

## DAFTAR PUSTAKA

- Adinoto., (2013), Pengaruh Orientasi Pasar dan Perilaku Kewirausahaan Terhadap Kepekaan Perusahaan Dan Implikasinya Pada Kinerja Perusahaan: Studi pada Penyalur Sepeda Motor di Indonesia,*Ultima Management*, Vol 4, No. 10.
- Agung, I. G. N., & Ngurah, G. (2004). Manajemen penulisan skripsi (Doctoral dissertation, Tesis, dan Disertasi).
- Alam, M.M., (2013), Effect of Market Orientation on Small Business Performance in Small Town In Malaysia: An Empirical Study on Malaysian Small Firms,*Journal of Strategic Marketing*, Vol 1, No. 3.
- Amin, Muslim. (2015). The effect of entrepreneurship orientation and learning orientation on SME's performance: an SEM-PLS approach. *J. International Business and entrepreneurship development*, Vol.8, No.3, Hal 215-230.
- Anderson, J. R. (1982). Acquisition of cognitive skill. *Psychological review*, 89(4), 369.
- Arief, Mohammad., Thoyib, Armanu., Sudiro, Achmad., & Rohman, Fathur., (2013). The effect of the entrepreneurial orientation on the firm performance through strategic flexibility : A Study on the SME's cluster in Malang, *Journal of management research*, Vol 5, No 3, Hal 44 – 62.
- Arif, Ahmad. Lukman., & Widodo. (2011). Model peningkatan kinerja pemasaran dalam konteks adaptabilitas lingkungan. *Analisis Manajemen*. ISSN: 14411-1799. Vol.5, No.1, hal.30-44.
- Armstrong, J. S., & Reibstein, D. (1982). Evidence on the value of strategic planning in marketing: How much planning should a marketing planner plan?.
- As'ad, M., (2006), *Psikologi Industri(Seri Ilmu Sumber Daya Manusia)*, Penerbit: Liberty, Yogyakarta.
- Awang, Amran., Khalid, Shaiful annuar., Yusof, Ab Aziz., Kassim, kamsol muhammed., ismail, Muhammad., Zain, rozihana sheikh., & Madar, abdul rasyid sintha., (2009). Enterpreneurial orientation and performance relations of Malaysian bumiputera SME's: the impact of some perceived envorontmental factors. *International journal of business and management*. Vol.4, No.9, Hal.84-96.
- Baker, W. E., & Sinkula, J. M. (2009). The complementary effects of market orientation and entrepreneurial orientation on profitability in small businesses. *Journal of Small Business Management*, 47(4), 443-464.
- BPS. (2014). Survey IMK 2014, profil industry Mikro dan Kecil. CV Josevindo. Jakarta, Indonesia.
- Britam, G., Press, P. & McCarthy, M., 1990. The Thin Ideal , Depression and Disorders. , 2(3).
- Calantone, Roger J., Cavusgil, S. Tamer., & Zhao, Yushan., (2002). Learning orientation, firm innovation capability, and firm performance, *Industrial marketing Management*, Vol.31, hal. 515-524.

