

DAFTAR PUSTAKA

- Achi, A., Adeola, O., & Achi, F. C. (2022). CSR and green process innovation as antecedents of micro, small, and medium enterprise performance: Moderating role of perceived environmental volatility. *Journal of Business Research*, 139(3), 771–781. <https://doi.org/10.1016/j.jbusres.2021.10.016>
- Adhi, T. M., & Kamalia, R. F. (2024). The Impact of Digital Marketing and Innovation on Marketing Performance is Influenced Through The Development of A Competitive Advantage. *Revista de Gestão Social e Ambiental*, 8(8), 1–17.
- Adisaksana, H. (2022). The Effect of Digital Transformation, Business Innovation Models, and Creativity on MSME Performance with Competitive Advantage as Intervening Variable. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 5(2), 609–630. <https://doi.org/10.31538/ijse.v5i2.2159>
- Adomako, S., Abdelgawad, S. G., Ahsan, M., Amankwah-Amoah, J., & Azaaviele Liedong, T. (2023). Nonmarket strategy in emerging markets: The link between SMEs' corporate political activity, corporate social responsibility, and firm competitiveness. *Journal of Business Research*, 160(February), 113767. <https://doi.org/10.1016/j.jbusres.2023.113767>
- Ajede, S. A., Ibrahim, K. M., Bakare, A. H., & Abdulwahab, A. D. (2025). African Journal of Social and Behavioural Sciences (AJSBS) Volume 15 , Number 1 (2025) ISSN : 2141-209X THE IMPACT OF ONLINE MARKETING ON SMEs ' PERFORMANCE IN KWARA STATE , NORTH-CENTRAL , African Journal of Social and Behavioural Sciences (AJSBS). *African Journal of Social and Behavioural Sciences (AJSBS)*, 15(1), 375–390.
- Aksoy, H. (2017). How do innovation culture, marketing innovation and product innovation affect the market performance of small and medium-sized enterprises (SMEs)? *Technology in Society*, 51, 133–141. <https://doi.org/10.1016/j.techsoc.2017.08.005>
- Al Koliby, I. S., Mehat, N. A. B., Al-Swidi, A. K., & Al-Hakimi, M. A. (2024). Unveiling the linkages between entrepreneurial culture, innovation capability, digital marketing capability and sustainable competitive performance of manufacturing SMEs: evidence from emerging countries. *The Bottom Line*, July. <https://doi.org/10.1108/BL-08-2023-0241>
- Ali, B. J., & Anwar, G. (2021). Business strategy: The influence of Strategic Competitiveness on competitive advantage. *International Journal of Electrical, Electronics and Computers*, 6(2), 1–10. <https://doi.org/10.22161/eec.62.1>
- Amggreni, R., & Muchran, M. (2023). The Role Of Financial Literacy, Digital Literacy, And The Influence Of Efficacy In Improving The Performance Of

