

DAFTAR REFERENSI

- Afsharghasemi, A., Zain, M., Sambasivan, M., & Ng Siew Imm, S. (2013). Market Orientation, Government Regulation, Competitive Advantage and Internationalization of SMEs: A Study in Malaysia. *Journal of Business Administration Research*, 2(2), 13–22. <https://doi.org/10.5430/jbar.v2n2p13>
- Agarwal, S., Krishna Erramilli, M., & Dev, C. S. (2003). Market orientation and performance in service firms: role of innovation. *Journal of Services Marketing*, 17(1), 68–82.
- Agha, S., Alrubaiee, L., & Jamhour, M. (2011). Effect of Core Competence on Competitive Advantage and Organizational Performance. *International Journal of Business and Management*, 7(1), 192–204. <https://doi.org/10.5539/ijbm.v7n1p192>
- Akimova, I. (2000). Development of market orientation and competitiveness of Ukrainian firms. *European Journal of Marketing*, 34(9/10), 1128–1148. <https://doi.org/10.1108/03090560010342511>
- Aliyu, M. S., & Mahmood, R. (2014). The Relationship Between Market Orientation and Business Performance of Nigerian SMEs: The Role of Organizational Culture. *International Journal of Business and Social Science*, 5(9).
- Armstrong, M. (2006). *Performance management: Key strategies and practical guidelines*.
- Atuahene-Gima, K., & Ko, A. (2001). An empirical investigation of the effect of market orientation and entrepreneurship orientation alignment on product innovation. *Organization Science*, 12(1), 54–74.
- Azwar, S. (1986). *Validitas dan reliability*. Cetakan Pertama Liberty. Yogyakarta.
- Baker, W. E., & Sinkula, J. M. (2009). The complementary effects of market orientation and entrepreneurial orientation on profitability in small businesses. *Journal of Small Business Management*, 47(4), 443–464.
- Barney, J. B. (2000). Firm resources and sustained competitive advantage. In *Economics Meets Sociology in Strategic Management* (pp. 203–227). Emerald Group Publishing Limited.
- Bettis, R. A. (1983). Modern financial theory, corporate strategy and public policy: Three conundrums. *Academy of Management Review*, 8(3), 406–415.
- Camisón, C., & Monfort-Mir, V. M. (2012). Measuring innovation in tourism from the Schumpeterian and the dynamic-capabilities perspectives. *Tourism Management*, 33(4), 776–789.
- Cho, M., Bonn, M. A., Han, S. J., & Kang, S. (2018). Partnership Strength and

- Diversity with Suppliers: Effects upon Independent Restaurant Product Innovation and Performance. *International Journal of Contemporary Hospitality Management*, 30(3), 1526–1544. <https://doi.org/10.1108/IJCHM-01-2017-0016>
- Damanpour, F. (1987). The adoption of technological, administrative, and ancillary innovations: Impact of organizational factors. *Journal of Management*, 13(4), 675–688.
- Damanpour, F. (1991). Organizational innovation: A meta-analysis of effects of determinants and moderators. *Academy of Management Journal*, 34(3), 555–590.
- Demirbag, M., Koh, S. C. L., Tatoglu, E., & Zaim, S. (2006). TQM and Market Orientation's Impact on SMEs' Performance. *Industrial Management and Data Systems*, 106(8), 1206–1228. <https://doi.org/10.1108/02635570610710836>
- Dirisu, J. I., Iyiola, O., & Ibidunni, O. S. (2013). Product differentiation: A tool of competitive advantage and optimal organizational performance (A study of Unilever Nigeria PLC). *European Scientific Journal, ESJ*, 9(34).
- Ferdinand, A. (2002). *Structural Equation Modeling Dalam Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ferdinand, A. (2006). *Metode penelitian manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2008). *Model persamaan struktural: Konsep dan aplikasi dengan program AMOS 16.0*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2009). *Ekonometrika Teori, Konsep dan Aplikasi dengan SPSS 17*. Semarang: Badan Penerbit Universitas Diponegoro.
- Grissemann, U., Plank, A., & Brunner-Sperdin, A. (2013). Enhancing business performance of hotels: The role of innovation and customer orientation. *International Journal of Hospitality Management*, 33, 347–356.
- Hair Jr, J. F., Anderson, R. E., Tatham, R. L., & William, C. (1995). Black (1995), *Multivariate data analysis with readings*. New Jersey: Prentice Hall.
- Hallak, R., Assaker, G., Connor, P. O., & Lee, C. (2018). *Journal of Retailing and Consumer Services Firm performance in the upscale restaurant sector : The effects of resilience , creative self-efficacy , innovation and industry experience*. 40(October 2017), 229–240. <https://doi.org/10.1016/j.jretconser.2017.10.014>
- Haugland, S. A., Myrtveit, I., & Nygaard, A. (2007). Market orientation and performance in the service industry: A data envelopment analysis. *Journal of Business Research*, 60(11), 1191–1197.
- Hébert, R. F., & Link, A. N. (2006). The entrepreneur as innovator. *The Journal*

