

DAFTAR REFERENSI

- Abubakar, R. (2018). *Manajemen Pemasaran*. In Sayed mahdi (Ed.), *Alfa Beta* (1st ed., Vol. 1, Issue Juni). Alfa Beta, Bandung.
- Abubakar, R. (2023). *Manajemen Pemasaran*. In M. Roni & T. A. Roziq (Eds.), *Rajawali Pers* (1st ed., Vol. 1, Issue Maret). PT Raja Grafindo Persada, Depok.
- Abubakar, R., Adnan, Ikramuddin, & Yulmaida, T. (2024). The Influence of Green Marketing, Product Quality, and Consumer Confidence on Purchasing Decisions for Avoskin Skincare Products for Students of The Faculty of Economics And Business, Malikussaleh University. *Jurnal Internasional Ilmu Sosial, Pendidikan, Ekonomi, Riset Pertanian, dan Teknologi (IJSET)*, 3(6), 1100–1106. WWW.IJSET.ORG
- Adam, S., Mahrous, A. A., & Kortam, W. (2017). The relationship between entrepreneurial orientation, marketing innovation and competitive marketing advantage of female entrepreneurs in Egypt. *International Journal of Technology Management & Sustainable Development*, 16(2), 157–174. https://doi.org/10.1386/tmsd.16.2.157_1
- Aditi, B., Pitono, P., Fahlevi, A., Arief, A., & ... (2023). The Impact of Entrepreneurship Orientation and Business Strategy on Competitiveness in Improving Business Performance. *Jurnal ...*, 12(02), 199–207. <http://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/1630%0Ahttps://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/download/1630/1288>
- Aly, M., Audretsch, D. B., & Grimm, H. (2021). Emotional skills for entrepreneurial success: the promise of entrepreneurship education and policy. *Journal of Technology Transfer*, 46(5), 1611–1629. <https://doi.org/10.1007/s10961-021-09866-1>
- Andersén, J. (2021). Resource orchestration of firm-specific human capital and firm performance—the role of collaborative human resource management and entrepreneurial orientation. *International Journal of Human Resource Management*, 32(10), 2091–2123. <https://doi.org/10.1080/09585192.2019.1579250>
- Anderson, B. S., Covin, J. G., & Slevin, D. P. (2011). Understanding The Relationship Between Entrepreneurial Orientation and Strategic Learning Capability: an Empirical Inverstigation. *Strategic Entrepreneurship Journal*, 306, 285–306. <https://doi.org/10.1002/sej>

- Anderson, B. S., Kreiser, P. M., Kuratko, D. F., Hornsby, J. S., & Eshima, Y. (2015). Reconceptualizing entrepreneurial orientation. *Strategic Management Journal*, 36(10), 1579–1596. <https://doi.org/10.1002/smj.2298>
- Anh, T. T., & Thong, N. N. (2017). Innovation of the firm: How to create performance from capability. *Journal of Economic Development*, 24(4), 64–84. <https://doi.org/10.24311/jed/2017.24.4.5>
- Astuti, W. T., Sudiro, A., & Hadiwidjojo, D. (2021). The Role of Innovation in Mediating the Effects of Market Orientation and Entrepreneurial Orientation on Business Performance in The Context of SMES. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(08), 1337–1352.
