

DAFTAR PUSTAKA

- Ainin, S., Parveen, F., Moghavvemi, S., Jaafar, N. I., & Shuib, N. L. M. (2015). Factors influencing the use of social media by SMEs and its performance outcomes. *Industrial Management & Data Systems*, 115(3), 570-588.
- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15-27.
- Arikunto, S. (2014). *Prosedur Penelitian*. Jakarta: Rineka Cipta.
- Akhmad, K. A. (2015). Pemanfaatan Media Sosial bagi Pengembangan Pemasaran UMKM (Studi Deskriptif Kualitatif pada Distro di Kota Surakarta). *DutaCom Journal*, 9(1), 43-43.
- Aufar, A. (2014). Faktor–Faktor Yang Mempengaruhi Penggunaan Informasi Akuntansi Pada Umkm (Survei Pada Perusahaan Rekanan Pt. Pln (Persero) Di Kota Bandung).
- Bps.go.id (2020). Usaha Mikro kecil Menengah. Informasi dilihat di alamat <https://www.bps.go.id/subject/35/usaha-mikro-kecil.html> pada tanggal 5 Desember 2020.
- Bontis, N, Keow, W.C.C, Richardson, S. 2000.” Intellectuall Papital and Business Performance in malaysian industries”. *Journal Of the Intellectual Capital Vol.1 No.1*. pp. 85-100.
- Cathrine Byremo. 2015. *Human resource Management and Organisational Performance: Does HRM lead to Improved*.
- Carbonell, P., Rodríguez- Escudero, A. I., & Pujari, D. (2009). Customer involvement in new service development: An examination of antecedents and outcomes. *Journal of product innovation management*, 26(5), 536-550.
- Cooper, R. G., & Kleinschmidt, E. J. (2015). An investigation into the new product process: steps, deficiencies, and impact. *Journal of Product Innovation Management: An International Publication of the Product Development & Management Association*, 3(2), 71-85.
- Corona.sumbarprov.go.id (2020). Kasus terkonfirmasi covid-19 Provinsi Sumatra Barat diakses di alamat <https://corona.sumbarprov.go.id/> pada tanggal 13 Desember 2021.
- Conner, M, & Sparks, P. 2005. *Theory of planned behaviour anf health behaviour. Predicting healt behaviour: research and practice with social cognition models*, pp. 170-222.
- Choi. (2015). The effect of innovation on financial performance: A research study involving

- SMEs, Innovation. *Management, Policy & Practice*, Vol 15 No, page 245-256.
- Depkop.go.id. (2020). [Perkembangan Data Usaha Mikro, Kecil, Menengah \(UMKM\) Dan Usaha Besar \(UB\)](http://www.depkop.go.id/data-umkm). Data diunduh di alamat <http://www.depkop.go.id/data-umkm> pada tanggal 29 Desember 2020.
- Djkn.kemenkeu.go.id (2020). UMKM bangkit, Ekonomi Terungkit. Berita diakses di alamat <https://www.djkn.kemenkeu.go.id/artikel/baca/13317/UMKM-Bangkit-Ekonomi-Indonesia-Terungkit.html>. Pada 2 Januari 2021.
- Dewanto. (2014). *Manajemen Inovasi*. Yogyakarta: Andi Offset.
- Darmanto, FX. Sri Wardaya, & Lilis sulistyani. (2018). Kiat Percepatan Kinerja UMKM dengan Model Strategi Orientasi Berbasis Lingkungan. CV Budi Utama. Yogyakarta.
- Eggers et al. (2017) concerning conjoint analysis and discrete choice experiments.
- Ferrer, E., Bousoño, C., Jorge, J., Lora, L., Miranda, E., & Natalizio, N. (2013). Enriching social capital and improving organizational performance in the age of social networking. *Business and Management*, 5(2), 94-281.
- Fernández- Mesa, A., Alegre- Vidal, J., Chiva- Gómez, R., & Gutiérrez- Gracia, A. (2013). Design management capability and product innovation in SMEs. *Management Decision*, 51(3), 547-565).
- Fajar. (2016). *UMKM Di Indonesia Prespektif Hukum Ekonomi*. Yogyakarta: Pustaka Pelajar.
- Fahmi, Irham. 2011. *Analisa Laporan Keuangan*. Bandung: Alfabeta.
- Hardilawati, W. (2020). Strategi Bertahan UMKM di Tengah Pandemi Covid-19. *jurnal akuntansi dan ekonomika*, 10(1), 89-98.
- Hansen, G. S., & Wernerfelt, B. (1989). Determinants of firm performance: The relative importance of economic and organizational factors. *Strategic management journal*, 10(5), 399-411.
- Hasibuan. 2007. *Manajemen Sumber Daya Manusia*. Jakarta: PT. Bumi Aksara
- Henderi. (2017). *Menciptakan Penjualan Melalui Social Media*. Jakarta: Elex Komputindo.
- Hyland & Beckett. (2004). Innovation and enhancement of enterprise capabilities. *International Journal of Technology Management and Sustainable Development*, Vol 3 No 1, page 35-46.
- Irianto, Jusuf, 2011, Tema-Tema Pokok Manajemen Sumber Daya Manusia, Insan Cendikia, Surabaya.
- Junadi & Sfenrianto. 2015. A model of Factors Influencing Consumers's intention to use E-