- of *Technology Transfer*, 31(5), 589.
- Heiens, R. A. (2000). Market orientation: toward an integrated framework. *Academy of Marketing Science Review*, 1(1), 1–4.
- Hjalager, A.-M. (2010). A review of innovation research in tourism. *Tourism Management*, 31(1), 1–12.
- Hofer, Charles W. (1980). Turnaround strategies. *Journal of Business Strategy*, 1(1), 19–31.
- Hofer, Charles Warren, & Schendel, D. (1978). *Strategy formulation: Analytical concepts*. West Publ.
- Home, N. (2011). Entrepreneurial orientation of grocery retailers in Finland. *Journal of Retailing and Consumer Services*, 18(4), 293–301.
- Hunt, S. D., & Lambe, C. J. (2000). Marketing's contribution to business strategy: market orientation, relationship marketing and resource-advantage theory. *International Journal of Management Reviews*, 2(1), 17–43.
- Jansen, J. J. P., Van Den Bosch, F. A. J., & Volberda, H. W. (2006). Exploratory innovation, exploitative innovation, and performance: Effects of organizational antecedents and environmental moderators. *Management Science*, 52(11), 1661–1674.
- Jogaratanam, G. (2002). Entrepreneurial orientation and environmental hostility: an assessment of small, independent restaurant businesses. *Journal of Hospitality & Tourism Research*, 26(3), 258–277.
- Jogaratanam, G. (2017a). International Journal of Hospitality Management The effect of market orientation , entrepreneurial orientation and human capital on positional advantage : Evidence from the restaurant industry. *International Journal of Hospitality Management*, 60, 104–113. <https://doi.org/10.1016/j.ijhm.2016.10.002>
- Jogaratanam, G. (2017b). Journal of Hospitality and Tourism Management How organizational culture in fl uences market orientation and business performance in the restaurant industry. *Journal of Hospitality and Tourism Management*, 31, 211–219. <https://doi.org/10.1016/j.jhtm.2017.03.002>
- Kafetzopoulos, D., Gotzamani, K., & Gkana, V. (2015). Relationship Between Quality Management, Innovation and Competitiveness. Evidence from Greek Companies. *Journal of Manufacturing Technology Management*, 26(8), 1177–1200. <https://doi.org/10.1108/JMTM-02-2015-0007>
- Kazakov, S. (2016). The Impact of Market Orientation Levels on Business Performance Results: The Case of The Service Industry in Russia. *Worldwide Hospitality and Tourism Themes*, 8(3), 296–309. <https://doi.org/10.1108/WHATT-02-2016-0001>
- Kirca, A. H., Jayachandran, S., & Bearden, W. O. (2005). Market orientation: A