- Audretsch, D. (2012). Entrepreneurship research. *Management Decision*, 50(5), 755–764. <https://doi.org/10.1108/00251741211227384>
- Bakshi, H. C. P. (2015). International Journal of Bank Marketing Examining intellectual capital and competitive advantage relationship: role of innovation and organizational learning. In *Marketing Intelligence & Planning* (Vol. 33, Issue 3). <http://www.emeraldinsight.com/doi/10.1108/EUM00000000001122>
- Bambang, A., Kusumawati, A., & Nimran, U. (2021). The Effect of Spiritual Marketing and Entrepreneurship Orientation on Determining Sustainable Competitive Advantage. *Journal of Asian Finance, Economics and Business*, 8(2), 231–241. <https://doi.org/10.13106/jafeb.2021.vol8.no2.0231>
- Barbosa Ferreira, J. A., Coelho, A., & Weersma, L. A. (2019). The mediating effect of strategic orientation, innovation capabilities and managerial capabilities among exploration and exploitation, competitive advantage and firm's performance. *Contaduría y Administración*, 64(1), 1–25. <https://doi.org/10.22201/fca.24488410e.2019.1918>
- Baron, R. M., & Kenny, D. A. (1986). The Moderator-Mediator Variable Distinction in Social Psychological Research. Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Cahyani, A. A., Mallongi, S., & Mahmud, A. (2021). Pengaruh Orientasi Kewirausahaan, Inovasi Produk, Keunggulan Bersaing, Terhadap Kinerja Pemasaran Usaha Nasi Kuning di Kota Makassar. *PARADOKS: Jurnal Ilmu Ekonomi*, 4(1), 219–232. <https://doi.org/10.33096/paradoks.v4i1.768>
- Carson, D. (2010). Interface research: a commentary on a commentary – ten years on. *Journal of Research in Marketing and Entrepreneurship*, 12(1), 8–10. <https://doi.org/10.1108/14715201011060902>

- Child, J. (1972). Organizational Structure, Environment and Performance: The Role of Strategic Choice. *Sociology*, 6(1), 1–22. <https://doi.org/10.1177/003803857200600101>
- Clark, D. R., Pidduck, R. J., Lumpkin, G. T., & Covin, J. G. (2024). Is It Okay to Study Entrepreneurial Orientation (EO) at the Individual Level? Yes! *Entrepreneurship Theory and Practice*, 48(1), 349–391. <https://doi.org/10.1177/10422587231178885>
- Covin, J. G., & Lumpkin, G. T. (2011). Entrepreneurial orientation theory and research: Reflections on a needed construct. *Entrepreneurship: Theory and Practice*, 35(5), 855–872. <https://doi.org/10.1111/j.1540-6520.2011.00482.x>
- Covin, J. G., & Miller, D. (2014). International Entrepreneurial Orientation: Conceptual Considerations, Research Themes, Measurement Issues, and Future Research Directions. *Entrepreneurship Theory and Practice*, 38(1), 11–44. <https://doi.org/10.1111/etap.12027>
- Covin, J. G., & Slevin, D. P. (2018). A Conceptual Model of Entrepreneurship as Firm Behavior. *Entrepreneurship Theory and Practice*, 17(4), 5–21.
- Deshpande, R., & Webster, F. E. (1989). Organizational Culture and Marketing: Defining the Research Agenda. *Journal of Marketing*, 53(1), 3. <https://doi.org/10.2307/1251521>
- Devara, K. S., & Sulistyawati, E. (2019). Peran Inovasi Produk Dalam Memediasi Pengaruh Orientasi Pasar Terhadap Kinerja Pemasaran. *E-Jurnal Manajemen Universitas Udayana*, 8(10), 6367. <https://doi.org/10.24843/EJMUNUD.2019.v08.i10.p25>
- Dirisu, J. I., Iyiola, O., & Ibidunni, O. S. (2019). Product Differentiation: A tool of competitive advantage and optimal organizational performance (A study of Unilever Nigeria PLC). *European Scientific Journal*, 9(34), 258–281. <http://ejournal.org/index.php/esj/article/viewFile/2174/2059>
- Elgarhy, S. D., & Abou-Shouk, M. (2023a). Effects of entrepreneurial orientation, marketing, and innovation capabilities, on market performance: the mediating effect of sustainable competitive advantage. *International Journal of Contemporary Hospitality Management*, 35(6), 1986–2004. <https://doi.org/10.1108/IJCHM-04-2022-0508>
- Elgarhy, S. D., & Abou-Shouk, M. (2023b). Effects of entrepreneurial orientation, marketing, and innovation capabilities, on market performance: the mediating effect of sustainable competitive advantage. *International Journal of Contemporary Hospitality Management*, 35(6), 1986–2004. <https://doi.org/10.1108/IJCHM-04-2022-0508>

- Erdin, C., & Ozkaya, G. (2020). Contribution of small and medium enterprises to economic development and quality of life in Turkey. *Heliyon*, 6(2), e03215. <https://doi.org/10.1016/j.heliyon.2020.e03215>
