

DAFTAR PUSTAKA

- Abdul Manap. (2016). Revolusi Manajemen Pemasaran. Edisi Pertama, *Mitra Wacana Media*, Jakarta.
- Alarcón-del-Amo, M.-d.-C., Rialp-Criado, A. and Rialp-Criado, J. (2018), "Examining the impact of managerial involvement with social media on exporting firm performance", *International Business Review*, Vol. 27 No. 2, pp. 355-366.
- Ambler, T. (2003), Marketing and the bottom line: The marketing metrics to pump up cash flow, Second edition, London, *England: Financial Times Prentice Hall*.
- Ambrosini, V. and Bowman, C. (2009). What are dynamic capabilities and are they a useful construct in strategic management? *International Journal of Management Reviews*, this issue
- Atuahene-Gima, K., Li, H., & De Luca, L. M. (2006). The contingent value of marketing strategy innovativeness for product development performance in Chinese new technology ventures. *Industrial Marketing Management*, 35(3), 359–372
- Banerjee, M., & Mishra, M. (2017). Retail supply chain management practices in India: A business intelligence perspective. *Journal of Retailing and Consumer Services*, 34, 248-259.
- Barney, J. (1986). Strategic factor markets: expectations, luck, and business strategy. *Management Science*, 32, 1231–1241.
- Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17, 99–120
- Barney, J.B. and Clark, D.N. (2007) Resource-Based Theory Creating and Sustaining Competitive Advantages. *Oxford University Press*, Oxford, 327.
- Beleska-Spasova, E., (2014). Determinants and measures of export performance: comprehensive literature review. *J. Contemp. Econ. Bus. Issues* 1 (1), 63–74.
- Boon-itt, S., Wong, C.Y., & Wong, C.W. (2017). Service supply chain management process capabilities: Measurement development. *International Journal of Production Economics*, 193, 1-11.
- Bowman, C. and Collier, N. (2006). A contingency approach to resource creation processes. *International Journal of Management Reviews*, 8, 191–211.

- Carayannis, E.G., Del Giudice, M., Soto-Acosta, P., (2018). Disruptive technological change within knowledge-driven economies: the future of the internet of things (IoT). *Technol. Forecast Soc. Change* 136, 265–267. <https://doi.org/10.1016/j.techfore.2018.09.001>.
- Ch'ng P. C., Cheah J., & Amran A. (2021). Eco-innovation practices and sustainable business performance: The moderating effect of market turbulence in the Malaysian technology industry. *Journal of Cleaner Production*, 283, 124556.
- Chahal, H. and Kaur, J. (2014), "Development of marketing capabilities scale in banking sector", *Measuring Business Excellence*, Vol. 18 No. 4, pp. 65-85. <https://doi.org/10.1108/MBE-06-2013-0037>
- Chrisanto, F.G. (2019). Perancangan Media Promosi Kabupaten Kebumen. <https://repository.maranatha.edu>, akses 24 Maret 2020.
- Coase, R.H. (1937). The theory and nature of the firm. *Economica*, 4(16), 386–405
- Dagnachew L. Senbeto & Alice H. Y. Hon (2020): Market turbulence and service innovation in hospitality: examining the underlying mechanisms of employee and organizational resilience, *The Service Industries Journal*, DOI: 10.1080/02642069.2020.1734573
- Day, G.S. (2011). Closing the marketing capabilities gap. *Journal of Marketing*, 75, 183–195 (July).
- Day, G.S., & Moorman, C. (2010). *Strategy from the outside-in: profiting from customer value*. New York: McGraw-Hill.
- Dierickx, I. and Cool, K. (1989). Asset stock accumulation and sustainability of competitive advantage. *Management Science*, 35, 1504–1511.
- Efrat, K., & Shoham, A. (2012). Born global firms: The differences between their shortand long-term performance drivers. *Journal of World Business*, 47(4), 675–685.
- Elwisam & Rahayu Lestari (2019). Penerapan Strategi Pemasaran, Inovasi Produk Kreatif Dan Orientasi Pasar Untuk Meningkatkan Kinerja Pemasaran Umkm. *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4 (2), 227 - 286
- Evangelista, F., Mac, L., (2016). The influence of experience and deliberate learning on sme export performance. *Int. J. Entrepreneur. Behav. Res.* 22 (6), 860–879. <https://doi.org/10.1108/IJEER-12-2015-0300>.
- Evers, Natasha, Svante Andersson, and Martin Hannibal (2012), "Stakeholders and Marketing Capabilities in International New Ventures: Evidence from

