

DAFTAR PUSTAKA

- Ali, B. J., & Anwar, G. (2021). Porter's generic competitive strategies and its influence on the competitive advantage. *International Journal of Advanced Engineering, Management and Science*, 7(6), 42–51.
<https://doi.org/10.22161/ijaems.76.5>
- Aripin, Z., Susanto, B., & Agusiady, R. (2024). Digital transformation in Indonesian SMEs: Drivers, barriers, and performance outcomes. *Kisa Institute*, 1(11), 1–8.
- Badan Pusat Statistik Provinsi D.I. Yogyakarta. (2025). Analisis indikator makro sosial ekonomi Daerah Istimewa Yogyakarta triwulan I-2025 [Laporan Resmi].
<https://yogyakarta.bps.go.id/id/publication/2025/06/30/3f45fa18c8dd793d3511a749/indikator-makro-sosial-ekonomi-daerah-istimewa-yogyakarta-triwulan-i-2025>
- Badan Pusat Statistik Provinsi D.I. Yogyakarta. (2024). Pertumbuhan ekonomi DIY triwulan I 2024.
<https://yogyakarta.bps.go.id/id/pressrelease/2024/05/06/1596/pertumbuhan-ekonomi-diy-triwulan-i-2024>
- Badan Pusat Statistik Provinsi D.I. Yogyakarta. (2025). Provinsi Daerah Istimewa Yogyakarta dalam angka 2025 (1102001.34). Badan Pusat Statistik Provinsi D.I. Yogyakarta.
<https://yogyakarta.bps.go.id/id/publication/2025/02/28/62dc9b4620317fb350b9ba3e/provinsi-daerah-istimewa-yogyakarta-dalam-angka-2025.html>
- Bruce, E., Shurong, Z., Ying, D., Yaqi, M., Amoah, J., & Egala, S. B. (2023). The effect of digital marketing adoption on SMEs sustainable growth: Empirical evidence from Ghana. *Sustainability*, 15(6), 4760.
<https://doi.org/10.3390/su15064760>
- Dinas Koperasi dan UKM DIY. (2026). Booklet Diseminasi Kompilasi Data UMKM Daerah Istimewa Yogyakarta 2025. Dinas Koperasi dan Usaha

Kecil Menengah Daerah Istimewa Yogyakarta.
<https://sibakuljogja.jogjaprovo.go.id>

Febria, A. Y., Ariyanto, E., & Maryanti. (2024). Teknologi Informasi Dan Produktivitas Pada Industri Pengolahan Skala Mikro Kecil di Indonesia. *JIMEK : Jurnal Ilmiah Mahasiswa Ekonomi*, 7(1), 106–122.
<https://doi.org/10.30737/jimek.v7i1.5660>

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM) (Third edition)*. SAGE Publications, Incorporated.

Hair, Joseph F, Black, William C, Babin, Barry J, Anderson, & Rolph E. (2014). *Multivariate data analysis (7th Edition)*. Pearson Education.
<https://doi.org/10.1002/9781119579205>

Hensellek, S., Kleine-Stegemann, L., & Kollmann, T. (2023). Entrepreneurial leadership, strategic flexibility, and venture performance: Does founders' span of control matter? *Journal of Business Research*, 157, 113544.
<https://doi.org/10.1016/j.jbusres.2022.113544>

Herlina, E., Tukiran, M., & Anwar, S. (2021). The effect of entrepreneurial leadership on organizational performance: Literature review. *Marginal: Journal of Management, Accounting, General Finance and International Economic Issues*, 1(1), 25–33. <https://doi.org/10.55047/marginal.v1i1.9>

Ibrahim, M. W., Niagasi, A. F., & Trisyandhi, Y. F. (2024). Determinants of SMEs profitability: Do firm size and age still matters? *Jurnal Manajemen Bisnis Dan Terapan*, 2(1), 261–278. <https://doi.org/10.20961/meister.v2i1.1089>

Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2023). *Peraturan Menteri Koordinator Bidang Perekonomian Republik Indonesia Nomor 1 Tahun 2023 tentang Perubahan atas Peraturan Menteri Koordinator Bidang Perekonomian Nomor 1 Tahun 2022 tentang Pedoman Pelaksanaan Kredit Usaha Rakyat*. Jaringan Dokumentasi dan Informasi Hukum.