- Msme Actors In Makassar City. *International Journal of Economic Research and Financial Accounting (IJERFA)*, 1(4), 176–184.
- Asikin, M. Z., Fadilah, M. O., Saputro, W. E., Aditia, O., Ridzki, M. M., Siber, P., Internasional, C., Java, W., Wit, S., Java, W., Mitra, U. C., & Region, S. (2024). The Influence Of Digital Marketing On Competitive Advantage And Performance of Micro , Small And Medium. *International Journal of Social Service and Research*, 04(03), 963–970. <https://ijssr.ridwaninstitute.co.id/>
- Budiman, N. A., & Fithri, D. L. (2025). Business Model Canvas and Competitiveness on Financial Performance of MSMES. *Journal of Lifestyle & SDG'S Review*, 5(e01617), 1–23.
- Cadden, T., Weerawardena, J., Cao, G., Duan, Y., & McIvor, R. (2023). Examining the role of big data and marketing analytics in SMEs innovation and competitive advantage: A knowledge integration perspective. *Journal of Business Research*, 168(October 2022), 114225. <https://doi.org/10.1016/j.jbusres.2023.114225>
- Carrasco-Carvajal, O., García-Pérez-de-Lema, D., & Castillo-Vergara, M. (2023). Impact of innovation strategy, absorptive capacity, and open innovation on SME performance: A Chilean case study. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(2), 100065. <https://doi.org/10.1016/j.joitmc.2023.100065>
- Chege, S. M., & Wang, D. (2020). The influence of technology innovation on SME performance through environmental sustainability practices in Kenya. *Technology in Society*, 60(June 2019), 101210. <https://doi.org/10.1016/j.techsoc.2019.101210>
- Chinakidzwa, M., & Phiri, M. (2020). IMPACT OF DIGITAL MARKETING CAPABILITIES ON MARKET PERFORMANCE OF SMALL TO MEDIUM ENTERPRISE AGRO-PROCESSORS IN HARARE, ZIMBABWE. *Business: Theory and Practice*, 21(2), 746–757. <https://doi.org/10.3846/btp.2020.12149>
- Cho, Y. H., & Lee, J.-H. (2018). Entrepreneurial orientation, entrepreneurial education and performance. *Asia Pacific Journal of Innovation and Entrepreneurship*, 12(2), 124–134. <https://doi.org/10.1108/APJIE-05-2018-0028>
- Chusumastuti, D., Zulfikri, A., & Rukmana, A. Y. (2023). Pengaruh Digital Marketing dan Kompetensi Wirausaha Terhadap Kinerja Pemasaran (Studi ada UMKM di Jawa Barat). *Jurnal Bisnis Dan Manajemen West Science*, 2(02), 22–32. <https://doi.org/10.58812/jbmws.v2i02.334>
- Djalic, N., Nikolic, M., Bakator, M., & Erceg, Z. (2021). Modeling the Influence of Information Systems on Sustainable Business Performance and Competitiveness. *Sustainability*, 13(17), 9619.

<https://doi.org/10.3390/su13179619>

- Dsouza, A., & Panakaje, N. (2023). Factors Affecting Women Entrepreneurs' Success: A Study of Small and Medium-Sized Enterprises - A Review. *International Journal of Case Studies in Business, IT, and Education*, 7(2), 51–89. <https://doi.org/10.47992/IJCSBE.2581.6942.0260>
- Esubalew, A. A., & Adebisi, S. A. (2024). Entrepreneurs ' competency , marketing innovation , and enterprise growth : uncovering the mediating role of marketing innovation. *Future Business Journal*, 10(1), 1–12. <https://doi.org/10.1186/s43093-024-00358-w>
- Esubalew, A. A., & Raghurama, A. (2020). The mediating effect of entrepreneurs' competency on the relationship between Bank finance and performance of micro, small, and medium enterprises (MSMEs). *European Research on Management and Business Economics*, 26(2), 87–95. <https://doi.org/10.1016/j.iedeen.2020.03.001>
- Farida, I., & Setiawan, D. (2022). Business Strategies and Competitive Advantage: The Role of Performance and Innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 163. <https://doi.org/10.3390/joitmc8030163>
- Fiona, F., Salim, M., Hadi, E. D., & Hayu, R. S. (2024). The role of entrepreneurship orientation in the effect of digital marketing through social media on the performance of micro, small, and medium enterprises (MSMES) in Indonesia. *Journal of Sustainability Science and Management*, 19(7), 70–94. <https://doi.org/10.46754/jssm.2024.07.005>
- Ghozali, I. (2016). Model Persamaan Struktural, Konsep dan Aplikasi dengan Program Amos 24. In *Keywords in Qualitative Methods*. BP UNDIP, Semarang.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25* (9th ed.). Universitas Diponegoro.
- Giantari, I. G. A. K., Yasa, N. N. K., Suprasto, H. B., & Rahmayanti, P. L. D. (2022). The role of digital marketing in mediating the effect of the COVID-19 pandemic and the intensity of competition on business performance. *International Journal of Data and Network Science*, 6(1), 217–232. <https://doi.org/10.5267/j.ijdns.2021.9.006>
- Hariyono, A., & Narsa, I. M. (2024). The value of intellectual capital in improving MSMEs ' competitiveness , financial performance , and business sustainability. *Cogent Economics & Finance*, 12(1), 2325834. <https://doi.org/10.1080/23322039.2024.2325834>
- Huda, N., & Munandar, A. (2021). PENGARUH DIGITAL MARKETING DAN NETWORK DALAM MENINGKATKAN KINERJA UMKM DI MASA