- Ireland, Sweden and Denmark," *Journal of International Marketing*, 20(4), 46-71.
- Falahat, Mohammad & Ramayah, T. & Soto-Acosta, Pedro & Lee, Yan-Yin, 2020. "SMEs internationalization: The role of product innovation, market intelligence, pricing and marketing communication capabilities as drivers of SMEs' international performance," *Technological Forecasting and Social Change*, Elsevier, vol. 152(C).
- Geladi, P., & Kowalski, B., 1986. Partial least squares regression: A tutorial. *Analytical Chimica Acta* 185, 1-17.
- Ghozali, I., 2014. *Structural Equation Modeling Metode Alternatif Dengan Partial Least Squares (PLS)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Govindan, K., & Fattahi, M. (2017). Investigating risk and robustness measures for supply chain network design under demand uncertainty: A case study of glass supply chain. *International Journal of Production Economics*, 183, 680-699.
- Grant, R.M., 1991. The resource-based theory of competitive advantage: implications for strategy formulation. *Calif. Manage Rev.* 33 (3), 114–135. <https://doi.org/10.1016/B978-0-7506-7088-3.50004-8>.
- Gregory, G. D., Ngo, L. V. and Karavdic, M. (2019), "Developing e-commerce marketing capabilities and efficiencies for enhanced performance in business-to-business export ventures", *Industrial Marketing Management*, Vol. 78, pp. 146-157
- Grønholdt, Lars., & Anne Martensen (2006). Key Marketing Performance Measures. *The Marketing Review*, 2006, 6, 243-252
- Gu, F. F., Hung, K., & Tse, D. K. (2008). When does Guanxi matter? Issues of capitalization and its dark sides. *Journal of Marketing*, 72(4), 12–28.
- Gupta, G., Tan, K. T. L., & Phang, C. S. C. (2018). Resource-based view of information systems: Sustainable and transient competitive advantage perspectives. *Australasian Journal of Information Systems*, 22.
- Harini, S., Silaningsih, E., & Putri, M. E. (2022). Pengaruh orientasi pasar, kreativitas dan inovasi produk terhadap kinerja pemasaran UMKM. *Jurnal Inspirasi Bisnis dan Manajemen*, 6(1), 67– 82.
- Hirunyawipada, T., & Xiong, G. (2018). Corporate environmental commitment and financial performance: Moderating effects of marketing and operations capabilities. *Journal of Business Research*, 86, 22-31.

- Huang, K. F., Dyerson, R., Wu, L. Y., & Harindranath, G. (2015). From temporary competitive advantage to sustainable competitive advantage. *British Journal of Management*, 26(4), 617–636.
- Jamaludin, M. (2021). The influence of supply chain management on competitive advantage and company performance. *Uncertain Supply Chain Management*, 9(3), 696-704.
- Jamaludin, M., Fauzi, T., & Nugraha, D. (2021). A system dynamics approach for analyzing supply chain industry: Evidence from rice industry. *Uncertain Supply Chain Management*, 9(1), 217-226.
- Jaworski, B. J., & Kohli, A. K. (1993). Market orientation: Antecedents and consequences. *Journal of Marketing*, 57, 53–70.
- Joshi, S. and Sharma, M. (2022) ‘Impact of sustainable supply chain management on performance of SMEs amidst COVID-19 pandemic: an Indian perspective’, *Int. J. Logistics Economics and Globalisation*, Vol. 9, No. 3, pp.248–276.
- Kaleka, A., Morgan, N.A., 2017. Which competitive advantage (s)? competitive advantage– market performance relationships in international markets. *J. Int. Market.* 25 (4), 25–49. <https://doi.org/10.1509/jim.16.0058>.
- Kamboj, S., Goyal, P., Rahman, Z., 2015. A resource-based view on marketing capability, operations capability and financial performance: an empirical examination of mediating role. *Proced. Soc. Behav. Sci.* 189, 406–415. <https://doi.org/10.1016/j.sbspro.2015.03.201>.
- Kot, S., Goldbach, I. R., & Ślusarczyk, B. (2018). Supply Chain Management in SMEs-Polish and Romanian Approach. *Economics & Sociology*, 11(4), 142.
- Kot, S., Haque, A., & Baloch, A. (2020). Supply Chain Management in Smes: Global Perspective. *Montenegrin Journal of Economics*, 16(1), 87-104.
- Kuncoro, A., Astuti, W & Firdiansjah, A. (2021). The effect of mixed marketing moderation and innovation on the influence of market orientation and entrepreneurship orientation toward marketing performance. *Management Science Letters*, 11(3), 895-902.
- Lado, A. and Wilson, M. (1994). Human resource systems and sustained competitive advantage: a competency-based perspective. *Academy of Management Review*, 19, 699–727.
- Lăzăroiu, George, Luminița Ionescu, Mihai Andronie, and Irina Dijmărescu. (2020). "Sustainability Management and Performance in the Urban