- Erni Susana, & Mardiana Andarwati. (2021). Peningkatan Keunggulan Bersaing dan Kinerja UKM di Era Pandemi. *Jurnal Fakultas Teknologi Informasi Unmer*, 5, 1–13. <https://www.jurnalfti.unmer.ac.id/index.php/senasif/article/view/357>
- Fadhillah, Y., Yacob, S., & Lubis, T. A. (2021). Orientasi Kewirausahaan, Inovasi Produk, dan Media Sosial terhadap Kinerja Pemasaran dengan Keunggulan Bersaing sebagai Intervening pada UKM di Kota Jambi. *Jurnal Manajemen Terapan dan Keuangan*, 10(01), 1–15. <https://doi.org/10.22437/jmk.v10i01.12175>
- Fatikha, C., Rahayu, M., & Sumiati. (2021). Effect of Entrepreneurship Orientation and Market Orientation on Marketing Performance Through Competitive Advantage. *Jurnal Aplikasi Manajemen*, 19(2), 448–458. <https://doi.org/10.21776/ub.jam.2021.019.02.20>
- Ferreira, J., Coelho, A., & Moutinho, L. (2020). Dynamic capabilities, creativity and innovation capability and their impact on competitive advantage and firm performance: The moderating role of entrepreneurial orientation. *Technovation*, 92–93(November), 0–1. <https://doi.org/10.1016/j.technovation.2018.11.004>
- Fetene, A. (2017). *Factors Affecting Business Performance of Small and Medium Size Enterprise (SMEs) in Addis Ababa: (In Case of Nifas Silk-Lafeto Sub-City)*. Addis Ababa, Ethiopia.
- Fitzgerald, K. (2019). The human benefit of Machine Learning. *Accounting and Business, April*.
- FSB, F. O. S. B. (2020). Federation of Small Businesses (FSB) summit. In *Federation of Small Businesses: Annual Report and Financial Statements 2020-21*. <https://www.gov.uk/government/speeches/federation-of-small-businesses-fsb-summit>
- Ghozali, I. (2016). Model Persamaan Struktural, Konsep dan Aplikasi dengan Program Amos 24. In *Keywords in Qualitative Methods*. BP UNDIP, Semarang.
- Hair, J. F., Gabriel, M. L. D. da S., & Patel, V. K. (2014). AMOS Covariance-Based Structural Equation Modeling (CB-SEM): Guidelines on its Application as a Marketing Research Tool. *Revista Brasileira de Marketing*, 13(02), 44–55. <https://doi.org/10.5585/remark.v13i2.2718>

- Hansen, D. J. (2019). The Future is in the Past : A Framework for the Marketing-Entrepreneurship Interface (MEI) Accepted for publication in the Journal of Business Research 1) David J Hansen (corresponding author) Associate Professor of Entrepreneurship Department of Man. *Journal of Business Research*, 2(August).
- 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. <https://doi.org/10.33603/jibm.v6i1.6040>
- Hidayati, R., & Muslikh, M. (2023). Improve Marketing Performance through Marketing Relationships and Sustainable Competitive Advantage. *Research of Business and Management*, 1(2), 67–76. <https://doi.org/10.58777/rbm.v1i2.52>
- Hossain, M. S., Hussain, K., Kannan, S., & Kunju Raman Nair, S. K. (2022). Determinants of sustainable competitive advantage from resource-based view: implications for hotel industry. *Journal of Hospitality and Tourism Insights*, 5(1), 79–98. <https://doi.org/10.1108/JHTI-08-2020-0152>
- Hussain, I., Mu, S., Mohiuddin, M., Danish, R. Q., & Sair, S. A. (2020). Effects of Sustainable Brand Equity and Marketing Innovation on Market Performance in Hospitality Industry: Mediating Effects of Sustainable Competitive Advantage. *Sustainability*, 12(7), 2939. <https://doi.org/10.3390/su12072939>
- Hussain, J., Bibi, P., Ahmad, A., & Bilal, H. (2021). Disintegrated Market Orientation and Firm Performance: Moderating Effect of Entrepreneurial Orientation. *Journal of Accounting and Finance in Emerging Economies*, 7(1), 155–168. <https://doi.org/10.26710/jafee.v7i1.1589>
- Isichei, E. E., Emmanuel Agbaeze, K., & Odiba, M. O. (2020). Entrepreneurial orientation and performance in SMEs. *International Journal of Emerging Markets*, 15(6), 1219–1241. <https://doi.org/10.1108/IJOEM-08-2019-0671>
- Javed, A., Ullah, R., & Nawaz, A. (2021). Social Networks, Market Orientation, Entrepreneurial Orientation and Sustainable Enterprise Development: Study of SMEs in Developing Economy. *International Journal of Innovation, Creativity and Change. Www.Ijicc.Net*, 15(3), 351–370. www.ijicc.net
- Jaworski, B. J., & Kohli, A. K. (1993). Market Orientation : Antecedents. *Journal of Marketing*, 57(July), 53–70.
