

DAFTAR PUSTAKA

- Abbas, D. (2018). Pengaruh Modal Usaha, Orientasi Pasar, Dan Orientasi Kewirausahaan Terhadap Kinerja Ukm Kota Makassar. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 5(1), 95–111.
<https://doi.org/10.24252/minds.v5i1.4991>
- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS) - Alternative Structural Equation Modeling (SEM) dalam Penelitian Bisnis* (D. Prabantini (ed.); Ed. 1).
- Abubakar, A. M., Elrehail, H., Alatailat, M. A., & Elçi, A. (2019). Knowledge management, decision-making style and organizational performance. *Journal of Innovation and Knowledge*, 4(2), 104–114.
<https://doi.org/10.1016/j.jik.2017.07.003>
- Akhavan, P., Ramezan, M., Moghaddam, J. Y., & Mehralian, G. (2014). Exploring the relationship between ethics, knowledge creation and organizational performance: Case study of a knowledge-based organization. *Vine*, 44(1), 42–58.
<https://doi.org/10.1108/VINE-02-2013-0009>
- Andriani, D. (2020). *Kuliner, Bisnis Kreatif yang Tengah Naik Daun Saat Pandemi Corona*. Traveling Bisnis.
<https://traveling.bisnis.com/read/20200728/223/1272014/kuliner-bisnis-kreatif-yang-tengah-naik-daun-saat-pandemi-corona>
- Buli, B. M. (2017). Entrepreneurial orientation, market orientation and performance of SMEs in the manufacturing industry: evidence from Ethiopian enterprises

Bereket. *Management Research Review*, 40(3).

Campos, H. M. (2018). Entrepreneurial orientation and market orientation:

Systematic literature review and future research. *Journal of Research in Marketing and Entrepreneurship*, 20(2), 292–322.

<https://doi.org/10.1108/JRME-09-2017-0040>

Chin, W. (2000). Partial Least Squares for Is Researchers: an Overview and Presentation of Recent Advances Using the Pls Approach. *Proceedings of the 21st International Conference on Information Systems, ICIS 2000, May*, 741–742.

Choi, S. (2014). Learning Orientation and Market Orientation as Catalysts for Innovation in Nonprofit Organizations. *Nonprofit and Voluntary Sector Quarterly*, 43(2), 393–413. <https://doi.org/10.1177/0899764012465491>

Dahleez, K. A., & Abdelmuniem Abdelfattah, F. (2022). Transformational leadership and organizational performance of Omani SMEs: the role of market orientation. *International Journal of Productivity and Performance Management*, 71(8), 3809–3825. <https://doi.org/10.1108/IJPPM-08-2020-0447>

Devece, C., Llopis-Albert, C., & Palacios-Marqués, D. (2017). Market orientation, organizational performance, and the mediating role of crowdsourcing in knowledge-based firms. *Psychology and Marketing*, 34(12), 1127–1134. <https://doi.org/10.1002/mar.21053>

Elidjen, Hidayat, D., & Abdurachman, E. (2022). The roles of gamification, knowledge creation, and entrepreneurial orientation towards firm performance.

International Journal of Innovation Studies, 6(4), 229–237.

<https://doi.org/10.1016/j.ijis.2022.07.002>

Fadhilah Laely Syifa. (2020). PENGARUH ORIENTASI KEWIRAUSAHAAN DAN ORIENTASI PASAR TERHADAP KEUNGGULAN BERSAING UMKM DI ERA REVOLUSI INDUSTRI 4.0 (Studi pada UMKM Makanan dan Minuman Kabupaten Banyumas) SKRIPSI. *Core.Ac.Uk*, 0.

Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris*.

Hair, J. F., Hult, J. G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.).

Hidayat, D., Abdurachman, E., Elidjen, & Hutagaol, Y. (2021). The mediating role of entrepreneurial orientation on the knowledge creation-firm performance nexus: Evidence from Indonesian IT companies. *Advances in Science, Technology and Engineering Systems*, 6(1), 922–927. <https://doi.org/10.25046/aj0601101>

Hujayanti, D. (2020). (2020). Pengaruh Orientasi Kewirausahaan, Orientasi Pasar Dan Keunggulan Bersaing Terhadap Kinerja Umkm Krupuk Di Desa Harjosari Lor Kecamatan Adiwerna Kabupaten Tegal. *Skripsi Universitas Pancasakti Tegal*, 1(2), 274–282.

Iha Haryani, H. (2015). Orientasi Pasar, Orientasi Kewirausahaan, Kapabilitas Pemasaran dan Kinerja Pemasaran. *Jurnal Aplikasi Manajemen (JAM)*, 13(4), 654–660. <https://jurnaljam.ub.ac.id/index.php/jam/article/view/815>

Im, T., Campbell, J. W., & Jeong, J. (2016). Commitment Intensity in Public

Organizations: Performance, Innovation, Leadership, and PSM. *Review of Public Personnel Administration*, 36(3), 219–239.

<https://doi.org/10.1177/0734371X13514094>

Jatmika, R. T. D. (2016). Masalah yang dihadapi Usaha Kecil Menengah di

Indonesia. *Studi Ekonomi Syariah*, 2(6), 1–13.

Kurniawan, J. H., & Nuringsih, K. (2022). Pengaruh Orientasi Pasar, Orientasi

Kewirausahaan, Dan Media Sosial Terhadap Kinerja Umkm Makanan Khas Jambi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 6(1), 176.

<https://doi.org/10.24912/jmieb.v6i1.13357>

Laeque, S. H., & Babar, S. F. (2017). Knowledge Creation and Firm Performance: Is

Innovation the Missing Link? *Pakistan Journal of Commerce and Social Sciences*, 11(2), 505–523.