- Corporate Economy: A Systematic Literature Review" *Sustainability* 12, no. 18: 7705. <https://doi.org/10.3390/su12187705>
- Lee, T., Liu, H.M., (2018). How do firms with management ability promote competitive advantages? an integrated model from entrepreneurial strategy making and internal resources. *Entrepreneursh. Res. J.* 8 (2), 1–15. <https://doi.org/10.1515/erj-2017-0071>.
- Li, Lixue. (2022). Digital transformation and sustainable performance: The moderating role of market turbulence. *Industrial Marketing Management* Vol 104
- Li, S., Ragu-Nathan, B., Ragu-Nathan, T. S., & Rao, S. S. (2006). The impact of supply chain management practices on competitive advantage and organizational performance. *Omega*, 34(2), 107-124.
- Liao, Z., (2018). Corporate culture, environmental innovation and financial performance. *Bus. Strat. Environ.* 27 (8), 1368e1375. <https://doi.org/10.1002/bse.2186>.
- Lippman, S.A. and Rumelt, R. (2003). The payments perspective: micro-foundations of resource analysis. *Strategic Management Journal*, 24, 903–927.
- Liu, Y., 2013. Sustainable competitive advantage in turbulent business environments. *Int. J. Prod. Res.* 51, 2821e2841. <https://doi.org/10.1080/00207543.2012.720392>.
- Lockett, A. (2005). Edith Penrose's legacy to the resource-based view. *Managerial and Decision Economics*, 26, 83–98.
- Lockett, A. and Thompson, S. (2001). The resourcebased view and economics. *Journal of Management*, 27, 723–754
- Madhani, Pankaj M., Resource Based View (RBV) of Competitive Advantage: An Overview (March 26, 2010). Resource Based View: Concepts and Practices, Pankaj Madhani, ed., pp. 3 -22, Icfai University Press, Hyderabad, India, 2009
- Maletic, M., Maletic, D., Gomiscek, B., (2018). The role of contingency factors on the relationship between sustainability practices and organizational performance. *J. Clean. Prod.* 171, 423e433. <https://doi.org/10.1016/j.jclepro.2017.09.172>.
- Martin Silvia L, Javalgi Rajshekhar G, Ciravegna Luciano, (2020). "Marketing capabilities and international new venture performance: The mediation role of marketing communication and the moderation effect of technological

- turbulence”. *Journal of Business Research, Elsevier*, vol. 107(C), pages 25-37. DOI: 10.1016/j.jbusres.2019.09.044
- Mikalef, P., & Pateli, A. (2017). Information technology-enabled dynamic capabilities and their indirect effect on competitive performance: Findings from PLS-SEM and fsQCA. *Journal of Business Research*, 70, 1-16.
- Mishra, C.S., Zachary, R.K., (2015). The theory of entrepreneurship. *Entrepreneursh. Res. J.* 5 (4), 251–268. <https://doi.org/10.1515/erj-2015-0042>.
- Morgan, N.A., Whitler, K.A., Feng, H., & Chari, S. (2018). Research in marketing strategy. *Journal of the Academy of Marketing Science*, 47, 4-29.
- Nashihuddin, Wahid (2020). Pemaknaan Iklan Layanan Masyarakat “Bangga Beli Produk Kebumen – Lanting” Dengan Metode Semiotika. Makalah Akademik Mata Kuliah “Semiotika Media” Sekolah Pascasarjana Prodi Kajian Budaya dan Media, Minat Manajemen Informasi dan Perpustakaan – UGM Tahun 2020
- Nasir, A. (2018). Pengaruh Inovasi Produk terhadap Kinerja Pemasaran Industri Mebel di Kabupaten Pasuruan. *REFERENSI, Jurnal Ilmu Manajemen Dan Akuntansi*, 6(2), 9–16.
- Niemand, T., Rigtering, C., Kallm€unzer, A., Kraus, S. and Maalaoui, A. (2020), “Digitalization in the financial industry: a contingency approach of entrepreneurial orientation and strategic vision on digitalization”, *European Management Journal*, doi: 10.1016/j.emj.2020.04.008.
- Nora Sadiku-Dushi, Léo-Paul Dana, Veland Ramadani, Entrepreneurial marketing dimensions and SMEs performance, *Journal of Business Research*, Volume 100, 2019, Pages 86-99
- Olson, E.M., Slater, S.F. and Hult, G.T.M. (2005) The Performance Implications of Fit among Business Strategy, Marketing Organization Structure, and Strategic Behavior. *Journal of Marketing*, 69, 49-65. <https://doi.org/10.1509/jmkg.69.3.49.66362>
- Paul, H., Bamel, U. K., & Garg, P. (2016). Employee resilience and OCB: Mediating effects of organizational commitment. *The Journal for Decision Makers*, 41(4), 308–324.
- Penrose, E.T. (1959). *The Theory of the Growth of the Firm*. New York: John Wiley.
- Pham, T.S.H., Monkhouse, L.L., Barnes, B.R., (2017). The influence of relational capability and marketing capabilities on the export performance of

