

## DAFTAR PUSTAKA

- Abiodun, E. A., Kolade, O. G., 2020, Marketing Strategies Impact on Organizational Performance, *International Journal of Scientific and Technology Research*, Delhi.
- Arikunto, S., 2017, *Prosedur Penelitian: Suatu Pendekatan Praktik*, Rineka Cipta, Jakarta.
- Assauri, S., 2013, *Manajemen Pemasaran*, Rajawali Pers, Jakarta.
- Bharadwaj, S. G., Varadrajana, P. R., Fahy, J., 1993, Sustainable Competitive Advantage in Service Industries: A Conceptual Model and Research Propositions, *Journal of Marketing*, Illinois.
- Bititci, U. P. G., 2011, Performance Measurement: Challenges for Tomorrow, *Journal of Management Reviews*, New Jersey.
- Chakravarthy, B. S., 1986, Measuring Strategic Performance, *Strategic Management Journal*, New Jersey.
- Damanpour, F., 1991, Organizational Innovation: A Meta-Analysis of Effects of Determinants and Moderators, *The Academy of Management Journal*, New York.
- Day, G., Wensley, R., 1988, Assessing Advantage: A Framework for Diagnosing Competitive Superiority, *Journal of Marketing*, Illinois.
- Djodjobo, C. V., Tawas, H. N., 2014, Pengaruh Orientasi Kewirausahaan, Inovasi Produk, dan Keunggulan Bersaing Terhadap Kinerja Pemasaran Usaha Nasi Kuning di Kota Manado, *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis, dan Akuntansi*, Manado.
- Ghozali, I., 2018, *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*, Badan Penerbit Universitas Diponegoro, Semarang.
- Ghozali, I., Latan, I., 2015, *Partial Least Square: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0*, Badan Penerbit Universitas Diponegoro, Semarang.
- Gitosudarmo, I., 2014, *Manajemen Operasi*, Badan Penerbit Fakultas Ekonomi UGM, Yogyakarta.
- Glancey, K. G. M., Pettigrew, M., 1998, Entrepreneurial Dynamics in The Small Business Service Sector, *International Journal of Entrepreneurial Behavior and Research*, Bingley.

- Guisi, Z. Z., 2018, The Effect of Marketing Mixed Strategy on Marketing Performance and Competitive Excellence in Shopping Mall in Badung and Denpasar Regency, *JAGADHITA: Jurnal Ekonomi dan Bisnis*, Denpasar.
- Hajar, S., Sukaatmadja, I. P. G., 2016, Peran Keunggulan Bersaing Memediasi Pengaruh Orientasi Kewirausahaan Terhadap Kinerja Pemasaran, *E-Jurnal Manajemen*, Badung.
- Kotler, P., Armstrong, G., 2012, *Principle of Marketing*, Prentice Hall, New Jersey.
- Kotler, P., Keller, K. L., 2012, *Manajemen Pemasaran*, Indeks Kelompok Gramedia, Jakarta.
- Laksana, M. F., 2019, *Praktis Memahami Manajemen Pemasaran*, Al Fath Zumar, Sukabumi.
- Lee, D. Y., Tsang, E. W. K., 2001, The Effect of Entrepreneurial Personality, Background, and Network Activities on Venture Growth, *Journal of Management Studies*, New Jersey.
- Mwita, J. I., 2000, Performance Management Model, a System-Based Approach to Quality, *The International Journal of Public Sector Management*, Bingley.
- Nawawi, M. T., Rodhiah, Rahardjo, T. H., 2020, The Effect of Retail-Mix Strategy on Performance and Competitive Advantage, *Advances in Economics, Business, and Management Research*, Paris.
- Pearce, J. A., Robinson, R. B., 2011, *Strategic Management: Formulation, Implementation, and Control*, McGraw Hill, New York.
- Pelham, A. M., Wilson, D. T., 1996, A Longitudinal Study of The Impact of Market Structure, Organization Structure, Strategy and Market Orientation Culture on Small-Organization Performance, *Journal of The Academy of Marketing Science*, Berlin.
- Peter, J. P., Olson, J. C., 2014, *Perilaku Konsumen dan Strategi Pemasaran*, Salemba Empat, Jakarta.
- Porter, M., 1994, *Strategi Bersaing: Teknik Menganalisis Industri dan Pesaing*, Erlangga, Jakarta.
- Rhoades, L., Eisenberger, R., 2002, Perceived Organizational Support: A Review of The Literature, *Journal of Applied Psychology*, Washington, DC.
- Sekaran, U., 2017, *Research Methods for Business*, John Wiley and Sons Inc, New Jersey.

- Slovin, M. B., Sushka, M. E., 1993, Ownership Concentration, Corporate Control Activity, and Firm Value: Evidence from The Death of Inside Blockholders, *The Journal of Finance*, New Jersey.
- Sumantri, B., Fariyanti, A., Winandi, R., 2013, Faktor-Faktor Yang Berpengaruh Terhadap Kinerja Usaha Wirausaha Wanita: Suatu Studi Pada Industri Pangan Rumahan di Bogor, *Jurnal Manajemen Teknologi*, Bandung.
- Sunyoto, D., 2014, *Dasar-Dasar Manajemen Pemasaran: Konsep, Strategi, dan Kasus*, CAPS, Yogyakarta.
- Tambunan, T., 2011, *Industrialisasi di Negara Sedang Berkembang Kasus Indonesia*, Ghalia Indonesia, Jakarta.
- Wardhani, R. K., 2014, Bauran Komunikasi Pemasaran Dalam Mengembangkan Perusahaan (Studi Deskriptif Kualitatif Pada Divisi Marketing PT. Salimas Sejahtera di Jogjatronik Mall Tahun 2011-2013), *Fakultas Ilmu Sosial dan Humaniora UIN Sunan Kalijaga*, Yogyakarta.
- Wijaya, T., 2013, *Metode Penelitian Ekonomi dan Bisnis: Teori dan Praktik*, Graha Ilmu, Yogyakarta.
- Winardi, 1989, *Strategi Pemasaran*, Mandarmaju, Bandung.
- Yasa, N. N. K., Giantari, I. G. A. K., Setini, M., Rahmayanti, P. L. D., 2020, The Role of Competitive Advantage in Mediating The Effect of Promotional Strategy on Marketing Performance, *Management Science Letters*, Massachusetts.