- Jones, T. M., Harrison, J. S., & Felps, W. (2018). How applying instrumental stakeholder theory can provide sustainable competitive advantage. *Academy of Management Review*, 43(3), 371–391. <https://doi.org/10.5465/amr.2016.0111>

- Jöreskog, K. G. (1988). *Analysis of Covariance Structures BT - Handbook of Multivariate Experimental Psychology* (J. R. Nesselroade & R. B. Cattell (eds.); pp. 207–230). Springer US. https://doi.org/10.1007/978-1-4613-0893-5_5
- Joseph F. Hair, J., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate Data Analysis* (Eighth Edi, pp. 95–120). Cengage Learning, EMEA Cheriton House, North Way Andover, Hampshire, SP10 5BE United Kingdom Cengage. <https://doi.org/10.1002/9781119409137.ch4>
- Julyanthry, Putr, D. E., Lie, D., & Sudirman, A. (2021). MSME Competitive Advantages Reviewed from Entrepreneurship Insight and Market Orientation Aspects with Innovation as a Medium. *Jurnal Manajemen dan Bisnis*, 10(2), 30–40.
- Kadhim, R. I., Mohammed, M. A., & Gremikh, H. G. (2018). Empowerment as a strategy to achieve the competitive advantage of organizations: A mediating role of organizational learning. *Management Science Letters*, 8(9), 903–912. <https://doi.org/10.5267/j.msl.2018.6.008>
- Karnowati, N., & Handayani, E. (2022). Mediation role of business performance on entrepreneurship orientation and market orientation to create MSME competitiveness in pandemic times. *International Journal of Research in Business and Social Science* (2147- 4478), 11(6), 138–147. <https://doi.org/10.20525/ijrbs.v11i6.1980>
- Khairina AR, K. A., Maimunah, S., Ratna, R., Adnan, A., & Abubakar, R. (2022). Pelatihan Kerajinan Membuat Tas dari Talikur Untuk Membangun Jiwa Kewirausahaan dan Kreatifitas di Kalangan Remaja Putri Desa Meunasah Mesjid Cunda di Kota Lhokseumawe. *Jurnal Pengabdian Ekonomi Dan Sosial (JPES)*, 1(2), 1. <https://doi.org/10.29103/jpes.v1i2.9219>
- Kiyabo, K., & Isaga, N. (2020). Entrepreneurial orientation, competitive advantage, and SMEs' performance: application of firm growth and personal wealth measures. *Journal of Innovation and Entrepreneurship*, 9(1), 12. <https://doi.org/10.1186/s13731-020-00123-7>
- Kovid, R. K., Rana, S., & Omrane, A. (2022). The Promise of Entrepreneurship and Innovation as a Strategic Response to Global Turmoils. *FIIB Business Review*, 11(1), 7–10. <https://doi.org/10.1177/23197145221083730>
- 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, 895–902. <https://doi.org/10.5267/j.msl.2020.10.009>
- Kuncoro, W., & Suriani, W. O. (2018). Achieving sustainable competitive advantage through product innovation and market driving. *Asia Pacific Management Review*, 23(3), 186–192. <https://doi.org/10.1016/j.apmr.2017.07.006>

- Larios-Francia, R. P., & Ferasso, M. (2023). The relationship between innovation and performance in MSMEs: The case of the wearing apparel sector in emerging countries. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(1), 100018. <https://doi.org/10.1016/j.joitmc.2023.100018>
- Lee, C., Lee, K., & Pennings, J. M. (2001). Internal capabilities, external networks, and performance: A study on technology-based ventures. *Strategic Management Journal*, 22(6–7), 615–640. <https://doi.org/10.1002/smj.18>.