- emerging market firms. *Int. Market. Rev.* 34 (5), 606–628. <https://doi.org/10.1108/IMR-07-2014-0235>.
- Porter, M., 1985. *The Competitive Advantage: Creating and Sustaining Superior Performance*. Free Press, New York, NY.
- Prambaudy, Khaiz & Astuti, Miguna. (2019). Pengaruh Orientasi Pasar Dan Inovasi Terhadap Kinerja Pemasaran Umkm Kuliner. *BENEFIT Jurnal Manajemen dan Bisnis*. Vol 4, No 1.
- Purwanti, I., Lailyningsih, D. R. N., & Suyanto, U. Y. (2022). Digital Marketing Capability and MSMEs Performance: Understanding the Moderating Role of Environmental Dynamism. *Journal of Theoretical and Applied Management* 15(3), 433–448. <https://doi.org/10.20473/jmtt.v15i3.39238>
- Qiu, L., Hu, D., & Wang, Y. (2020). How Do Firms Achieve Sustainability through Green Innovation under External Pressures of Environmental Regulation and Market Turbulence? *Business Strategy and the Environment*, 29, 2695–2714. <https://doi.org/10.1002/bse.2530>
- Rahmawati, S., Darsono, D., & Setyowati, N. (2019). Faktor-Faktor yang Mempengaruhi Kinerja Pemasaran pada Usaha Mikro Kecil dan Menengah Pangan Olahan di Kota Surakarta. *Jurnal Ekonomi Pertanian Dan Agribisnis*, 3(2), 325–335. <https://doi.org/10.21776/ub.jepa.2019.003.02.9>
- Ramzan, S., & Khan, M., 2010. Dimension Reduction and Remedy of Multicollinearity Using Latent Variable Regression Methods. *World Applied Science Journal*. 8 (4), 404-410
- Rua, O., França, A., Fernández Ortiz, R., 2018. Key drivers of SMEs export performance: the mediating effect of competitive advantage. *J. Knowl. Manag.* 22 (2), 257–279. <https://doi.org/10.1108/JKM-07-2017-0267>
- Sangadah, S. K., Laut, L. T., & Jalunggono, G. (2020). Pengaruh faktor-faktor penyebab kemiskinan di Kabupaten Kebumen tahun 2009-2018. *Dinamic*, 2(1), 229-243.
- Santos-Vijande, M. L., & Álvarez-González, L. I. (2007). Innovativeness and organizational innovation in total quality-oriented firms: The moderating role of market turbulence. *Technovation*, 27(9), 514–532.
- Saragih, J., Tarigan, A., Pratama I., Wardati J., & Silalahi E.F., (2020). The Impact of Total Quality Management, Supply Chain Management Practices and Operations Capability on Firm Performance. *Polish Journal of Management Studies*. Vol.21 No.2

