

DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS) : alternatif Structural Equation Modeling (SEM) dalam penelitian bisnis*. Yogyakarta: Andi.
- Ahmadi, H., & O'Cass, A. (2018). Transforming entrepreneurial posture into a superior first product market position via dynamic capabilities and TMT prior start-up experience. *Industrial Marketing Management*.
- Arikunto, P. D. (2012). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Clercq, D. D., Sapienza, H. J., Yavuz, R. I., & Zhou, L. (2012). Learning and knowledge in early internationalization research: Past accomplishments and future directions. *Journal of Business Venturing*, 143–165.
- Coenen, M., & Kok, R. A. (2014). Workplace flexibility and new product development performance: The role of telework and flexible work schedules. *European Management Journal*.
- Covin, J. G., & Miller, D. (2014). International Entrepreneurial Orientation: Conceptual Considerations, Research Themes, Measurement Issues, and Future Research Directions. *ENTREPRENEURSHIP THEORY and PRACTICE*.
- Covin, J. G., & Wales, W. J. (2019). Crafting High-Impact Entrepreneurial Orientation Research: Some Suggested Guidelines. *Entrepreneurship Theory and Practice*, 1–16.
- Eng, T.-Y. (2006). An investigation into the mediating role of cross-functional coordination on the linkage between organizational norms and SCM performance. *Industrial Marketing Management*, 762 – 773.
- Firdausi, N. J., & Wulandari, R. D. (2013). UPAYA PENINGKATAN KINERJA RUMAH SAKIT MELALUI OPTIMALISASI HIGH PERFORMANCE WORK PRACTICES TIM LINTAS FUNGSI. *Jurnal Administrasi Kesehatan Indonesia*.
- Ghozali. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2006). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang : Badan Penerbit UNDIP.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0. Ed. Ke-2*. Semarang: Badan Penerbit Universitas Diponegoro.
- GS, A. D., & Soemantri, A. I. (2020). ENTREPRENEURSHIP ORIENTATION STRATEGY, MARKET ORIENTATION AND ITS EFFECT ON BUSINESS PERFORMANCE IN MSMEs. *Jurnal Bisnis dan Manajemen*, Volume 4, Nomor 1, Hal. 1 – 10.

- Hamdi, A. S. (2014). *METODE PENELITIAN KUANTITATIF APLIKASI DALAM PENDIDIKAN*. Yogyakarta: CV BUDI UTAMA.
- Hsieh, L.-F., & Chen, S. K. (2007). A study of cross-functional collaboration in new product development: a social capital perspective. *Productivity and Quality Management*.
- Hsieh, L.-F., & Chen, S. K. (2007). A study of cross-functional collaboration in new product development: a social capital perspective . *Productivity and Quality Management*.
- Inan, G. G., & Kop, A. E. (2018). Marketing Capability Development in Micro Manufacturing Enterprises. *American Journal of Industrial and Business Management*, 1-12.
- Jogiyanto, H. (2011). *Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-pengalaman*. Yogyakarta: BPF.
- Kwong, K., & Wong, K. (2013). Partial Least Squares Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS. *Marketing Bulletin*, Vol. 24: Technical Note1.
- Lee Jia-Sheng, H. C.-J. (2010). A Research In Relating Entrepreneurship,Marketing Capability, Innovative Capability,And Sustained Competitive Advantage. *Journal of Business & Economics Research*.
- Luca, L. M., & Atuahene-Gima, K. (2007). Market Knowledge Dimensions and Cross-Functional Collaboration: Examining the Different Routes to Product Innovation Performance. *Journal of Marketing* .
- Lumpkin, G. T., & Dess, G. G. (1996). CLARIFYING THE ENTREPRENEURIAL ORIENTATION CONSTRUCT AND LINKING IT TO PERFORMANCE. *Academy of Management Heview*, 135-172.
- Mahrous, A., & Genedy, M. (2018). Connecting the dots:The relationship among intra-organizational environment, entrepreneurial orientation, market orientation and organizational performance. *Journal of Entrepreneurship in Emerging Economies*.
- Marion, T. J., Friar, J. H., & Simpson, T. W. (2012). New Product Development Practices and Early-Stage Firms: Two In-Depth Case Studies. *PROD INNOV MANAG*, 639–654.
- Matsuno, K., Mentzer, J. T., & Özsomer, A. (2002). The Effects of Entrepreneurial Proclivity and Market Orientation on Business Performance. *Journal of Marketing*, 18–32.
- Migliori, S., Pittino, D., Consorti, A., & Lucianetti, L. (2017). The relationship between Entrepreneurial Orientation, Market Orientation and Performance in University Spin-Offs. *Int Entrep Manag J*.

