

DAFTAR PUSTAKA

- Al-ansari, Yahya, Simon Pervan, and Jun Xu. 2013. "Innovation and Business Performance of SMEs : The Case of Dubai."
- Artz, K. W., Norman, P. M., Hatfield, D. E., & Cardinal, L. B. (2010). A Longitudinal Study of the Impact of R&D, Patents, and Product Innovation on Firm Performance, 725–740.
- Belliveau P, Griffin A, Somermeyer S. The PDMA toolbook for new product development. New York: John Wiley & Sons, Inc.; 2002
- Bourne, M., Pavlov, A., Franco-Santos, M., Lucianetti, L. and Mura, M. 2013 Generating organisational performance: The contributing effects of performance measurement and human resource management practices. *International Journal of Operations & Production Management*, 33(11/12): 1599-1622.
- Buli, Bereket Mamo. 2017. "Entrepreneurial Orientation, Market Orientation and Performance of SMEs in the Manufacturing Industry: Evidence from Ethiopian Enterprises."
- Damanpour, F., & Gopalakrishnan, S. (2001). The dynamics of the adoption of product and process innovations in organizations. *Journal of Management Studies*, 38(1), 45-65.
- Delgado-ballester, Miguel Hernández-espallardo Elena. 2010. "Product Innovation in Small Manufacturers , Market Orientation and the Industry ' S Five Competitive Forces Empirical Evidence from Spain."
- Delgado-Ballester, Miguel Hernández-Espallardo Elena. 2009. "Article Information :Product Innovation in Small Manufacturers, Market Orientation and the Industry's Five Competitive forcesProduct Innovation in Small Manufacturers, Market Orientation and the Industry's Five Competitive Forces."
- Games, D. (2015). An examination of small and medium enterprise innovation in an emerging market economy. 1-301.

- Garcia-perez-de-lema, D., Madrid-guijarro, A., & Philippe, D. (2016). Technological Forecasting & Social Change Influence of university – firm governance on SMEs innovation and performance levels.
- Hair, F., Joseph. (2014). *Marketing Reasearch Within a Changing Information Environtment*.
- Henseler, J O, and Christian M Ringle. 2007. “Penggunaan Partial Least Kuadrat Path Pemodelan Pemasaran Internasional.” 20(2009): 277–319.
- Herman, H., Hady, H., & Arafah, W. (2018). The Influence of Market Orientation and Product Innovation on the Competitive Advantage and Its Implication toward Small and Medium Enterprises (UKM) Performance, *04(08)*, 8–21.
- Laforet, Sylvie. 2009. “Article Information : Effects of Size, Market and Strategic Orientation on Innovation in Non-High-Tech Manufacturing SMEs.”
- Laforet. 2011. “Framework of Organisational Innovation and Outcomes in SMEs”,.”
- Lee, Y., Kim, S., Seo, M., & Hight, S. K. (2015). International Journal of Hospitality Management Market orientation and business performance: Evidence from franchising industry. *International Journal of Hospitality Management*, 44, 28–37.
- Leal-rodriquez, Antonio L. 2016. “ Linking Market Orientation, Innovation and Performance: An Empirical study on Spain” (February).
- Matzler, K., Abfalter, D.E., Mooradian, T.A., & Bailom, F. (2013). Corporate culture as an antecedent of successful exploration and exploitation. *International Journal of Innovation Management*, 17(5), 1–23.
- Muhammad Haroon Hafeez, Noor, M., Mohd Shariff & Halim Bin Madm Lazim. (2012). Relationship between Entrepreneurial Orientation, Firm Resources, SME Branding and Firm's Perfomance : is Innovation the Missing Link American Journal of Industrial and Business Management, 2(october), 153-159.
- Narver, J.C., & Slater, S.F. (1990). The effects of a market orientation on business profitability. *Journal of Marketing*, 54(4), 20-35.
- Prifti, Rezart. 2017. “Market Orientation , Innovation , and Firm Performance — an Analysis of Albanian Firms.”

- Rahmasari, L. (2008). Pengaruh Supply Chain Management Terhadap Kinerja perusahaan dan Keunggulan Bersaing (Studi Kasus pada Industri Kreatif di Provinsi Jawa Tengah). *Majalah Ilmiah INFORMATIKA*, 2(3), 89–103. <https://doi.org/10.1034/j.1600-0870.2003.00014.x>
- Rodríguez, Antonio L Leal, and Jaime Ortega-gutiérrez. 2015. “Linking Market Orientation , Innovation , Unlearning and Performance : A Multiple Mediation Model .” : 1–12.
- Rosli, M.M., & Sidek, S. (2013). The Impact of Innovation on the Performance of Small and Medium Manufacturing Enterprises, *Evidence from Malaysia*.
- Sekaran, Uma.(2017). Research methods for business, metodologi peneltian untuk bisnis. Jakarta. Salemba Empat
- Suharyadi & Purwanto. Statistika untuk Ekonomi dan Keuangan Modern. Jakarta Selatan: Salemba Empat.
- Thoyib, A., Arief, M., Sudiro, A., & Rohman, F. (2013). The Developing Framework On The Relationship Between Market Orientation And Entrepreneurial Orientation To The Firm Performance Through Strategic Flexibility : A Literature Perspective, 5(9), 136-150.
- Uzkurt, C., Kumar, R., Kimzan, H., S., Eminoglu, G. (2013) Role of innovation in the relationship between organizational culture and firm performance A study of the banking sector in Turkey, *16*(1), 92–117.
- Widiartanto and Suhadak. (2013). The Effect of Transformational Leadership on Market Orientation , Learning Orientation , Organization Innovation and Organization Performance. *Journal of Business and Management (IOSRJBM)*, 12(6), 8–18. (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668.