- Sarfiah, S., Atmaja, H., & Verawati, D. (2019). UMKM Sebagai Pilar Membangun Ekonomi Bangsa. *Jurnal REP (Riset Ekonomi Pembangunan)*, 4(2), 1–189.
- Segarra, A., & Callejon, M. (2002). new firms' survival and market turbulence: New evidence from spain. *Review of Industrial Organization*, 20(1), 1.
- Siagian, Y. M. (2005). Aplikasi Supply Chain Management dalam Dunia Bisnis. Grasindo. Jakarta.
- Song, M., Droge, C., Hanvanich, S., & Calantone, R. (2005). Marketing and technology resource completenarity: An analysis of their interaction effect in two environmental contexts. *Strategic Management Journal*, 26(3), 259–276.
- Soto-Acosta, P., Popa, S., Martinez-Conesa, I., (2018). Information technology, knowledge management and environmental dynamism as drivers of innovation ambidexterity: a study in SMEs. *J. Knowl. Manag.* 22 (4), 824–849. <https://doi.org/10.1108/JKM-10-2017-0448>.
- Srivastava, R. and Reibstein, D. J. (2004), Metrics for Linking Marketing to Financial Performance, *Marketing Science Institute*.
- Srivastava, R. K., Shervani, T. A. and Fahey, L. (1998), “Market-Based Assets and Shareholder Value: A Framework for Analysis”, *Journal of Marketing*, Vol. 62, No. 1, pp. 2-18.
- Sudirjo, F., Rumana, A.Y., Wandan, H., Hakim M.L., (2023). Pengaruh Kapabilitas Pemasaran, Digital Marketing Dalam Meningkatkan Kinerja Pemasaran UMKM Di Jawa Barat. *Jurnal Bisnisman: Riset Bisnis dan Manajemen Vol. 5, No. 1* (Februari – Mei): 55-69
- Sukarno, G. (2009). Meningkatkan Kinerja Pemasaran UMKM Melalui Peran Lingkungan, Inovasi Produk Dan Kreatifitas Strategi Pemasaran. *Ekuitas Universitas Pembangunan Nasional Veteran Surabaya*.
- Sukdej Sarutaya, (2015). Dynamic marketing capability and marketing survival: evidence from auto parts businesses in Thailand, *The Business and Management Review*, Volume 7 Number 1, November, 177-188. 6 th International Trade and Academic Research Conference (ITARC), 9-10 November 2015, UK.
- Tarsakoo, P. and Charoensukmongkol, P. (2020), "Dimensions of social media marketing capabilities and their contribution to business performance of firms in Thailand", *Journal of Asia Business Studies*, Vol. 14 No. 4, pp. 441-461. <https://doi.org/10.1108/JABS-07-2018-0204>
- Teece, D.J., Pisano, G. and Shuen, A. (1997). Dynamic capabilities and strategic management. *Strategic Management Journal* 18, 509–533

- Theodosiou, M., Kehagias, J., & Katsikea, E. (2012). Strategic orientations, marketing capabilities and firm performance: An empirical investigation in the context of frontline managers in service organizations. *Industrial Marketing Management*, 41(7), 1058–1070
- Tsai, K. H., & Yang, S. Y. (2013). Firm innovativeness and business performance: The joint moderating effects of market turbulence and competition. *Industrial Marketing Management*, 42(8), 1279–1294.
- Tsai, K.H., Liao, Y.C., 2017. Sustainability strategy and eco-innovation: a moderation model. *Bus. Strat. Environ.* 26 (4), 426e437. <https://doi.org/10.1002/bse.1926>.
- Varelas, S., & Georgopoulos, N. (2017). Porter's competitive forces in the modern globalized hospitality sector—the case of a Greek tourism destination. *Journal of Tourism Research*, 18, 121–131.
- Vătămănescu, E.M., Andrei, A.G., Dumitriu, D.L., Leovaridis, C., (2016). Harnessing network- based intellectual capital in online academic networks. from the organizational policies and practices towards competitiveness. *J. Knowl. Manag.* 20 (3), 594–619. <https://doi.org/10.1108/JKM-05-2015-0208>.
- Wang, C.L. and Ahmed, P.K. (2007). Dynamic capabilities: a review and research agenda. *International Journal of Management Reviews*, 9, 31–51.
- Wang, F. (2020), "Digital marketing capabilities in international firms: a relational perspective", *International Marketing Review*, Vol. 37 No. 3, pp. 559-577. <https://doi.org/10.1108/IMR-04-2018-0128>
- Wang, Wen-Cheng., Lin, Chien-Hung & Chu, Ying-Chien. (2011). Types of Competitive Advantage and Analysis. *International Journal of Business and Management*, Vol. 6, No. 5; May 2011
- Wernerfelt. (1984). A resource-based view of the firm. *Strategic Management Journal*.
- Zhou, J., Mavondo, F.T., & Saunders, S.G. (2019). The relationship between marketing agility and financial performance under different levels of market turbulence. *Industrial Marketing Management*.