

DAFTAR PUSTAKA

- Abdullah. (2022). *Metodologi Penelitian Kuantitatif*. Aceh: Yayasan Penerbit Muhammad Zaini.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Alegre, J., & Chiva, R. (2008). Emotional intelligence and job satisfaction: the role of organizational learning capability. *Personnel review*, 37(6), 680-701.
- Amin, M. S., Sudarmiatin, S., & Hermawan, A. (2023). Do the Organizational Learning and Innovation Increase Organizational Performance on SMES?. *Journal of Business and Management Review*, 4(5), 306-320.
- Antunes, H. D. J. G., & Pinheiro, P. G. (2020). Linking knowledge management, organizational learning and memory. *Journal of Innovation & Knowledge*, 5(2), 140-149.
- Baker, W. E., & Sinkula, J. M. (1999). The synergistic effect of market orientation and learning orientation on organizational performance. *Journal of the academy of marketing science*, 27(4), 411-427.
- Bamfo, B. A., & Kraa, J. J. (2019). Market orientation and performance of small and medium enterprises in Ghana: The mediating role of innovation. *Cogent Business & Management*, 6(1).
- Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill building approach*. United Kingdom: John Wiley & Sons.
- Bustinza, O. F., Gomes, E., Vendrell-Herrero, F., & Baines, T. (2019). Product-service innovation and performance: the role of collaborative partnerships and R&D intensity. *R&d Management*, 49(1), 33-45.
- Bustinza, O. F., Vendrell-Herrero, F., & Gomes, E. (2020). Unpacking the effect of strategic ambidexterity on performance: A cross-country comparison of MMNEs developing product-service innovation. *International Business Review*, 29(6), 101569.

- Bustinza, O. F., Opazo-Basaez, M., & Tarba, S. (2022). Exploring the interplay between Smart Manufacturing and KIBS firms in configuring product-service innovation performance. *Technovation*, 118, 102258.
- Cegarra-Navarro, J. G., De Valon, T., Garcia-Perez, A., & Martínez-Martínez, A. (2022, August). Co-creating sustainable competitiveness in an unpredictable business reality. In *Proceedings of the International Conference on Business Excellence* (Vol. 16, No. 1, pp. 47-58).
- Dabić, M., Lažnjak, J., Smallbone, D., & Švarc, J. (2019). Intellectual capital, organisational climate, innovation culture, and SME performance: Evidence from Croatia. *Journal of small business and enterprise development*, 26(4), 522-544.
- DeLong, D., & Fahey, L. (2000). Diagnosing cultural barriers to knowledge management. *Academy of Management Executive*, 14(4), 113–127
- Dhewanto, W. (2014). *Manajemen Inovasi: Peluang Sukses Menghadapi Perubahan*. Yogyakarta: CV. ANDI OFFSET.
- 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.
- Farida, N., Nugraha, H. S., Naryoso, A., & Ardyan, E. (2021). SMEs development strategy model based on creative economy with a quadruple helix approach. *International Journal of Social Ecology and Sustainable Development*, 12(1), 33–46.
- Ferrucci, P. (2020). It is in the numbers: How market orientation impacts journalists' use of news metrics. *Journalism*, 21(2), 244-261.
- Frank, A. G., Mendes, G. H., Ayala, N. F., & Ghezzi, A. (2019). Servitization and Industry 4.0 convergence in the digital transformation of product firms: A business model innovation perspective. *Technological Forecasting and Social Change*, 141, 341-351.

- Galan-Lopez, P., Gísladóttir, T., Pihu, M., Sánchez-Oliver, A. J., Ries, F., & Domínguez, R. (2022). Health-Related Physical Fitness in Adolescents from Spain, Estonia and Iceland: A Cross-Sectional, Quantitative Study. *Sports*, 10(12), 188.
- Garcia, R., & Calantone, R. (2002). A critical look at technological innovation typology and innovativeness terminology: a literature review. *Journal of Product Innovation Management: An international publication of the product development & management association*, 19(2), 110-132.
- Garvin, D. A., Edmondson, A. C., & Gino, F. (2008). Is yours a learning organization?. *Harvard business review*, 86(3), 109.
- Genc, E. (2019). The impact of SME internationalization on innovation: The mediating role of market and entrepreneurial orientation. *Industrial Marketing Management*, 82, 253–264.
- Ghozali, M. (2021). Faktor kualitas pelayanan, kualitas produk dan margin terhadap minat nasabah pembiayaan Murabahah di Bank Syariah. *Dimasejati: Jurnal Pengabdian Kepada Masyarakat*, 3(1), 65-76.
- Gideon, A. (2023). Peran Learning Organization dan Knowledge Sharing Dalam Upaya Meningkatkan Organization Performance. *J-CEKI: Jurnal Cendekia Ilmiah*, 2(4), 344-353.
- Guiné, R. P., Florença, S. G., Barroca, M. J., & Anjos, O. (2020). The link between the consumer and the innovations in food product development. *Foods*, 9(9), 1317.
- Hadi, P. (2023). Effect of product innovation on SME's performance: The moderating role of organizational learning and market orientation. *International Journal of Business Ecosystem & Strategy (2687-2293)*, 5(2), 47-54.
- Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107-123.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, 31(1), 2-24.
- Hair, J. F., Ringle, C. M., Gudergan, S. P., Fischer, A., Nitzl, C., & Menictas, C. (2019). Partial least squares structural equation modeling-based discrete choice modeling: an illustration in modeling retailer choice. *Business Research*, 12(1), 115-142.

- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook* (p. 197). Springer Nature.
- Han, C., & Zhang, S. (2021). Multiple strategic orientations and strategic flexibility in product innovation. *European Research on Management and Business Economics*, 27(1), 100136.
- Hamid, M. R., Sami, W., & Sidek, M. M. (2017, September). Discriminant validity assessment: Use of Fornell & Larcker criterion versus HTMT criterion. In *Journal of physics: Conference series* (Vol. 890, No. 1, p. 012163). IOP Publishing.
- Handayani, R. (2020). *Metodologi Penelitian Sosial*. Yogyakarta: Trussmedia Grafika.
- Hanusch, F. (2019). Comments, analytics, and social media: The impact of audience feedback on journalists' market orientation. *Journalism*, 20(6), 695–713.
- 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.
- Haus-Reve, S., Fitjar, R. D., & Rodríguez-Pose, A. (2019). Does combining different types of collaboration always benefit firms? Collaboration, complementarity and product innovation in Norway. *Research Policy*, 48(6), 1476-1486.
- Hillenmeyer, M. E., Vandova, G. A., Nivina, A., Khosla, C., Davis, R. W., & Fisher, C. R., . (2020). Identification of polyketide biosynthetic gene clusters that harbor self-resistance target genes. *BioRxiv*, 2020-06.
- Huber, G. (1998). Synergies between organizational learning and creativity & innovation. *Creativity and Innovation management*, 7(1), 3-8.
- Hurley, R. F., & Hult, G. T. M. (1998). Innovation, market orientation, and organizational learning: an integration and empirical examination. *Journal of marketing*, 62(3), 42-54.
- Iyer, P., Davari, A., Zolfagharian, M., & Paswan, A. (2019). Market orientation, positioning strategy and brand performance. *Industrial Marketing Management*, 81, 16-29.

- Jaworski, B. J., & Kohli, A. K. (1993). Market orientation: antecedents and consequences. *Journal of marketing*, 57(3), 53-70.
- Jeong, I. (2019). High-Performance Work Practices and Organizational Creativity During Organizational Change: A Collective Learning Perspective. *Journal of Management*, 45(3), 909–925.
- Jerez-Gomez, P., Céspedes-Lorente, J., & Valle-Cabrera, R. (2005). Organizational learning capability: a proposal of measurement. *Journal of business research*, 58(6), 715-725.
- Jugend, Daniel, Paula De Camargo Fiorini, Fabiano Armellini, and Aline Gabriela Ferrari. "Public support for innovation: A systematic review of the literature and implications for open innovation." *Technological Forecasting and Social Change* 156 (2020): 119985.
- Jung, K. B., Ullah, S. M. E., & Choi, S. B. (2021). The mediated moderating role of organizational learning culture in the relationships among authentic leadership, leader-member exchange, and employees' innovative behavior. *Sustainability*, 13(19).
- Kim, E. J., & Park, S. (2020). Transformational leadership, knowledge sharing, organizational climate and learning: an empirical study. *Leadership & organization development journal*, 41(6), 761-775.
- Ko, W. W. J., Liu, G., Ngugi, I. K., & Chapleo, C. (2018). External supply chain flexibility and product innovation performance: A study of small- and medium-sized UK-based manufacturers. *European Journal of Marketing*, 52(9–10), 1981–2004.
- Kohli, A. K., & Jaworski, B. J. (1990). Market orientation: The construct, research propositions, and managerial implications. *Journal of Marketing*, 54(1), 1–18.
- Kotler, P., & Keller, K. L. (2009). *Manajemen pemasaran*, edisi 13. Jakarta: Erlangga, 14.
- Lamtur, H. M. (2023). *Pengaruh Orientasi Pasar dan Inovasi Produk terhadap Keunggulan Bersaing dan Implikasinya terhadap Kinerja pada UMKM Perak di Yogyakarta* (Doctoral dissertation, Universitas Islam Indonesia).