PANDEMI COVID-19. *JOURNAL SCIENTIFIC OF MANDALIKA (JSM)* e-ISSN 2745-5955 | p-ISSN 2809-0543, 2(9), 470–480. <https://doi.org/10.36312/10.36312/vol2iss9pp470-480>

- Hurdawaty, R., & Tukiran, M. (2024). Strategies to Increase the Competitiveness of Micro , Small and Medium Enterprises (MSMEs): A Narrative Literature Review. *South Asian Journal of Social Studies and Economics*, 21(1), 112–125. <https://doi.org/10.9734/SAJSSE/2024/v21i1768>
- Ismail, M. D., Domil, A. K. A., & Isa, A. M. (2014). Managerial Competence, Relationship Quality and Competitive Advantage among SME Exporters. *Procedia - Social and Behavioral Sciences*, 115(Icies 2013), 138–146. <https://doi.org/10.1016/j.sbspro.2014.02.422>
- Jasin, M. (2022). How The Role of online and viral marketing and competitiveness ability on business performance of SMEs. *Journal of Information Systems and Management* ..., 01(02), 28–35. <https://jisma.org/index.php/jisma/article/view/257%0Ahttps://jisma.org/index.php/jisma/article/download/257/53>
- Karol, S. (2019). Schumpeter’s View on Innovation and Entrepreneurship. *Ssrn Electronic Journal*, 89–95. <https://doi.org/10.1016/j.joitmc.2023.100018>
- Khurana, S., Haleem, A., & Mannan, B. (2019). Determinants for integration of sustainability with innovation for Indian manufacturing enterprises: Empirical evidence in MSMEs. *Journal of Cleaner Production*, 229, 374–386. <https://doi.org/10.1016/j.jclepro.2019.04.022>
- Kilay, A. L., Simamora, B. H., & Putra, D. P. (2022). The Influence of E-Payment and E-Commerce Services on Supply Chain Performance: Implications of Open Innovation and Solutions for the Digitalization of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 119. <https://doi.org/10.3390/joitmc8030119>
- Kimathi, D. K., Mukulu, E., & Odhiambo, R. (2023). Effect of Digital Marketing on the Performance of MSMES in Kenya. *Journal of Marketing and Communication*, 2(1), 1–23. <https://stratfordjournals.org/journals/index.php/journal-of-marketing/article/view/258>
- Kotler, P., & Armstrong, Gary, . (2018). *Principle Of Marketing, 17e Global Edition*. (Pearson Ed).
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran, Edisi 13 Jilid 1 dan 2, Alih Bahasa : Bob Sabran*. Erlangga.
- Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). *Marketing management: an Asian perspective*. Pearson Harlow.