- Cooper, D. R., & Schindler, P. S. (2006). *Metode riset bisnis*. Media Global Edukasi: Jakarta, 9.
- Craven, D. W., (2004), *Pemasaran Strategis*, Penerbit: Erlangga, Jakarta.
- Craven, D. W., (2004), *Pemasaran Strategis*, Penerbit: Erlangga, Jakarta.
- Cravens, David W, 1994. Manajemen Strategis, Jakarta: Erlangga
- Creswell, J. W. (2016). Research Design (Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran).
- Day, G. S., & Wensley, R. (1988). Assessing advantage: a framework for diagnosing competitive superiority. *The Journal of Marketing*, 1-20.
- Deshpande, R. & Farley, J.U. 1998, 'Measuring market orientation: Generalisation synthesis', *Journal of Market Focused Management*, vol. 2, no. 3, pp. 213–32.
- Djodjobo, Cynthia Vanessa. & Tawas, Hendra N. (September 2014). Pengaruh Orientasi kewirausahaan, inovasi produk, dan keunggulan bersaing terhadap kinerja pemasaran usaha nasi kuning di kota Manado. *Jurnal EMBA*, ISSN 2303-1174, Vol.2, No.3, Hal 1214-1224.
- Ferdinand, A., (2010), *Manajemen Pemasaran: Sebuah Pendekatan Stratejik*, Journal of Researc Paper Series, Vol. 1, No. 1.
- Frank, Hermann., Kessler, Alexander., Mitterer, Gerald., & Sammer, Daniela Weismeier. (2012). Learning orientation of SME's and its impact on firm performance, *Journal of marketing development and competitiveness*, Vol.6, No.3, Hal 29-41.
- Ghozali, Imam. (2014). Structural Equation Modelling Metode alternative dengan Partial Least Square (PLS). Badan penerbit Universitas Diponegoro. Semarang.
- Hadiyati, E., 2008. Model Pemasaran dalam Pemberdayaan Usaha Kecil. *Jurnal Manajemen Gajayana*, Vol 5, No. 1 Juni.
- Hamdani, Jahja. & wirawan, Christina. (2012). Open innovation implementation to sustain Indonesian SME's. International conference on small and medium enterprise development with a theme "innovation and sustainability in SME development" (ICSMED 2012). *Procedia Economics and finance* 4, Hal. 223-233.
- Hankinson, A. (2000). The key factors in the profiles of small firm owner-managers that influence business performance. The South Coast Small Firms Survey, 1997-2000. *Industrial and Commercial Training*, 32(3), 94-98.
- Hax, A. C., & Majluf, N. S. (1991). The strategic concept and process.
- Hidayat, Rachmad. & Akhmad, Sabarudin. (Juni 2015). Pemetaan potensi industry kreatif unggulan Madura. *Jurnal sains, teknologi dan industry*. ISSN 1693-2390, Vo;.12, No.2, Hal 155-165.
- <http://www.kemendagri.go.id/produk-hukum/2008/07/04/undang-undang-no-20-tahun-2008>
- [https://id.wikipedia.org/wiki/Industri\\_kreatif](https://id.wikipedia.org/wiki/Industri_kreatif)

Hui Li, Yong, Jing-Wen Huang dan Ming-Tien Tsai, 2009, Entrepreneurial Orientation And firm Performance: The Role Of Knowledge Creation Process, *Industrial Marketing Management*, 38 pp. 440–449.

Husband, S. and Purnendu, M. (1999), “A Conceptual Model for Quality Inetgrated Management in Small and Medium Size Enterprise”, *International Journal of Quality & Reliability Management*, Vol. 16 No. 7, pp. 699-713.

Husband, S., & Mandal, P. (1999). A conceptual model for quality integrated management in small and medium size enterprises. *International Journal of Quality & Reliability Management*, 16(7), 699-713.

Kotler, P. (2004). A three-part plan for upgrading your marketing department for new challenges. *Strategy & Leadership*, 32(5), 4-9.

Kotler, P., & Armstrong, G. (2004). *Marketing*. Praha. Grada Publishing. a.s.

Kotler, P., (2010), *Manajemen Pemasaran*, Penerbit: Erlangga, Jakarta.

Krieser, P.M., Marino, L. and Weaver, K.M. (2002), “Assessing the relationship between entrepreneurial orientation, the external environment and firm performance”, in Reynolds, P.D., Bygrave, W.D., Carter, N.M., Davidsson, P., Gartner, W.B., Mason, C.M. and McDougall, PP(Eds) *Frontiers of Entrepreneurship Research* Babson College WellesleyMApp268-82

Kuncoro, M., (2009), *Metode Riset Untuk Bisnis dan Ekonomi*, Penerbit: Erlangga, Jakarta

Lamb, C. W., Hair, J.F., McDaniel, C., (2001), :*Pemasaran*, Salemba Empat, Jakarta.

Lamb, et. al. 2001. *Pemasaran Buku 1*. Jakarta: Salemba Empat

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.

Mahemba, C. M. (2003), Innovation Management Practices of Small and Medium Scale Enterprises In Tanzania, PhD Dissertation, University of Twente, Enschede.

Mahmoud, M. A., Blankson, C., Owusu-Frimpong, N., Nwankwo, S., & Trang, T. P. (2016). Market orientation, learning orientation and business performance: The mediating role of innovation. *International Journal of Bank Marketing*, 34(5), 623-648.