- Lee, S., & Yoo, J. (2021). Determinants of a firm's sustainable competitive advantages: Focused on Korean small enterprises. *Sustainability (Switzerland)*, 13(1), 1–16. <https://doi.org/10.3390/su13010346>
- Lumpkin, G. T., & Dess, G. G. (1996). Clarifying the entrepreneurial orientation construct and linking it to performance. *Academy of Management Review*, 21(1), 135–172. <https://doi.org/10.5465/AMR.1996.9602161568>
- Manali, V., Adzimatinur, F., & Rahimi, F. (2022). The Impact of Entrepreneurial Orientation on SMEs Performance in West Java Province: Market Orientation as Mediating Variable. *Proceedings of the 2nd Universitas Kuningan International Conference on System, Engineering, and Technology, UNISSET 2021, 2 December 2021, Kuningan, West Java, Indonesia*. <https://doi.org/10.4108/eai.2-12-2021.2320216>
- Martens, C. D. P., Lacerda, F. M., Belfort, A. C., & Freitas, H. M. R. de. (2016). Research on entrepreneurial orientation: current status and future agenda. *International Journal of Entrepreneurial Behaviour and Research*, 22(4), 556–583. <https://doi.org/10.1108/IJEBR-08-2015-0183>
- Miller, D., & Friesen, P. H. (1983). Strategy-making and environment: The third link. *Strategic Management Journal*, 4(3), 221–235. <https://doi.org/10.1002/smj.4250040304>
- Mohammad, I. N., Massie, J. D. D., & Tumewu, F. J. (2019). The Effect Of Entrepreneurial Orientation And Innovation Capability Towards Firm Performance In Small And Medium Enterprises (Case Study: Grilled Restaurants in Manado). *The Effect.... 1 Jurnal EMBA*, 7(1), 1–10.
- Moreno, A. M., & Casillas, J. C. (2008). Entrepreneurial orientation and growth of SMEs: A causal model. *Entrepreneurship Theory and Practice*, 32(3), 507–528.
- Mugoni, E., Nyagadza, B., & Hove, P. K. (2023). Green reverse logistics technology impact on agricultural entrepreneurial marketing firms' operational efficiency and sustainable competitive advantage. *Sustainable Technology and Entrepreneurship*, 2(2), 100034. <https://doi.org/10.1016/j.stae.2022.100034>

- Mujiatun, S., Julita, J., Rahmayati, R., & Nainggolan, E. P. (2022). Pengembangan Model Penyaluran Kredit Bagi UKM Untuk Mengantisipasi Perkembangan Lembaga Keuangan Informal. *Owner: Riset & Jurnal Akuntansi*, 6(4), 3645–3652. <https://doi.org/10.33395/owner.v6i4.1016>
- Muniroh, L., Diposumarto, N. S., & Muharam, H. (2023). The influence of entrepreneurial orientation on competitive advantage, as well as its implications for marketing performance in Bag Msmes in Bogor. *Exemia Journal*, 12, 346–354.
- Narver, J. C., & Slater, S. F. (1990). The Effect of a Market Orientation on Business. *Journal of Marketing*, 54(4), 20–35.