- meta-analytic review and assessment of its antecedents and impact on performance. *Journal of Marketing*, 69(2), 24–41.
- Kohli, A. K., & Jaworski, B. J. (1990). Market orientation: the construct, research propositions, and managerial implications. *The Journal of Marketing*, 1–18.
- Koufteros, X. A., Vonderembse, M. A., & Doll, W. J. (1997). Competitive capabilities: measurement and relationships. *Proceedings Decision Science Institute*, 3, 1067–1068.
- Kraaijenbrink, J. (2011). Human capital in the resource-based view. In *The Oxford handbook of human capital*.
- Kropp, F., Lindsay, N. J., & Shoham, A. (2006). Entrepreneurial, market, and learning orientations and international entrepreneurial business venture performance in South African firms. *International Marketing Review*, 23(5), 504–523.
- Kuncoro, W., & Suriani, W. O. (2017). Achieving sustainable competitive advantage through product innovation and market driving. *Asia Pacific Management Review*, 1–7. <https://doi.org/10.1016/j.apmr.2017.07.006>
- Kuntjoroadi, W., & Safitri, N. (2011). Analisis strategi bersaing dalam persaingan usaha penerbangan komersial. *Bisnis & Birokrasi Journal*, 16(1).
- Lakhal, L. (2009). Impact competitive advantage organizational performance. *The Journal of the Operational Research Society*, 60(5), 637–645. Retrieved from <http://www.jstor.org/stable/40206780>
- Lamb, C. W., Hair, J. F., & McDaniel, C. D. (2001). *Pemasaran*. Thomson Learning.
- Lau, A. K. W., Tang, E., & Yam, R. C. M. (2010). Effects of supplier and customer integration on product innovation and performance: Empirical evidence in Hong Kong manufacturers. *Journal of Product Innovation Management*, 27(5), 761–777.
- Lau, R. S. M. (2002). Competitive factors and their relative importance in the US electronics and computer industries. *International Journal of Operations & Production Management*, 22(1), 125–135.
- Lee, C., Hallak, R., & Sardeshmukh, S. R. (2016a). Innovation , entrepreneurship , and restaurant performance : A higher-order structural model. *Tourism Management*, 53, 215–228. <https://doi.org/10.1016/j.tourman.2015.09.017>
- Lee, C., Hallak, R., & Sardeshmukh, S. R. (2016b). Journal of Hospitality and Tourism Management Drivers of success in independent restaurants : A study of the Australian restaurant sector. *Journal of Hospitality and Tourism Management*, 29, 99–111. <https://doi.org/10.1016/j.jhtm.2016.06.003>
- Lin, L. (2013). The impact of service innovation on firm performance. *The Service Industries Journal*, 33(15–16), 1599–1632.

- Lopez-Cabrales, A., Pérez-Luño, A., & Cabrera, R. V. (2009). Knowledge as a mediator between HRM practices and innovative activity. *Human Resource Management: Published in Cooperation with the School of Business Administration, The University of Michigan and in Alliance with the Society of Human Resources Management*, 48(4), 485–503.
- Madrid-Guijarro, A., Garcia, D., & Van Auken, H. (2009). Barriers to innovation among Spanish manufacturing SMEs. *Journal of Small Business Management*, 47(4), 465–488.
- Mentzer, J. T., Min, S., & Zacharia, Z. G. (2000). The nature of interfirm partnering in supply chain management. *Journal of Retailing*, 76(4), 549–568.
- Milgrom, P., & Roberts, J. (1994). Complementarities and systems: Understanding Japanese economic organization. *Estudios Economicos*, 3–42.
- Miller, D. (1987). The structural and environmental correlates of business strategy. *Strategic Management Journal*, 8(1), 55–76.
- Naor, J. (1990). Research on Eastern Europe and Soviet marketing: constraints, challenges and opportunities. *International Marketing Review*, 7(1).
- Narver, J. C., & Slater, S. F. (1990). The effect of a market orientation on business profitability. *The Journal of Marketing*, 20–35.
- Ottenbacher, M., & Gnoth, J. (2005). How to develop successful hospitality innovation. *Cornell Hotel and Restaurant Administration Quarterly*, 46(2), 205–222.
- Ozkaya, H. E., Droge, C., Hult, G. T. M., Calantone, R., & Ozkaya, E. (2015). Market orientation, knowledge competence, and innovation. *International Journal of Research in Marketing*, 32(3), 309–318. <https://doi.org/10.1016/j.ijresmar.2014.10.004>
- Porter, M. E. (1985). Competitive advantage: creating and sustaining superior performance. 1985. New York: FreePress, 43, 214.
- Porter, M. E. (1990). The competitive advantage of nations. *Competitive Intelligence Review*, 1(1), 14.
- R. Morgan, T., Rapp, A., Glenn Richey Jr, R., & E. Ellinger, A. (2014). Marketing culture to service climate: the influence of employee control and flexibility. *Journal of Services Marketing*, 28(6), 498–508.
- Ramayah, T., Samat, N., & Io, M. C. (2011). Market orientation, service quality and organizational performance in service organizations in Malaysia. *Asia-Pacific Journal of Business Administration*, 3(1), 8–27. <https://doi.org/10.1108/175743211111116379>
- Rogers, E. M. (2003). The innovation-decision process. *Diffusion of Innovations*, 5, 168–218.