Mendoza, G. A. P. Macoun with R. Prabhu, D. Sukadri, H. Purnomo and H. Hartanto. 1999. Guidelines for Applying Multi-Criteria Analysis to the Assessment of Criteria and Indicators: C&I Toolbox No. 9. CIFOR. Jakarta. Available online at: <http://www.cifor.cgiar.org/acm/methods/toolbox9.html>.

Mustikowati, R. I., & Tysari, I. (2015). ORIENTASI KEWIRAUSAHAAN, INOVASI, DAN STRATEGI BISNIS UNTUK MENINGKATKAN KINERJA PERUSAHAAN (STUDI PADA UKM SENTRA KABUPATEN MALANG). *Jurnal Ekonomi MODERNISASI*, 10(1), 23-37.

Narver, J. C., & Slater, S. F. (1990). The effect of a market orientation on business profitability. *The Journal of marketing*, 20-35.

- Narver, J. C., & Slater, S. F. (1990). The effect of a market orientation on business profitability. *The Journal of marketing*, 20-35.
- Narver, J. C., & Slater, S. F. (1995). "Market Orientation and the learning organization," *Journal of Marketing*, 59 (July), 63-74.
- Narver, J.C., dan Slater, S.F. (1990), The Effect of a Market Orientation on Business
- Narver, J.C., Slater, S.F., (1994), Creating a Market Orientation, *Journal of Marketing-Focused Management*, Vol. 2, No. 3.
- Narver, J.C., Slater, S.F., (1994), Creating a Market Orientation, *Journal of Market-Focused Management*, Vol. 2, No. 3.
- Naver, J., & Slater, S. (1990). The effect of a Market Orientation on Business Profitability *Journal of Marketing* 54/4 20-35 (Doctoral dissertation, Tesis Doctoral-Bibliografía).
- Nuvriasari, A., & Hadiyati, U. (2008). Governance di Lingkungan Usaha Kecil Menengah Studi Empiris pada Usaha Kecil Menengah di Propinsi DIY. *SINERGI: Kajian Bisnis dan Manajemen*, 10(2).
- Olomi, D. R. (1999). Entrepreneurial characteristics and small firm performance. *LK Rutashobya, & D. R. Olomi, (Eds.), African entrepreneurship and small business development. Dar es Salaam: DUP LTD.*
- Olomi, D. R. (1999). Scope and role of research on entrepreneurship and small business development. *African Entrepreneurship and Small Business Development, Dar es Salaam, DUP Ltd.*
- Olomi, D.R. (1999b), "Scope and Role of Research on Entrepreneurship and Small Business Development", in *African Entrepreneurship and Small Business Development*, Ed. Rutashobya, L.K. and Olomi, D.R., DUP(1996) LTD: Dar es Salaam, pp. 53-63
- Pearce, J. A., & Robinson, R. B. (2009). *Formulation, implementation, and control of competitive strategy*. McGraw-Hill.
- Pelhan, Alfred M., & Wilson David T., 1996." A. Longitudinal Study of the market Structure, firm structure, strategy, and Market Orientation Culture
- Porter, M. E. (2011). *Competitive advantage of nations: creating and sustaining superior performance*. Simon and Schuster.
- Profitability, *Journal of Marketing*, Vol. 54, No. 10.
- Rivai, V., & Mohd, A. F. Basri. 2005. *Performance Appraisal: Sistem Yang Tepat Untuk Menilai Kinerja Karyawan Dan Meningkatkan Daya Saing Perusahaan*.
- Sashi, C. M., & Stern, L. W. (1995). Product differentiation and market performance in producer goods industries. *Journal of Business Research*, 33(2), 115-127.
- Sekaran, U. (2006). Research Methods For Business. Metodologi Penelitian Untuk Bisnis Edisi Empat, Buku Dua.