- Kementerian Usaha Mikro Kecil dan Menengah. (2025). Afirmasi kebijakan penghapusan pajak usaha kecil bagi UMKM. <https://umkm.go.id/news/trujm0bu4rptb9nde9a8b09h>
- Laradi, S., Elfekair, A., Alrawad, M., Hashim, M., & Derouez, F. (2024). Leveraging capabilities of social media marketing for business success. *Computers in Human Behavior Reports*, 16, 100524. <https://doi.org/10.1016/j.chbr.2024.100524>
- Mailani, D., Hulu, M. Z. T., Simamora, M. R., & Kesuma, S. A. (2024). Resource-Based View Theory to Achieve a Sustainable Competitive Advantage of the Firm: Systematic Literature Review. *International Journal of Entrepreneurship and Sustainability Studies*, 4(1), 1–15. <https://doi.org/10.31098/ijeass.v4i1.2002>
- Nguyen, P. V., Huynh, H. T. N., Lam, L. N. H., Le, T. B., & Nguyen, N. H. X. (2021). The impact of entrepreneurial leadership on SMEs' performance: The mediating effects of organizational factors. *Heliyon*, 7(6), e07326. <https://doi.org/10.1016/j.heliyon.2021.e07326>
- Norvadewi, N., & Zaroni, A. N. (2024). Preserving MSMEs competitive advantage: Moderation by business size. *Journal of Accounting and Strategic Finance*, 7(1), 39–61. <https://doi.org/10.33005/jasf.v7i1.468>
- Rizki, L. T., Lisdiono, P., & Said, J. (2023). Entrepreneurial leadership capability on sustained competitive advantage with strategic agility mediation factor. *European Proceedings of Social and Behavioural Sciences*, 604–618. <https://doi.org/10.15405/epsbs.2023.11.52>
- Rudianto, Z. R. V. (2023). Strategi pemasaran digital bagi UMKM untuk meningkatkan daya saing. *Jurnal Ekonomi Bisnis, Manajemen Dan Akuntansi (JEBMAK)*, 2(2), 449–456.
- Sahid, A., & Hazan, H. (2024). Digital marketing adoption strategy of legendary micro, small, and medium enterprises (MSMEs) in Makassar city. *Journal of Education, Humaniora and Social Sciences (JEHSS)*, 7(2), 442–450. <https://doi.org/10.34007/jehss.v7i2.2375>

- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). John Wiley & Sons.
- 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>
- Sinaga, K. A. S., Irene, J., & Christanti, R. (2023). Digital adoption and financial performance: Evidence from Indonesian SMEs in food and beverage sector. *Return: Study of Economic and Business Management*, 2(4), 423–434.
- Stoeber, T., & Kanbach, D. K. (2025). Innovating beyond boundaries: Enhancing firms' dynamic capabilities through open innovation. *Management Review Quarterly*. <https://doi.org/10.1007/s11301-025-00510-y>
- Subagyo, S., Suhendra, E., & Ernestivita, G. (2023). Digital transformation, marketing, business size, financial literacy on SMEs' competitive advantage. *Trikonomika*, 22(2), 100–107. <https://doi.org/10.23969/trikononika.v22i2.4357>
- Sucipto, S. (2025). HUBUNGAN ANTARA STRATEGI PEMASARAN DIGITAL DAN PERTUMBUHAN PENDAPATAN UMKM DI JAWA TIMUR. *Jurnal Pendidikan Ekonomi (JURKAMI)*, 10(2), 393–408. <https://doi.org/10.31932/jpe.v10i2.4453>
- Sulasmi, Susilowati, N., & Widi Handayani, T. H. (2024). Pengaruh karakteristik kewirausahaan terhadap keberhasilan usaha UMKM perempuan di Gunungkidul. *Jurnal Pendidikan dan Kewirausahaan*, 12(2), 871–884.
- Wernerfelt, B. (1984). A resource-based view of the firm. *Strategic Management Journal*, 5(2), 171–180. <https://doi.org/10.1002/smj.4250050207>