- Ndubisi, N. O., Capel, C. M., & Ndubisi, G. C. (2015). Innovation strategy and performance of international technology services ventures. *Journal of Service Management*, 26(4), 548–564. <https://doi.org/10.1108/JOSM-04-2015-0118>
- Nguyen Van Tien, B. U. of H. C. M. C. (BUH). (2021). Factors Affecting Business Performance: a Case Study of Small and Medium Enterprises in Ho Chi Minh City. *Journal of Management Information and Decision Sciences*, 24(1), 1–12. <https://www.abacademies.org/articles/factors-affecting-business-performance-a-case-study-of-small-and-medium-enterprises-in-ho-chi-minh-city.pdf>
- Nizam, M. F., Mufidah, E., & Fibriyani, V. (2020). Pengaruh Orientasi Kewirausahaan Inovasi Produk dan Keunggulan Bersaing terhadap Pemasaran UMKM. *Jurnal EMA*, 5(2), 100–109. <https://doi.org/10.47335/ema.v5i2.55>
- Nursal, M. F., Rianto, M. R., & Bukhari, E. (2022). The Influence of Market Orientation, Entrepreneurial Orientation, Knowledge Management and Learning Organization on Performance Mediated by Innovation in Culinary SME's in Bekasi. *East Asian Journal of Multidisciplinary Research*, 1(8), 1691–1702. <https://doi.org/10.55927/eajmr.v1i8.1266>
- OECD. (2019). OECD SME and Entrepreneurship Outlook 2019 Policy Highlights. *OECD Publishing*, 1–17. <https://doi.org/10.1787/34907e9c-en>.
- Ogundare, J. A., & van der Merwe, S. (2023). The role of competitor orientation and proactiveness in competitive advantage for small- and medium-sized enterprises performance. *Southern African Journal of Entrepreneurship and Small Business Management*, 16(1), 1–11. <https://doi.org/10.4102/SAJESBM.V16I1.786>
- Omar, N. A., Md Aris, H., & Nazri, M. A. (2016). The effect of entrepreneurial orientation, innovation capability and knowledge creation on firm performance: A perspective on small scale entrepreneurs. *Jurnal Pengurusan*, 48(2016), 187–200. <https://doi.org/10.17576/pengurusan-2016-48-15>

- Platin, N. (2024). Entrepreneurial Orientation. In H. Altintas, M. Mete, & N. K. Kandemir (Eds.), *International Studies In Social Sciences And Humanities* (Maret 2024, Issue March, p. 108). Serüven Publishing. https://www.researchgate.net/profile/Mehmet-Kanatli/publication/379340088_Capitalism_and_Feminism/links/66051249390c214cfd153768/Capitalism-and-Feminism.pdf#page=113
- Prajogo, U. (2020). Pengaruh Entrepreneurship dan Market Oriented Terhadap Keunggulan Bersaing untuk Peningkatan Kinerja Online Shop UMKM. *Jurnal Teknologi Dan Manajemen Informatika*, 6(2), 147–152. <https://doi.org/10.26905/jtmi.v6i2.5352>
- Pratono, A. H., Darmasetiawan, N. K., Yudiarso, A., & Jeong, B. G. (2019). Achieving sustainable competitive advantage through green entrepreneurial orientation and market orientation. *The Bottom Line*, 32(1), 2–15. <https://doi.org/10.1108/BL-10-2018-0045>
- Preacher, K. J., & Hayes, A. F. (2004). SPSS and SAS procedures for estimating indirect effects in simple mediation models. *Behavior Research Methods, Instruments, & Computers*, 36(4), 717–731. <https://doi.org/10.1002/jcp.28952>
- Puspaningrum, A. (2020). Market Orientation, Competitive Advantage and Marketing Performance of Small Medium Enterprises (SMEs). *Journal of Economics, Business, & Accountancy Ventura*, 23(1), 19. <https://doi.org/10.14414/jebav.v23i1.1847>
- Putra, S. W., Abubakar, M., & Abubakar, R. (2021). Efektivitas Bantuan Produktif Usaha Mikro di Masa Pandemi Covid-19 pada Dinas Koperasi dan Usaha Kecil Menengah Kabupaten Bener Meriah Tahun 2020. *Jurnal Transparansi Publik (JTP)*, 1(1), 11. <https://doi.org/10.29103/jtp.v1i1.5728>