- Lee, C. H. (2019). A structural service innovation approach for designing smart product service systems: Case study of smart beauty service. *Advanced Engineering Informatics*, 40, 154–167.
- Li, T., & Calantone, R. J. (1998). The impact of market knowledge competence on new product advantage: conceptualization and empirical examination. *Journal of marketing*, 62(4), 13-29.
- Lim, K. Y. H., Zheng, P., & Chen, C. H. (2020). A state-of-the-art survey of Digital Twin: techniques, engineering product lifecycle management and business innovation perspectives. *Journal of Intelligent Manufacturing*, 31(6), 1313-1337.
- Liu, Q., Qu, X., Wang, D., Abbas, J., & Mubeen, R. (2022). Product market competition and firm performance: business survival through innovation and entrepreneurial orientation amid COVID-19 financial crisis. *Frontiers in Psychology*, 12, 790923.
- Mbengue, A., & Sane, S. (2013). Organizational learning capability: Theoretical analysis and empirical study in the context of official development aid project teams. *Canadian Journal of Administrative Sciences*, 30(1), 26-39.
- Nakos, G., Dimitratos, P., & Elbanna, S. (2019). The mediating role of alliances in the international market orientation-performance relationship of SMEs. *International Business Review*, 28(3), 603-612.
- Narsa, I. M., BASUKI, P., & Hons, M. C. (2019). The effect of market orientation, innovation, organizational learning and entrepreneurship on firm performance. *Journal of Entrepreneurship Education*, 22(3), 1-13.
- Narver, J. C., & Slater, S. F. (1990). The effect of a market orientation on business profitability. *Journal of marketing*, 54(4), 20-35.
- Naranjo-Valencia, J. C., Sanz-Valle, R., Jiménez-Jiménez, D., & Perez-Caballero, L. (2011). Linking organizational learning with technical innovation and organizational culture. *Journal of knowledge management*, 15(6), 997-1015.
- Nurdin, I., & Hartati, S. (2019). *Metodologi penelitian sosial*. Surabaya: Media Sahabat Cendekia.
- Ogbeibu, S., Emelifeonwu, J., Senadjki, A., Gaskin, J., & Kaivo-oja, J. (2020). Technological turbulence and greening of team creativity, product innovation, and human resource management: Implications for sustainability. *Journal of Cleaner Production*, 244, 118703.

- Pelham, A. M. (2000). Market orientation and other potential influences on performance in small and medium-sized manufacturing firms. *Journal of small business management*, 38(1), 48-67.
- Prasanna, R. P. I. R., Jayasundara, J. M. S. B., Rajapakshe, P. S. K., Ekanayake, E. M. S., Gamage, S. K. N., & Abeyrathne, G. A. K. N. J. (2020). How do SMEs face sustainability challenges in the competition? A systemic review. *Peradeniya Management Review*, 2(2), 24-60.
- Pratono, A. H., Darmasetiawan, N. K., Yudiarso, A., & Jeong, B. G. (2019). Achieving sustainable competitive advantage through green entrepreneurial orientation and market orientation: The role of inter-organizational learning. *The Bottom Line*, 32(1), 2-15.
- Rajapathirana, R. J., & Hui, Y. (2018). Relationship between innovation capability, innovation type, and firm performance. *Journal of Innovation & Knowledge*, 3(1), 44-55.
- Reilly, R. C. (2022). Improving Cohort Functioning: Arts-Based Methods as Data Collection and Intervention in a Higher Education Action Research Project. *The Canadian Journal of Action Research*, 22(3), 69-90.
- Rezaei, M., Ferraris, A., Heydari, E., & Rezaei, S. (2021). How do experts think? An investigation of the barriers to internationalisation of SMEs in Iran. In *Empirical international entrepreneurship: a handbook of methods, approaches, and applications* (pp. 337-357). Cham: Springer International Publishing.
- Senge, P. M. (2006). *The fifth discipline: The art and practice of the learning organization*. New York: Broadway Business.
- Slater, S. F., & Narver, J. C. (1994). Does competitive environment moderate the market orientation-performance relationship?. *Journal of marketing*, 58(1), 46-55.
- Snihur, Y., & Wiklund, J. (2019). Searching for innovation: Product, process, and business model innovations and search behavior in established firms. *Long Range Planning*, 52(3), 305-325.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

- Tajeddini, K., & Ratten, V. (2020). The moderating effect of brand orientation on inter-firm market orientation and performance. *Journal of Strategic Marketing*, 28(3), 194-224.
- Tjiptono, F. & Chandra, G. (2012) *Pemasaran Strategik*. Yogyakarta: CV. ANDI OFFSET.
- Tortorella, G. L. (2020). Organizational learning paths based upon industry 4.0 adoption: An empirical study with Brazilian manufacturers. *International Journal of Production Economics*, 219, 284–294.
- Tripathi, A., & Kalia, P. (2024). Examining the effects of supportive work environment and organisational learning culture on organisational performance in information technology companies: The mediating role of learning agility and organisational innovation. *Innovation*, 26(2), 257-277.
- Tuan, N., Nhan, N., Giang, P., & Ngoc, N. (2016). The effects of innovation on firm performance of supporting industries in Hanoi, Vietnam. *Journal of Industrial Engineering and Management*, 9(2), 413-431.
- Wu, J., Ma, Z., & Liu, Z. (2019). The moderated mediating effect of international diversification, technological capability, and market orientation on emerging market firms' new product performance. *Journal of Business Research*, 99(1), 524-533.
- Veronica, A., Agustini, T., Yanti, D., Winarsih, W., Alfiana, Y., & Armanto, R. (2022). Kreativitas ekonomi saat pandemi covid-19 di desa putak kabupaten muara enim. *Pengabdian Masyarakat Pamong*, 1(2), 44-52.
- Vnoučková, L. (2013). Employee learning and development in organisations. *Journal on Efficiency and Responsibility in Education and Science*, 6(3), 179-189.