- Kussujaniatun, S., Sujatmika, & Hartati, A. S. (2023). Digital Marketing to Competitive Advantages of MSMEs in Kasongan, Kajigelem, Bantul, Yogyakarta. *Riset Ekonomi Manajemen*, 5(2), 128–137. <https://doi.org/10.1088/1751-8113/44/8/085201>
- 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>
- Le, T. T., & Ikram, M. (2022). Do sustainability innovation and firm competitiveness help improve firm performance? Evidence from the SME sector in vietnam. *Sustainable Production and Consumption*, 29, 588–599. <https://doi.org/https://doi.org/10.1016/j.spc.2021.11.008>
- Mehralian, M. M., & Khazaei, P. (2022). Effect of Digital Marketing on the Business Performance of MSMEs during the COVID-19 Pandemic: The Mediating Role of Customer Relationship Management. *SSRN Electronic Journal*, August. <https://doi.org/10.2139/ssrn.4195985>
- Mittal, R., Sheetal, & Soriya, S. (2025). Fostering competitiveness of Indian MSMEs through IT and digitalization. *Information Technology for Development*, 1, 1–24. <https://doi.org/10.1080/02681102.2025.2453211>
- Muis, I., Adhi, T. M., & Kamalia, R. F. (2022). Digital Marketing and Innovation Effects on Marketing Performance. *Proceedings of the 4th Social and Humanities Research Symposium (SoRes 2021)*, 658(20), 180–188. <https://doi.org/10.2991/assehr.k.220407.034>
- Munir, A. R., Kadir, N., Umar, F., & Lyas, G. B. (2023). The impact of digital marketing and brand articulating capability for enhancing marketing capability. *International Journal of Data and Network Science*, 7(1), 65–72. <https://doi.org/10.5267/j.ijdns.2022.12.005>
- Munizu, M., Alam, S., Pono, M., & Riyadi, S. (2024). Do digital marketing, integrated supply chain, and innovation capability affect competitiveness, and creative industry performance? *International Journal of Data and Network Science*, 8(2), 1025–1034. <https://doi.org/10.5267/j.ijdns.2023.12.005>
- Munizu, M., Arsyad, M., & Munir, A. R. (2024). Digital Marketing as a Powerful Tool to Improve MSMEs Performance. *Proceedings of the 8th International Conference on Accounting, Management, and Economics (ICAME 2023), Advances in Economics, Business and Management Research 279, Icame 2023*. <https://doi.org/10.2991/978-94-6463-400-6>
- Nurjannah, Ibrahim Daud, D., Mohyi, A., Ambarwati, T., Cahyono, Y., Haryoko, A. E., Handoko, A. L., Putra, R. S., Wijoyo, H., Ari-yanto, A., & Jihadi, M. (2022). The effect of digital marketing, digital finance and digital payment on finance performance of Indonesian SMEs. *International Journal of Data and*

- Network Science*, 6(1), 37–44. <https://doi.org/10.5267/j.ijdns.2021.10.006>
- Nurul Islami, N., Wahyuni, S., & Tiara, T. (2020). The Effect of Digital Marketing on Organizational Performance Through Intellectual Capital and Perceived Quality in Micro, Small and Medium Enterprises. *Jurnal Organisasi Dan Manajemen*, 16(1), 60–72. <https://doi.org/10.33830/jom.v16i1.718.2020>
- Nuseir, M., & Refae, G. El. (2022). The effect of digital marketing capabilities on business performance enhancement: Mediating the role of customer relationship management (CRM). *International Journal of Data and Network Science*, 6(2), 295–304. <https://doi.org/10.5267/j.ijdns.2022.1.008>
- Pramuki, N. M. W. A., & Kusumawati, N. P. A. (2021). The Influence of Product Innovation, Digital Marketing and Competitive Advantage in Improving the Marketing Performance of Small and Medium Industries in Bali. *Proceedings of the 2nd International Conference on Business and Management of Technology (ICONBMT 2020)*, 175, 248–254. <https://doi.org/10.2991/aebmr.k.210510.040>
- Prasetyo, P. E., Setyadharma, A., & Kistanti, N. R. (2020). Social capital: The main determinant of MSME entrepreneurship competitiveness. *International Journal of Scientific and Technology Research*, 9(3), 6627–6637.
- Purwanto, A. H. D., Nashar, M., Jumaryadi, Y., Wibowo, W., & Mekaniwati, A. (2022). Improving medium small micro enterprise' (MSME) performance. *International Journal of ADVANCED AND APPLIED SCIENCES*, 9(5), 37–46. <https://doi.org/10.21833/ijaas.2022.05.005>
- Riedqhie, B. N., Indarto, I., & Wardoyo, P. (2023). The Effect of Innovation, Customer Orientation and Digital Marketing on Business Performance Through Competitive Advantage as An Intervening Variable (Study on UMKM Fashion and Crafts in Central Java). *BUSINESS: Scientific Journal of Business and Entrepreneurship*, 1(2), 128–143.
- 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>
- Rostini, R. (2021). Competitiveness development, learning orientation, entrepreneurial commitment and business performance in the silk industry. *Management Science Letters*, 11, 903–908. <https://doi.org/10.5267/j.msl.2020.10.008>
- Sathana, V., Velnampy, T., & Rajumesh, S. (2021). *Role of Innovative Marketing Strategy for Success of Micro, Small, and Medium Enterprises (MSMEs)* (pp. 57–79). https://doi.org/10.1007/978-3-030-62171-1_4
- Sharabati, A.-A. A., Ali, A. A. A., Allahham, M. I., Hussein, A. A., Alheet, A. F., &