- Rahmatsah Putra, Rusyidi Abubakar, Anwar Puteh, Marbawi, Ibrahim Qamarius, & Yulius Dharma. (2023). Analysis of the Influence of Pedagogic Competence, Digital Leadership on Career Development. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAAS)*, 3(5), 1558–1567. <https://doi.org/10.54443/ijebas.v3i5.1131>
- Respatiningsih, H. (2021). The Impact of E-Commerce on the Marketing Performance of MSMEs During the Covid19 Pandemic Mediated by Competitive Advantage. *Proceedings of the 3rd International Conference on Banking, Accounting, Management and Economics (ICOBAME 2020)*, 169(Icobame 2020), 166–169. <https://doi.org/10.2991/aebmr.k.210311.032>
- Rezaei, J., & Ortt, R. (2018). Entrepreneurial orientation and firm performance: the mediating role of functional performances. *Management Research Review*, 41(7), 878–900. <https://doi.org/10.1108/MRR-03-2017-0092>

- Rokhman, M. T. N., Ratnawati, R., & Rahayu, Y. N. (2023). Relationship Between Human Capital and Msmes Performance with Competitive Advantage as a Mediation. *Jurnal Aplikasi Manajemen*, 21(1), 191–204. <https://doi.org/10.21776/ub.jam.2023.021.1.14>
- Sadiku-Dushi, N., Dana, L. P., & Ramadani, V. (2019). Entrepreneurial marketing dimensions and SMEs performance. *Journal of Business Research*, 100(December 2018), 86–99. <https://doi.org/10.1016/j.jbusres.2019.03.025>
- Sailendra, S., Suratno, S., & Tampubolon, M. (2020). : UMKM, Tatakelola keuangan; Akses terhadap modal kerja; Meningkatkan dan pengembangan nilai ekonomi usaha. *CAPACITAREA: Jurnal Pengabdian Kepada Masyarakat Universitas Pancasila*, 1(2019), 1–5.
- Sari, D., Kusuma, B. A., Sihotang, J., & Febrianti, T. (2023). The role of entrepreneurial marketing & innovation capability in the performance of SMEs during covid-19 pandemic: Evidence of MSMEs in West Java. *Cogent Business and Management*, 10(1). <https://doi.org/10.1080/23311975.2023.2194091>
- Scott, S., & Venkataraman, S. (2000). The promise of entrepreneurship as a field of research. *Academy of Management. The Academy of Management Review*, 25(1), 217–226. <http://www.jstor.org/stable/259271%0Ahttps://pdfs.semanticscholar.org/e777/71389077a13c680c124a005da85fbb5b3742.pdf>
- Shepherd, D. A., Wiklund, J., & Dimov, D. (2021). Envisioning Entrepreneurship's Future: Introducing Me-Search and Research Agendas. *Entrepreneurship: Theory and Practice*, 45(5), 955–966. <https://doi.org/10.1177/10422587211026872>
- Sibuea, M. B., Sibuea, F. A., & Ramadhani, R. (2022). The Factors Affecting Business Innovation to Improve the MSME Competitiveness in Medan City. *E3S Web of Conferences*, 361, 1–9. <https://doi.org/10.1051/e3sconf/202236101019>
- Sobel, M. E. (1982). Asymptotic Confidence Intervals for Indirect Effects in Structural Equation Models. *Sociological Methodology*, 13(1982), 290–312. <https://doi.org/10.2307/270723>
- Soininen, J. S., Puumalainen, K., Sjögrén, H., Syrjä, P., & Durst, S. (2013). Entrepreneurial orientation in small firms - values-attitudes-behavior approach. *International Journal of Entrepreneurial Behaviour and Research*, 19(6), 611–632. <https://doi.org/10.1108/IJEBR-10-2012-0106>
- Sulastini, & Darmawi, A. (2022). MSME's Marketing Performance Measures: Examining The Role Of Innovativeness & Competitive Strategy. *Manajemen Bisnis*, 12(02), 122–128. <https://doi.org/10.22219/mb.v12i02.22231>

- Sulistyo, H., & Ayuni, S. (2020). Competitive advantages of SMEs: The roles of innovation capability, entrepreneurial orientation, and social capital. *Contaduria y Administracion*, 65(1), 1–18. <https://doi.org/10.22201/FCA.24488410E.2020.1983>
- Suryaningsih, L. P., Sukaatmadja, I. P. G., & Yasa, N. N. K. (2019). Peran Keunggulan Bersaing Memediasi Inovasi Produk Terhadap Kinerja Pemasaran UMKM produk endek di Denpasar. *Prosiding Seminar Nasional AIMI, Vol 8 No 1*(1), 50–67.