- Migliori, S., Pittino, D., Consorti, A., & Lucianetti, L. (2017). The relationship between Entrepreneurial Orientation, Market Orientation and Performance in University Spin-Offs. *Int Entrep Manag J*.
- Pagell, M. (2004). Understanding the factors that enable and inhibit the integration of operations, purchasing and logistics. *Journal of Operations Management*, 459–487.
- Pascal, V. J., & Sohyoun Shin. (2015). THE ROLE OF MARKETING CAPABILITIES AND ENTREPRENEURIAL ORIENTATION ON SME PERFORMANCE. *Journal of International Marketing Strategy*.
- Prof. Dr. H. Muhammad Ma'ruf Abdullah, S. M. (2015). *METODE PENELITIAN KUANTITATIF*. Yogyakarta: Aswaja Pressindo.
- Qureshi, S., & Mian, S. A. (2010). Antecedents and Outcomes of Entrepreneurial Firms Marketing Capabilities: An Empirical investigation of Small Technology Based Firms. *Journal of Strategic Innovation and Sustainability* .
- Rosli, M. M., & Sidek, S. (2013). The Impact of Innovation on the Performance of Small and Medium Manufacturing Enterprises: Evidence from Malaysia . *Journal of Innovation Management in Small & Medium Enterprise*.
- Rubio, A., & Aragon, A. (2009). SMES Competitive Behavior: Strategic Resources and Strategies. *Management Research: Journal of the Iberoamerican Academy of Management*, 171 - 190.
- Santos-Vijande, L., Sanzo-Pérez, M. J., Gutiérrez, J. A., & Rodríguez, N. G. (2012). Marketing Capabilities Development in Small and Medium Enterprises: Implications for Performance. *Journal of CENTRUM Cathedra* , 24-42.
- Setiawan, Y. (2015). Pengaruh Kualitas Pelayanan, Harga dan Brand Image Terhadap Loyalitas .
- Setiawan, Y. (2015). Pengaruh Kualitas Pelayanan, Harga dan Brand Image Terhadap Loyalitas Pelanggan di Hotel Syariah Arini Solo.
- Simamora, H. (2001). *Manajemen Sumber Daya Manusia*. Jakarta: Bina Rupa Aksara.
- Sok, P., Snell, L., Lee, W. J., & Sok, K. M. (2016). Linking entrepreneurial orientation and small service firm performance through marketing resources and marketing capability A moderated mediation model. *Journal of Service Theory and Model*.
- Sok, P., Snell, L., Lee, W. J., & Sok, K. M. (2017). Linking entrepreneurial orientation and small service firm performance through marketing resources and marketing capability A moderated mediation model . *Journal of Service Theory and Practice*.
- Song, L. Z., Song, M., & Benedetto, C. A. (2010). Resources, supplier investment, product launch advantages,. *Journal of Operations Management*, 86–104.
- Stam, W., & Elfring, T. (2008). ENTREPRENEURIAL ORIENTATION AND NEW VENTURE PERFORMANCE: THE MODERATING ROLE OF INTRA- AND

EXTRAINDUSTRY SOCIAL CAPITAL. *Academy of Management Journal*, 97–111.

- Sugiyono, P. D. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Penerbit Alfabeta.
- Sutrisno, T. F., Gosal, G. G., & Surya, R. (2021). PERAN ENTREPRENEURIAL ORIENTATION TERHADAP KINERJA PERUSAHAAN MELALUI TOTAL QUALITY MANAGEMENT(STUDI DI PERUSAHAAN MEBEL PT KAYAN JAYA TANJUNG). *Jurnal Aplikasi Manajemen dan Bisnis*.
- Tafti, A., Mithas, S., & Krishnan, M. S. (2013). The Effect of Information Technology–Enabled Flexibility on Formation and Market Value of Alliances. *MANAGEMENT SCIENCE*, 207–225.
- Tsai, K.-H., & Hsu, T. T. (2013). Cross-Functional collaboration, competitive intensity, knowledge integration mechanisms, and new product performance: A mediated moderation model. *Industrial Marketing Management*.
- Vega-Vázquez, M., Cossío-Silva, F.-J., & Revilla-Camacho, M.-Á. (2016). Entrepreneurial orientation–hotel performance: Has market orientation anything to say? *Journal of Business Research*.
- Vega-Vázquez, M., Cossío-Silva, F.-J., & Revilla-Camacho, M.-Á. (2016). Entrepreneurial orientation–hotel performance: Has market orientation anything to say? *Journal of Business Research*.
- Vorhies, D. W. (1998). Marketing's Role in the Development of Competitive Advantage: Evidence from the Motor Carrier Industry. *Journal Of Market Focused Management*, 361-386.
- Zane, L. J., & DeCarolis, D. M. (2016). Social networks and the acquisition of resources. *Journal of Small Business & Entrepreneurship*.
- Zhao, Y. L., Libaers, D., & Song, M. (2015). First Product Success: A Mediated Moderating Model of Resources, Founding Team Startup Experience, and Product-Positioning Strategy. *JOURNAL PRODUCTION INNOVATION MANAGEMENT*.
- Zhou, L., Barnes, B. R., & Lu, Y. (2010). Entrepreneurial proclivity, capability upgrading and performance advantage of newness among international new ventures. *Journal of International Business Studies*, 882–905.