- Mohammad, A. S. (2024). The Impact of Digital Marketing on the Performance of SMEs: An Analytical Study in Light of Modern Digital Transformations. *Sustainability*, 16(19), 8667. <https://doi.org/10.3390/su16198667>
- Sidek, S., Mohd Rosli, M., Azwa, N., Khadri, M., Hasbolah, H., Manshar, M., Mohd, N., Nik, F., Abidin, Z., Bharu, K., & Kelantan, M. (2020). Fortifying Small Business Performance Sustainability in the Era of Ir 4.0: E-Marketing As a Catalyst of Competitive Advantages and Business Performance. *Journal of Critical Reviews*, 7(13), 2143–2155. <https://doi.org/10.31838/jcr.07.13.336>
- Sifwah, M. A., Nikhal, Z. Z., Dewi, A. P., Nurcahyani, N., Latifah, R. N., Program, S., Manajemen, F., Ekonomi, D., Bisnis, U., Pamulang, K. T., Selatan, P., & Banten, I. (2024). MANTAP: Journal of Management Accounting, Tax and Production E-Penerapan Digital Marketing Sebagai Strategi Pemasaran Untuk Meningkatkan Daya Saing UMKM. *Mudrika Aqillah Sifwah*, 2(1), 109–118.
- Silva, R., Mamede, H., & Santos, A. (2022). The Role of Digital Marketing in Increasing SMEs' Competitiveness. *Proceedings of the 19th International Conference on Smart Business Technologies, 2022-July(Icsbt)*, 93–100. <https://doi.org/10.5220/0011118000003280>
- Soesetio, Y., Soetjipto, B. E., Handayati, P., Winarno, A., Rudiningtyas, D. A., Mawardi, M. C., & Realita, T. N. (2024). Innovation and Firm Competitiveness as Intervening Variables in Improving Financial Performance of MSMEs. *Jurnal Aplikasi Manajemen*, 22(2), 524–546. <https://doi.org/10.21776/ub.jam.2024.022.02.16>
- Sugiyono. (2018). Metode Penelitian Bisnis. In *Metode Penelitian*. Alfabeta.
- Suheli, Yusuf, F. A., & Maliki, B. I. (2022). Small Business Performnce Review From Digital Marketing Literature and Innovative Thinking Partterns Trough The Intervening Variables of Small Business Competitiveness. *International Journal of Economy, Education and Entrepreneurship (IJEEE)*, 2(3), 2798.
- Sultoni, M. H., Sudarmiati, Hermawan, A., & Sopiah. (2022). Digital marketing, digital orientation, marketing capability, and information technology capability on marketing performance of Indonesian SMEs. *International Journal of Data and Network Science*, 6(4), 1381–1388. <https://doi.org/10.5267/j.ijdns.2022.5.013>
- Suryanto, D. (2021). Digital Marketing, Msme Product Marketing Innovation. *International Journal of Educational Research & Social Sciences*, 2(6), 1308–1315. <https://doi.org/10.51601/ijersc.v2i6.233>
- Susanti, E., Mulyanti, R. Y., & Wati, L. N. (2023). MSMEs performance and competitive advantage: Evidence from women's MSMEs in Indonesia. *Cogent Business & Management*, 10(2). <https://doi.org/10.1080/23311975.2023.2239423>