- Roscoe, J. T. (1975). *Fundamental Research Statistics for The Behavioral Sciences*. New York: New York, NY: Holt, Rinehart and Winston.
- Ruekert, R. W. (1992). Developing a market orientation: an organizational strategy perspective. *International Journal of Research in Marketing*, 9(3), 225–245.
- Salehzadeh, R., Khazaei Pool, J., Tabaeian, R. A., Amani, M., & Mortazavi, M. (2017). The impact of internal marketing and market orientation on performance: an empirical study in restaurant industry. *Measuring Business Excellence*, 21(4), 273–290. <https://doi.org/10.1108/MBE-02-2016-0009>
- Samsir, S. (2018). The effect of leadership orientation on innovation and its relationship with competitive advantages of small and medium enterprises in Indonesia. *International Journal of Law and Management*, 60(2), 530–542.
- Schreiber, D., Ermel, U. T., Figueiredo, J. A. S., & Zeni, A. (2016). Analysis of innovation and its environmental impacts on the chemical industry. *BAR-Brazilian Administration Review*, 13(1), 56–75.
- Selmi, N., & Chaney, D. (2018). A measure of revenue management orientation and its mediating role in the relationship between market orientation and performance. *Journal of Business Research*, 89(July 2017), 99–109. <https://doi.org/10.1016/j.jbusres.2018.04.008>
- Semarang, P. K. (2014). *Kota Semarang Dalam Angka Tahun 2014*. Semarang: Sekretariat Badan Pusat Statistik Kota Semarang.
- Semarang, P. K. (2015). *Kota Semarang Dalam Angka Tahun 2015*. Semarang: Sekretariat Badan Pusat Statistik Kota Semarang.
- Semarang, P. K. (2016). *Kota Semarang Dalam Angka Tahun 2016*. Semarang: Sekretariat Badan Pusat Statistik Kota Semarang.
- Semarang, P. K. (2017). *Kota Semarang Dalam Angka Tahun 2017*. Semarang: Sekretariat Badan Pusat Statistik Kota Semarang.
- Semarang, P. K. (2018a). *Kota Semarang Dalam Angka Tahun 2018*. Semarang: Sekretariat Badan Pusat Statistik Kota Semarang.
- Semarang, P. K. (2018b). *Tanpa Judul*. Semarang: Sekretariat Dinas Pariwisata Kota Semarang.
- Shipley, D., & Fonfara, K. (1993). Organization for marketing among Polish companies. *European Journal of Marketing*, 27(11/12), 60–79.
- Sin, L. Y. M., Tse, A. C. B., Yau, O. H. M., Chow, R., & Lee, J. S. Y. (2003). Market orientation and business performance: A comparative study of firms in mainland China and Hong Kong. *European Journal of Marketing*, 37(5/6), 910–936.
- Singal, M. (2015). How is the hospitality and tourism industry different? An