Lorensa, E., & Hidayah, N. (2022). Pengaruh Inovasi Produk, Orientasi Pasar dan

Media Sosial terhadap Kinerja UMKM Fashion. *Jurnal Manajerial Dan Kewirausahaan*, 4(3), 739–748. <https://doi.org/10.24912/jmk.v4i3.19768>

Martínez, A. B., Galván, R. S., & Palacios, T. M. B. (2016). An empirical study about

knowledge transfer, entrepreneurial orientation and performance in family firms. *European Journal of International Management*, 10(5), 534–557.

<https://doi.org/10.1504/EJIM.2016.078790>

Nursal, F., Muhammad Richo Rianto, & Eri Bukhari. (2022). The Influence of

Market Orientation, Entrepreneurial Orientation, Knowledge Management and Learning Organization on Performance Mediated by Innovation in Culinary

- SME's in Bekasi. *East Asian Journal of Multidisciplinary Research*, 1(8), 1691–1702. <https://doi.org/10.55927/eajmr.v1i8.1266>
- Pertiwi, Y. D., & Siswoyo, B. B. (2016). Pengaruh Orientasi Pasar Terhadap Kinerja Pemasaran Pada Umkm Kripik Buah di Kota Batu. *Syariah Paper Accounting FEB UMS* 3, 231–238.
- Presutti, M., & Odorici, V. (2019). Linking entrepreneurial and market orientation to the SME's performance growth: the moderating role of entrepreneurial experience and networks. *International Entrepreneurship and Management Journal*, 15(3), 697–720. <https://doi.org/10.1007/s11365-018-0533-4>
- Purwianti, L. (2021). Pengaruh Market Orientation, Entrepreneurial Orientation Terhadap Kinerja Perusahaan Dengan Mediasi Absorptive Capacity. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 15(2), 126–142. <https://doi.org/10.32815/jibeka.v15i2.350>
- Ratnasari, K., & Levyda, L. (2021). Pengaruh Orientasi Kewirausahaan terhadap Kinerja Perusahaan: Studi Kasus UMKM Pendukung Wisata Kuliner di Provinsi Kepulauan Bangka Belitung. *JMK (Jurnal Manajemen Dan Kewirausahaan)*, 6(2), 1. <https://doi.org/10.32503/jmk.v6i2.1267>
- Rika Rahmayuni, Yulia Hendri Yeni, & Syafrizal. (2024). the Influence of Entrepreneurial Orientation and Competitive Advantage on Performance. *Journal Publicuho*, 7(1), 245–253. <https://doi.org/10.35817/publicuho.v7i1.358>
- Sahoo, S., & Yadav, S. (2017). Entrepreneurial orientation of SMES, total quality management and firm performance. *Journal of Manufacturing Technology*

Management.

Sekaran, U., & Bougie, R. (2016). *Reserach Methods for Bussiness A Skill-Bulding Approach.*

Sinurat, M., Lilinesia, L., Subhan, M., & Simanjuntak, A. (2021). The Culinary Sector MSME Survival Strategy in Effort to Restore Populist Economy Based on the Creative Industry during the Covid-19 Pandemic. *Management Research and Behavior Journal*, 1(1), 7. <https://doi.org/10.29103/mrbj.v1i1.3788>

Slamet, F., & Iskandar, D. (2016). Pemilik Ukm Sektor Manufaktur Garmen Di Tanah Abang , Jakarta Pusat. *Jurnal Ilmiah Manajemen Bisnis*, 16(1), 13–24.

Suryana. (2013). *Kewirausahaan, Kiat dan Proses Menuju Sukses.* karya salemba empat.

Utaminingsih, A. (2016). rotan pada UKM Teluk Wetan Welahan Jepara, dengan menggunakan analisis regresi berganda. Temuan penelitian mengungkapkan bahwa orientasi pasar, inovatif dan kreativitas pemasaran strategis berpengaruh signifikan terhadap kinerja pemasaran usaha kecil mene. *Media Ekonomi Dan Manaje*, 31(2), 77–87.

Vidic, F. (2013). Entrepreneurial orientation (EO) and Knowledge creation (KC). *Ceeol.Com*, 6(2), 103–124. <https://www.ceeol.com/search/article-detail?id=82236>

Vidic, F. (2018). Entrepreneurial Orientation and Knowledge Creation and Their Impact on Company Performance. *SocioEconomic Challenges*, 2(3), 37–48. [https://doi.org/10.21272/sec.3\(2\).37-48.2018](https://doi.org/10.21272/sec.3(2).37-48.2018)

- Widiartanto, & Suhadak. (2013). The Effect of Transformational Leadership on Market Orientation , Learning Orientation , Organization Innovation and Organization Performance. *Journal of Business and Management*, 12(6), 8–18.
- Wolff, J. A., Pett, T. L., & Ring, J. K. (2015). Small firm growth as a function of both learning orientation and entrepreneurial orientation: An empirical analysis. *International Journal of Entrepreneurial Behaviour and Research*, 21(5), 709–730. <https://doi.org/10.1108/IJEER-12-2014-0221>
- Yuza, G. F., Syafrizal, & Yeni, Y. H. (2023). The Effect of Entrepreneurial Orientation and Market Orientation on Competitive Advantage at Culinary SMEs in West Sumatera. *Jurnal Informatika Ekonomi Bisnis*, 5, 968–971. <https://doi.org/10.37034/infeb.v5i3.702>
- Zehir, C., Can, E., & Karaboga, T. (2015). Linking Entrepreneurial Orientation to Firm Performance: The Role of Differentiation Strategy and Innovation Performance. *Procedia - Social and Behavioral Sciences*, 210, 358–367. <https://doi.org/10.1016/j.sbspro.2015.11.381>