- 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>
- Tatik, T., & Setiawan, D. (2025). Does social media marketing important for MSMEs performance in Indonesia? *Asia Pacific Journal of Marketing and Logistics*, 37(1), 99–114. <https://doi.org/10.1108/APJML-01-2024-0090>
- Thomas, F. B. (2022). The Role of Purposive Sampling Technique as a Tool for Informal Choices in a Social Sciences in Research Methods. *Just Agriculyure Mutisiplinary E-Newsletter*, 2(5), 1404–1408. <http://www.scirp.org/journal/doi.aspx?DOI=10.4236/ce.2012.38205>
- Tolstoy, D., Nordman, E. R., & Vu, U. (2022). The indirect effect of online marketing capabilities on the international performance of e-commerce SMEs. *International Business Review*, 31(3), 101946. <https://doi.org/10.1016/j.ibusrev.2021.101946>
- Umar, F., Septian, M. R. A., Ananda, D., & Pertiwi, A. (2024). Journal of Information System The Effect of Digitalization on Business Performance in the MSME Industry Context. *Journal of Information System Exploration and Research*, 2(1), 1–10.
- Ungerman, O., Dedkova, J., & Gurinova, K. (2018). THE IMPACT OF MARKETING INNOVATION ON THE COMPETITIVENESS OF ENTERPRISES IN THE CONTEXT OF INDUSTRY 4.0. *Journal of Competitiveness*, 10(2), 132–148. <https://doi.org/10.7441/joc.2018.02.09>
- Untari, D. T., & Satria, B. (2021). Integration of supply chain management to business performance and business competitiveness of food micro industry. *Uncertain Supply Chain Management*, 9(3), 705–710. <https://doi.org/10.5267/j.uscm.2021.4.008>
- Wahyono, & Hutahayan, B. (2021). The relationships between market orientation, learning orientation, financial literacy, on the knowledge competence, innovation, and performance of small and medium textile industries in Java and Bali. *Asia Pacific Management Review*, 26(1), 39–46. <https://doi.org/10.1016/j.apmrv.2020.07.001>
- Yendra, N., Rosa, Y. Del, Rajunas, & Kurniawan, R. (2024). Jurnal Ekonomi dan Bisnis Dharma Andalas. *Penguatan Resiliensi, Inovasi Dan Literasi Digital Womens Entrepreneur Pada UMKM Kota Padang Provinsi Sumatera Barat*, 26(1), 124–138.
- Yuliantari, N. P. Y., & Pramuki, N. M. W. A. (2022). The Role of Competitive Advantage in Mediating the Relationship Between Digital Transformation and MSME Performance in Bali. *Jurnal Ekonomi & Bisnis JAGADITHA*, 9(1), 66–75. <https://doi.org/10.22225/jj.9.1.2022.66-75>

Yuswono, I., Turmudhi, A., Ristianawati, Y., Praptitorin, M. D., & Salim, N. (2024). Digital Marketing Sebagai Pengungkit Kinerja UMKM. *Jurnal Pengabdian Masyarakat Akademisi*, 3(2), 82–88.
<https://doi.org/https://doi.org/10.54099/jpma.v3i2.993>

Zahara, Z. (2024). Competitive Advantage as Mediating Role to Enhance MSMES Performance. *Journal of Small Business Strategy*, 34(2), 109–117.

Website:

- <https://bireuenkab.bps.go.id/id/statistics-table/3/YkVWWFUyNTJTVTloVGpCeFdFVTNaMk5wUzFaUFFUMDkjMw==/jumlah-desa-kelurahan-menurut-kecamatan-di-kabupaten-bireuen.html?year=2023>
- https://id.wikipedia.org/wiki/Kabupaten_Bireuen