- empirical test of some structural characteristics. *International Journal of Hospitality Management*, 47, 116–119.
- Singgih, S. (2000). Buku Latihan SPSS Statistik Parametrik. *Jakarta. Gramedia*.
- Slater, S. F., & Narver, J. C. (1994). Does competitive environment moderate the market orientation-performance relationship? *The Journal of Marketing*, 46–55.
- Stock, G. N., Greis, N. P., & Kasarda, J. D. (2000). Enterprise logistics and supply chain structure: the role of fit. *Journal of Operations Management*, 18(5), 531–547.
- Sudarsana, E. G. (2018). Fenomena Menjamurnya Warung Kopi di Indonesia. Retrieved April 9, 2018, from <https://www.kompasiana.com/inkegertruida/fenomenamenjamurnya-warung-kopi-diindonesia5808b767cf7a61af1bd9e94e>
- Sugianto, T., & Sitinjak, J. R. (2006). Lisrel. *Yogyakarta: GrahaIlmu*.
- Sugiyono, D. (2010). Metode Penelitian Kuantitatif Kualitatif dan R&D. In *Penerbit Alfabeta*. Bandung: Penerbit Alfabeta.
- Tangen, S. (2004). Performance measurement: from philosophy to practice. *International Journal of Productivity and Performance Management*, 53(8), 726–737.
- Tracey, M., Vonderembse, M. A., & Lim, J.-S. (1999). Manufacturing technology and strategy formulation: keys to enhancing competitiveness and improving performance. *Journal of Operations Management*, 17(4), 411–428.
- Uncles, M. (2000). *Market orientation*. SAGE Publications Sage UK: London, England.
- Varis, M., & Littunen, H. (2010). Types of innovation, sources of information and performance in entrepreneurial SMEs. *European Journal of Innovation Management*, 13(2), 128–154.
- Walizer, M. H., Sadiman, A. S., & Wienir, P. L. (1987). *Metode dan analisis penelitian: mencari hubungan*. Erlangga, Jakarta.
- Walker, R. M., Damanpour, F., & Devece, C. A. (2011). Management innovation and organizational performance: The mediating effect of performance management. *Journal of Public Administration Research and Theory*, 21(2), 367–386. <https://doi.org/10.1093/jopart/muq043>
- Wang, C.-H., Chen, K.-Y., & Chen, S.-C. (2012). Total quality management, market orientation and hotel performance: The moderating effects of external environmental factors. *International Journal of Hospitality Management*, 31(1), 119–129.
- Wang, P., & Yang, X. (2013). A Review of Knowledge Inertia. *International*

Academic Workshop on Social Science (IAW-SC 2013).

- Wong, C. W. Y., Wong, C. Y., & Boon-itt, S. (2013). The combined effects of internal and external supply chain integration on product innovation. *International Journal of Production Economics*, 146(2), 566–574.
- Xie, H., Liu, C., & Chen, C. (2007). Relationships Among Market Orientation, Learning Orientation, Organizational Innovation and Organizational Performance: An Empirical Study in The Pearl River Delta Region of China. *Frontiers of Business Research in China*, 1(2), 222–253. <https://doi.org/10.1007/s11782-007-0014-z>
- Yamin, S., Gunasekaran, A., & Mavondo, F. T. (1999). Relationship between generic strategies, competitive advantage and organizational performance: an empirical analysis. *Technovation*, 19(8), 507–518.
- Yuan, L., Zhongfeng, S., & Yi, L. (2010). Can strategic flexibility help firms profit from product innovation? *Technovation*, 30(5–6), 300–309.
- Zaini, A., Hadiwidjojo, D., Rohman, F., & Maskie, G. (2014). Effect of competitive advantage as a mediator variable of entrepreneurship orientation to marketing performance. *Journal of Business and Management*, 16(5), 5–10.
- Zhou, K. Z., Brown, J. R., & Dev, C. S. (2009). Market orientation, competitive advantage, and performance: A demand-based perspective. *Journal of Business Research*, 62(11), 1063–1070. <https://doi.org/10.1016/j.jbusres.2008.10.001>
- Zulganef, Z. (2006). The existence of overall satisfaction in service customer relationships. *Gadjah Mada International Journal of Business*, 8(3), 301–321.