & Jabbari, M. M. (2012). *Product innovation Performance in Organization*. *Procedia Technology*, 1(December 2012), 521–523.

<https://doi.org/10.1016/j.protcy.2012.02.112>

Tomas M. Hult, Sarstedt, M., & Ringle, C. M. (2015). A primer on partial least squares structural equation modeling (PLS-SEM). *International Journal of Research & Method in Education*, 38(2), 220–221.

<https://doi.org/10.1080/1743727x.2015.1005806>

Triguero, A., Fernández, S., & Sáez-Martinez, F. J. (2018). Inbound open innovative strategies and eco-innovation in the Spanish food and beverage industry. *Sustainable Production and Consumption*, 15, 49–64.

<https://doi.org/10.1016/j.spc.2018.04.002>

Tutar, H., Nart, S., & Bingöl, D. (2015). The Effects of Strategic Orientations on Innovation Capabilities and Market performance: The Case of ASEM. *Procedia - Social and Behavioral Sciences*, 207, 709–719.

<https://doi.org/10.1016/j.sbspro.2015.10.144>

Ungerma, O., Dedkova, J., & Gurinova, K. (2018). the Impact of Marketing innovation on the Competitiveness of Enterprises in the Context of Industry 4.0. *Journal of Competitiveness*, 10(2), 132–148.

<https://doi.org/10.7441/joc.2018.02.09>

Werker, C. (2003). Innovation, market performance, and competition: Lessons from a product life cycle model. *Technovation*, 23(4), 281–290.

[https://doi.org/10.1016/S0166-4972\(01\)00109-2](https://doi.org/10.1016/S0166-4972(01)00109-2)

Wiid, J. A., Cant, M. C., & le Roux, Z. (2016). Loyalty To SMES: A pipe dream in the current economic climate? *Journal of Applied Business Research*, 32(1), 101–110. <https://doi.org/10.19030/jabr.v32i1.9526>

Yalcinkaya, G., Calantone, R. J., & Griffith, D. A. (2007). An examination of exploration and exploitation capabilities: Implications for product innovation and market performance. *Journal of International Marketing*, 15(4), 63–93.

<https://doi.org/10.1509/jimk.15.4.63>

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

Zhang, J. A., Garrett-Jones, S., & Szeto, R. (2013). Innovation capability and market performance: The moderating effect of industry dynamism.

International Journal of Innovation Management, 17(2), 1–35.

<https://doi.org/10.1142/S1363919613500047>