- Suwarno, Kamaludin, Widodo, S., & Hayu, R. S. (2021). the Role of Performance and New Services Development on Sustainable Competitive Advantage in Indonesian Private Universities. *International Journal of EBusiness and EGovernment Studies*, 13(1), 117–141. <https://doi.org/10.34111/ijepeg.202113106>
- Taleb, T. S. T., Hashim, N., & Zakaria, N. (2023). Mediating effect of innovation capability between entrepreneurial resources and micro business performance. *The Bottom Line*, 36(1), 77–100. <https://doi.org/10.1108/BL-07-2022-0112>
- Urde, M., Baumgarth, C., & Merrilees, B. (2013). Brand orientation and market orientation - From alternatives to synergy. *Journal of Business Research*, 66(1), 13–20. <https://doi.org/10.1016/j.jbusres.2011.07.018>
- Uto, S. C., Uwa, K. L., & Akpan, A. (2024). Knowledge Management and Competitive Advantage in Selected Manufacturing Firms in Akwa Ibom State. *International Journal of Business and Management Review*, 12(1), 1–20. <https://doi.org/10.37745/ijbmr.2013/vol12n1120>
- Vitale, J. E., Smith, S. S., Brinkley, C. A., & Newman, J. P. (2002). The reliability and validity of the psychopathy checklist-revised in a sample of female offenders. *Criminal Justice and Behavior*, 29(2), 202–231. <https://doi.org/10.1177/0093854802029002005>
- Wahyuni, N. M., & Sara, I. M. (2020). The effect of entrepreneurial orientation variables on business performance in the SME industry context. *Journal of Workplace Learning*, 32(1), 35–62.
- Wales, W., Gupta, V. K., Marino, L., & Shirokova, G. (2019). Entrepreneurial orientation: International, global and cross-cultural research. *International Small Business Journal: Researching Entrepreneurship*, 37(2), 95–104. <https://doi.org/10.1177/0266242618813423>
- Wales, W. J., Gupta, V. K., & Mousa, F. T. (2013). Empirical research on entrepreneurial orientation: An assessment and suggestions for future research. *International Small Business Journal*, 31(4), 357–383. <https://doi.org/10.1177/0266242611418261>

- Wales, W., Monsen, E., & Mckelvie, A. (2011). The organizational pervasiveness of entrepreneurial orientation. *Entrepreneurship: Theory and Practice*, 35(5), 895–923. <https://doi.org/10.1111/j.1540-6520.2011.00451.x>
- Westerlund, M., & Leminen, S. (2018). Does Entrepreneurial Marketing Underrate Competition? *Technology Innovation Management Review*, 8(9), 16–27. <https://doi.org/10.22215/timreview/1183>
- Widyastuti, S., Qosasi, A., Noor, L. S., & Kurniawati, D. (2017). Enhancing the competitive advantage of SMEs through innovation: The role of market and entrepreneurship orientation, learning organizations. *International Journal of Economic Research*, 14(20), 203–221.
- Wiklund, J., Davidsson, P., Audretsch, D. B., & Karlsson, C. (2011). The Future of Entrepreneurship Research. *Entrepreneurship: Theory and Practice*, 35(1), 1–9. <https://doi.org/10.1111/j.1540-6520.2010.00420.x>
- Yaskun, M., Hermawan, A., Rahayu, W. P., & Orientation. (2023). The Effect of Market Orientation, Entrepreneurial Orientation, Innovation and Competitive Advantage on Business Performance of Indonesian MSMES. *International Journal of Profesional Business Review*, 8(4), 1–21.