payment System in Indonesia. *Procedia computer science*. 59

Kemenkop. (2020). *Statistik Usaha Mikro, Kecil dan Menengah*. Bandung: Dinas UMKM Kota Bandung.

Kotler. (2012). *Marketing Management*. United State: Pearson Prentice Hall.

Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2016). From social to sale: The effects of firm-generated content in social media on customer behavior. *Journal of Marketing*, 80(1), 7-25.

Kim, W. C., & Mauborgne, R. (2005). Value innovation: a leap into the blue ocean. *Journal of business strategy*, 26(4), 22-28.

Khazanchi, S., Lewis, M. W., & Boyer, K. K. (2007). Innovation-supportive culture: The impact of organizational values on process innovation. *Journal of operations management*, 25(4), 871-884.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.

Kwok, L., & Yu, B. (2013). Spreading social media messages on Facebook: An analysis of restaurant business-to-consumer communications. *Cornell Hospitality Quarterly*, 54(1), 84-94.

Kominfo.go.id (2020). Transaksi E-commerce naik 400% kominfo latih 2.500 UMKM Jualan Online informasi di akses pada alamat https://www.kominfo.go.id/content/detail/30110/transaksi-e-commerce-naik-400-kominfo-latih-2500-umkm-jualan-online/0/sorotan_media_pada_tanggal_13_Desember_2021.

Kadek Suryani, & John, E.H.E. (2018). *Kinerja Organisasi*. CV Budi Utama. Yogyakarta.

Lubatkin, M. H., Simsek, Z., Ling, Y., & Veiga, J. F. (2006). Ambidexterity and performance in small-to medium-sized firms: The pivotal role of top management team behavioral integration. *Journal of management*, 32(5), 646-672.

McDermott, C. M., & Prajogo, D. I. (2012). Service innovation and performance in SMEs. *International Journal of Operations & Production Management*, 32(2), 216-237.

Michaelidou, N., Siamagka, N. T., & Christodoulides, G. (2011). Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial marketing management*, 40(7), 1153-1159.

Michael. (2020). *Pemanfaatan Teknologi Dalam Membantu Perkembangan UKM di Indonesia*.

Retrieved from <https://dailysocial.id/post/pemanfaatan-teknologi-dalam-membantu-perkembangan-ukm-di-indonesia>

