

DAFTAR PUSTAKA

- Achmad N., & Arief B., “Preferensi (Komunikasi Pemasaran dan E-Service Quality) Mahasiswa Manajemen Universitas Pamulang Terhadap Pemilihan Situs Belanja Online” *J. Madani.*, Vol. 3, No. 2, September 2020 (304 - 318)
- Adnan H., MODEL STRUKTURAL HUBUNGAN TEKNOLOGI INFORMASI, KUALITAS INFORMASI DAN KINERJA MANAJERIAL INDUSTRI KREATIF PERCETAKAN DIGITAL. *Jurnal Ilmiah Manajemen*, Volume VI, No. 1, Februari 2016
- A. Sani and N. Wiliani, “FAKTOR KESIAPAN DAN ADOPSI TEKNOLOGI INFOR
B. MASI DALAM KONTEKS TEKNOLOGI SERTA LINGKUNGAN PADA UMKM DI JAKARTA”, *jitk*, vol. 5, no. 1, pp. 49-56, Jul. 2019.
- Falahat, M., Ramayah, T., Soto-Acosta, P., & Lee, Y.-Y. (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*, 152, 119908. doi:10.1016/j.techfore.2020.119908
- Gofur, A. (2019). PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP KEPUASAN PELANGGAN. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(1), 37 - 44. <https://doi.org/10.36226/jrmb.v4i1.240>
- Heru, S.T. And Suharno. PENGARUH HARGA KUALITAS PRODUK DAN DISTRIBUSI TERHADAP KEPUTUSAN PEMBELIAN. *Fakultas Ekonomi dan Bisnis Universitas Mulawarman*. Volume 14 (2) 2017, 92-97
- Ike V. And Zainul A. “PENGARUH CITRA MEREK (BRAND IMAGE) DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN (Survei pada Mahasiswa Program Studi Administrasi Bisnis Fakultas Ilmu Administrasi Universitas Brawijaya Malang Tahun Angkatan 2013/2014 dan 2014/2015 Pengguna Kartu Pra-Bayar Simpati)” *Jurnal Administrasi Bisnis (JAB)/Vol. 51 No. 1 Oktober 2017/ administrasibisnis.studentjournal.ub.ac.id*
- Kurnia A. “ANALISIS PENGARUH KUALITAS PELAYANAN, HARGA, DAN PROMOSI TERHADAP KEPUASAN PENGUNJUNG DI MUSEUM RONGGOWARSITO SEMARANG” *FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS DIAN NUSWANTORO*

- Luxton, S., Reid, M., & Mavondo, F. (2014). *Integrated Marketing Communication Capability and Brand Performance. Journal of Advertising, 44(1), 37–46.*
- Najafi-Tavani, S., Najafi-Tavani, Z., Naudé, P., Oghazi, P., & Zeynaloo, E. (2018). *How collaborative innovation networks affect new product performance: Product innovation capability, process innovation capability, and absorptive capacity. Industrial Marketing Management, 73, 193–205.*
- Ni Nyoman, K., I G. A. Ketut G. Made, S., Putu L. “The role of competitive advantage in mediating the effect of promotional strategy on marketing performance,” – *Management Science Letters*
- Nurjaya and Azhar Affandi (2021) “The Effect of Product Promotion and Innovation Activities on Marketing Performance in Middle Small Micro Enterprises in Cianjur” *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 4, No 1, February 2021, Page: 528-540*
- Prameswari, P.D. and Suresh, K. (2019) “Understanding customer loyalty in the coffee shop industry (A survey in Jakarta, Indonesia) *Department of Business, President University, Bekasi, Indonesia*
- Vincent D., Yohan W., Karis W., “Implementing Eco-Innovation by Utilizing the Internet to Enhance Firm’s Marketing Performance: Study of Green Batik Small and Medium Enterprises in Indonesia” *Implementing Eco-Innovation by Utilizing the Internet to Enhance Firm’s Marketing Performance Chapter 62*
- Reid, M., Luxton, S., & Mavondo, F. (2005). *THE RELATIONSHIP BETWEEN INTEGRATED MARKETING COMMUNICATION, MARKET ORIENTATION, AND BRAND ORIENTATION. Journal of Advertising, 34(4), 11-23*
- Reminta L., Nine I.S ., Nita S., and Priska F.S., “Pengaruh Harga dan Inovasi Layanan Aplikasi terhadap Keputusan Penggunaan Jasa Taksi Express: Survei pada Pengunduh Aplikasi Express Taxis” *Jurnal Nasional Manajemen Pemasaran & SDM Vol.. 1, No. 1, September 2020*
- Saputra, Aditya Khrisma Eka (2020) *ANALISIS STRATEGI PEMASARAN DAN INOVASI PRODUK DALAM MENINGKATKAN KINERJA PEMASARAN DI ERA EKONOMI INDUSTRI 4.0 (Studi pada Usaha Pos Ketan Legenda 1967).* Other thesis, STIE Malangkeucewara.

- Schleicher, D. J., Baumann, H. M., Sullivan, D. W., Levy, P. E., Hargrove, D. C., & Barros-Rivera, B. A. (2018). *Putting the System Into Performance Management Systems: A Review and Agenda for Performance Management Research. Journal of Management, 44(6), 2209–2245.*
- Sirait., Florence Rosalien “Pengaruh Komunikasi Pemasaran dan Integritas Terhadap Kinerja Pemasaran Agen dengan Pemasaran Relasional Sebagai Variabel Intervening pada PT Asuransi Jiwa Sequislife Cabang MMTC Medan”. Respositori Institusi Universitas Sumatra Utara 2018.
- Tessa C., Andreas E., “How Entrepreneurial Firms Profit From Pricing Capabilities: An Examination of Technology-Based Ventures” 1042-2587 © 2014 Baylor University