- Sekaran, U., (2009), *Research Methods for Business*, Penerbit: Salemba Empat, Jakarta.
- Simamora , H., (2005), *Manajemen Sumber Daya Manusia* Penerbit: STIE YKPN,
- Slater, S. F., & Narver, J. C. (2000). The positive effect of a market orientation on business profitability: A balanced replication. *Journal of business research*, 48(1), 69-73.
- Soendoro, H., (2010), Pengaruh Orientasi Pasar dan Strategi Generik Terhadap Kinerja Perusahaan Perhotelan Dalam Lingkungan Pemasaran yang Berubah: Studi Empirik Pada Industri Hotel Non Bintang di Daerah Istimewa Yogyakarta,*Jurnal Eksekutif*, Vol. 3, No. 3.
- Sugiyono (2009), *Metode Penelitian Bisnis*, Penerbit: CV Alfabeta, Bandung.
- Sumber Data IKM Tanah Datar dari tahun 2012 sampai tahun 2016 Dinas Koperindagpastam Tanah Datar.
- Tambunan, T. (2005). Promoting small and medium enterprises with a clustering approach: A policy experience from Indonesia. *Journal of Small Business Management*, 43(2), 138-154
- 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.
- Tambunan, T., 2005. Promoting Small and Medium Enterprises with a Clustering Approach: A Policy Experience from Indonesia, *Journal of Small Business Management*, Vol 43 No. 2, pp. 138–154
- Tambunan, T., dan Nasution, F., 2006, “Pengkajian Peningkatan Daya Saing UKM yang Berbasis Pengembangan Ekonomi Lokal”, *Jurnal Pengkajian Koperasi dan UKM*, Nomor 2 Tahun I, 26 – 40. Diakses dari <http://www.depkop.go.id> pada tanggal 7 September 2010.
- Tambunan, T.T.H., 2004, Globalisasi dan Perdagangan Internasional, Cetakan I, Ghalia Indonesia, Jakarta.
- Tambunan, T.T.H., 2006, Development of Small Medium Enterprises in Indonesia from the Asia Pacific Perspective, LPFE Usakti, Jakarta.
- Tambunan, T.T.H., 2008a, “Ukuran Daya Saing Koperasi dan UMKM”, Background Study, RPJM Nasional Tahun 2010-2014 Bidang Pemberdayaan Koperasi dan UKM Bappenas. Diakses dari <http://www.kadin-indonesia.or.id> pada tanggal 8 September 2010.
- Tambunan, T.T.H., 2008b, “Masalah Pengembangan UMKM di Indonesia: Sebuah Upaya Mencari Jalan Alternatif”, Makalah, Forum Keadilan Ekonomi, Institute for Global Justice. Diakses dari <http://www.kadin-indonesia.or.id> pada tanggal 6 September 2010.
- Tambunan, T.T.H., 2008c, “Daya Saing Global Indonesia 2008-2009 versi World Economic Forum (WEF)”, Makalah, Kadin Indonesia. Diakses dari <http://www.kadin-indonesia.or.id> pada tanggal 6 September 2010.

Tambunan, T.T.H., 2010, "Paradigma Terhadap Peran UMKM di Indonesia Harus Dirubah", Editorial Agustus 2010, Center for Industry, SME & Business Competition Studies, Universitas Trisakti. Diakses dari [http://www.fe.trisakti.ac.id/pusatstudi\\_industri/](http://www.fe.trisakti.ac.id/pusatstudi_industri/) pada tanggal 9 September 2010.

Technology-and Market-Based Breakthrough Innovations. *Journal of Marketing*

Wahyudiono., (2013), Pengaruh Orientasi Pelanggan dan Orientasi Pesaing Terhadap Inovasi Pasar dan Pertumbuhan Penjualan Perusahaan Makanan di Surabaya, *Jurnal Riset Manajemen & Bisnis*, Vol 8. No. 1.

Westhead, P. And Cowling, M. (1995), "Employment Change in Independent OwnerManaged High-Technology Firms in Great Britain", *Small Business Economics*, Vol 7, No. 2, pp.111-140.

Westhead, P., & Cowling, M. (1995). Employment change in independent owner-managed high-technology firms in Great Britain. *Small Business Economics*, 7(2), 111-140.

William J. Stanton. 1984. Prinsip Pemasaran. Jakarta. Erlangga

Wulandari, A., (2013), Pengaruh Orientasi Pelanggan, Orientasi Pesaing dan Inovasi Produk Terhadap Kinerja Pemasaran,*Management Analysis Journal*,Vol. 1, No. 2

Yogyakarta.

Zhou, K., Yim, C.K., dan Tse, D.K., (2005), The Efeect of strategic Orientations on

Zikmund, William G., Michael D'Amico,. 1989, Marketing, United States: John Wiley & Sons Inc,