- Mulyadi. (2017a). *Sistem Akuntansi*. Jakarta: Salemba Empat.
- Mulyadi. (2017b). *Sistem Akuntansi Edisi ke-3 Cetakan ke-5*. Jakarta: Penerbit Salemba Empat.
- Munawir, S. 2007. Analisa Laporan Keuangan. Edisi Keempat. Liberty. Yogyakarta
- Nooteboom, B. (2013). Innovation and diffusion in small firms: theory and evidence. *Small Business Economics* 6 (5), 327–347.
- Nuradini and Lataruva. (2014). Electronic Commerce. A Managerial Perspective Global Edition. *Accounting Analysis Journal, Vol 6 No 1*, page 21-27.
- Odoom, Raphael; Anning-Dorson, Thomas; Acheampong, George (2017). *Antecedents of social media usage and performance benefits in small- and medium-sized enterprises (SMEs)*. *Journal of Enterprise Information Management, 30(3)*, 383–399.
- Oke, Adegoke; Burke, Gerard; Myers, Andrew (2007). *Innovation types and performance in growing UK SMEs*. *International Journal of Operations & Production Management, 27(7)*, 735–753. doi:10.1108/01443570710756974
- Purwantini, A. H., & Anisa, F. (2018). Analisis Penggunaan Media Sosial Bagi UKM dan Dampaknya Terhadap Kinerja. *Proceeding of The URECOL*, 304-314.
- Puntoadi. (2011). *Meningkatkan penjualan melalui media sosial*. Jakarta: Gramedia Pustaka Utama.
- Purwiantoro, M. H., SW, D. F. K., & Hadi, W. (2016). Pengaruh penggunaan media sosial terhadap pengembangan usaha kecil menengah (UKM). *EKA CIDA, 1(1)*, 1-12.
- Rosenbusch, N., Brinckmann, J., & Bausch, A. (2011). Is innovation always beneficial? A meta-analysis of the relationship between innovation and performance in SMEs. *Journal of business Venturing, 26(4)*, 441-457.
- Riduwan. (2015). *Dasar-Dasar Statistika*. Bandung: Alfabeta.
- Rogers. (2007). *Communication Technology: The New Media in Society*. London: The Free Press.
- Singh, K. (2004). Impact of HR practices on perceived firm performance in India. *Asia Pacific Journal of Human Resources, 42(3)*, 301-317.
- Spillan, J., & Parnell, J. (2006). Marketing resources and firm performance among SMEs. *European management journal, 24(2-3)*, 236-245.

- Sok, P., & O'Cass, A. (2011). Achieving superior innovation-based performance outcomes in SMEs through innovation resource–capability complementarity. *Industrial Marketing Management*, 40(8), 1285-1293.
- Said. (2004). *Kebijakan Publik*. Jakarta: Yayasan Pancur Siwah.
- Setiawan. (2011). Pengaruh Return on Assets (Roa), Debt To Equity Ratio (Der), Dan Price To Book Value (Pbv) Terhadap Harga Saham Perusahaan Manufaktur Di Bei Periode 2007 - 2009. *Jurnal Akuntansi, Vol 6 No 1*.
- Shirky. (2016). Intensitas Mengakses Sosial Media. *Management Analysis Journal, Vol 6 No 1*.
- Siregar. (2014). *Metode Penelitian Kuantitatif*. Jakarta: Fajar Iterpratama Mandiri.
- Suardhika. (2016). Pengaruh Struktur Kepemilikan Saham, Struktur Modal Dan Profitabilitas Pada Nilai Perusahaan. *E- Jurnal Ekonomi Dan Bisnis Universitas Udayana, Vol 5 No 2*, hal 201-218.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Suhardjono. (2010). *Manajemen Perkreditan Usaha Kecil dan Menengah*. Yogyakarta: UPP AMP YKPN.
- Sutarno. (2012). *Serba-Serbi Manajemen Bisnis*. Yogyakarta: Graha Ilmu.
- Stockley, Derek (2003). “ Training and management Consulting”.
- Terziovski, M. (2010). Innovation practice and its performance implications in small and medium enterprises (SMEs) in the manufacturing sector: a resource- based view. *Strategic Management Journal*, 31(8), 892-902.
- Tambunan. (2014). *Usaha Mikro Kecil dan Menengah di Indonesia : isu-isu penting*. Jakarta: LP3ES.
- Tan dan Nasurdin. (2011). Human Resource Management Practices and Organizational Innovation: Assessing the Mediating Role of Knowledge Management Effectiveness. *Electronic Journal of Knowledge Management, Volume 9(Issue 2)*, page 155-167.
- Umar. (2014a). *Metode Penelitian untuk Skripsi dan Tesis*. Jakarta: Rajawali Pers.
- Umar. (2014b). *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Jakarta: Grafindo Persada.
- Vossen, R.W., (2016). Relative strengths and weaknesses of small firms in innovation. *International Small Business Journal* 16 (3), 88–94.
- Vontana. (2009). *Manajemen Inovasi dan Penciptaan Nilai*. Jakarta: Grasindo.

- Wang, C. L., & Ahmed, P. K. (2004). The development and validation of the organisational innovativeness construct using confirmatory factor analysis. *European journal of innovation management*, 7(4), 303-313.
- Wong, C. B. (2012). Facebook usage by small and medium-sized enterprise: the role of domain-specific innovativeness. *Global Journal of Computer Science and Technology*, 12(4), 53-59.
- Zarrela. (2010). *The Social Media Marketing Book*. Gravenstein Highway North: O'Reilly Media Inc.

