



Effect of Customer Relationship Management, Marketing Mix, Service Quality, Entrepreneurs Orientation to Competitive Advantages and Its Impact on Marketing Performance at Public Market

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ABSTRACT

The purpose of this research is to analyze and prove the influence of customer relationship management (CRM), marketing mix, service quality and entrepreneurship orientation to competitive advantage and marketing performance and to analyze and prove the influence of competitive advantage to market performance of public market in Surabaya. The population in this study is the market traders of the people at present more than 17.000. In this study, researchers measured the performance of PD Pasar Surya Surabaya marketing based on customer perception or tenants of the booth. So in this case the size of marketing performance is perceptual. The sample used is 135 traders. The amount is spread in 67 units of market managed by PD Pasar Surya Surabaya. The model to be used in this research is the model of causality or relationship. To test the proposed hypothesis, the analysis technique used is SEM (Structural Equation Modeling), with AMOS statistic software. The results of hypothesis testing: Customer relationship management significant effect on the competitive advantage of the public market in the city of Surabaya. Marketing mix significantly influence the competitive advantage of public market in Surabaya City. Service quality significantly influence the competitive advantage of public market in Surabaya City. The entrepreneurship orientation has a significant effect on the competitive advantage of public market in Surabaya City. Customer relationship management has a significant effect on marketing performance of public market in Surabaya City. Marketing mix significantly influence the marketing performance of public market in Surabaya City. Service quality has a significant effect on marketing performance of public market in Surabaya City. The entrepreneurship orientation has a significant effect on marketing performance of public market in Surabaya City. Competitive advantage significantly influence the marketing performance of public market in Surabaya

Keywords: customer relationship management (CRM), marketing mix, service quality, entrepreneurship orientation, competitive advantage, marketing performance, public market.

INTRODUCTION

The policy of the government and local government in revitalizing the people's market is still more emphasis on the physical improvement of market buildings. It is rarely accompanied by institutional development such as developing the organization, managers and market builders of the people, including the development of market management systems and human

resources involved as well as market traders. Avoiding the failure of the public market revitalization program, at the time of development planning it is necessary to think about the market capacity to be built in accordance with the number of existing traders, the possibility of increasing the number of existing traders, and the number and segment of consumers who will shop in those markets. Often there are many complaints from traders who have been trading since in the old market, when moving to a market that has been renovated stand sizes and stalls obtained to be reduced or smaller on the grounds that many new traders to be accommodated. This condition is the reason for traders to arrange their merchandise to soar outside the stalls or kiosks soaring from the permitted limits. As a result, the gang / hallway in the market stalls becomes narrow and uncomfortable for buyers passing by in the market. The revitalization policy is also not so helpful for small economic factors because the implementation only emphasizes physical changes, such as the market must be clean, neat, comfortable, and not slums (Buletin Ilmiah, Litbang Perdagangan)

The limitation of the managerial capability of the public's market manager affects the market condition in question, even this is one of the main causes of the attachment of the negative stigma that is now inherent in public's markets. Public's market development requires integrated effort, starting at the policy level up to the operational level. Development at the operational level is manifested in the form of foster management of public market and market traders as well as development of street vendors and their environment. Further problems that also need to be coaching is the order of parking, pedestrian place arrangement, and culinary tourism area. Linkage with other areas is often overlooked, so the problem handling is partial, the result is less than the maximum because it can not touch the root of the real problem (Suprihanto, 2016).

The rapid growth of malls, supermarkets and minimarkets in Indonesia should be feasible to imitate and motivate the market of people to improve the quality of physical and service management. The change is expected to be attractive if the market is well managed, kept clean and trafficked by traders, renovated without depriving its historical value, so that people remain or even more interested in shopping in the people's market. Until finally the traders in these folk markets still get a chance to improve their lives through economic activities that do, not vice versa, eliminated by the Mall or any other form of modern markets. Ideal conditions expected from the existence of the public market is a bargaining atmosphere and market model that gives a unique feel of shopping at the same time socializing and recreation. These nuances will be an attraction for tourists. The diversity of the people's market becomes an added value in an effort to attract tourists to come and visit the people's market. Development and development of the public market as part of tourism is also expected to open bigger business opportunities so that ultimately can improve the welfare of society. But the fact that there is, the diversity of the public market until now has not been utilized optimally as part and the carrying capacity for tourism.

Public market as a government asset, for it needs to make efforts improve marketing performance. This can be done through increased competitiveness that can be created through improving service quality, appropriate marketing mix strategy, entrepreneurship orientation and customer relationship management right (Suryanita, 2006; Santoso, Sugiarto, 2016; Paramita, 2015; Constantine, et al., 2016; Cynthia, Hendra, 2014; Soegoto, 2011; Indah, Devie, 2013; Halim, 2012; Imma, Ratna, 2014; Usvita, 2014; Syukron, Ngatno, 2016; Pradnya, 2015; Farida, Prabawani, 2015; Mustikowati, Tysari, 2014; Fatonah, 2009; Metekohy, 2013; Suryanita, 2006; Wahyuni, 2014; Aji, 2014). When the marketing performance of the public market increases, it will have a positive impact on the survival of the public's market, so that

the existence of the public's market can be maintained amid intense competition with the modern market.

The purpose of this research is to analyze and prove: 1). the influence of customer relationship management (CRM) on competitive advantage of public market in Surabaya City. 2). the influence of marketing mix to competitive advantage of public market in Surabaya City. 3). the influence of service quality to competitive advantage of public market in Surabaya City. 4). the influence of entrepreneurship orientation on competitive advantage of public market in Surabaya City. 5). the influence of customer relationship management (CRM) on marketing performance of public market in Surabaya City. 6). the influence of marketing mix to marketing performance of public market in Surabaya City. 7). the influence of service quality on marketing performance of public market in Surabaya City. 8). the influence of entrepreneurship orientation on marketing performance of public market in Surabaya City. 8). the influence of competitive advantage against the marketing performance of public markets in Surabaya City.

LITERATURE REVIEW AND HYPOTHESIS

Customer Relationship Management

Customer Relationship Management is the whole process of establishing and maintaining customer relationships conducted by community market unit managers managed by PD Pasar Surya Surabaya. In conducting the measurement of customer relationship management, the researcher uses the indicator according to the opinion of Peppers and Rogers (2004) are as follows: Identify, that is Surya Surabaya market company to identify the customer / trader of stand tenant and study customer characteristics in detail; Differentiate, tenant traders stand on services according to their values and needs; Interact, interacting with customers / tenant stand traders, this means building and maintaining two-way communication with customers ; Customize, that is to customize the company's products and services according to the value and needs of the customer / trader stand tenants.

Marketing Mix

The Marketing mix in this research is a set of tools that can be used by PD public market unit management. Surya Surabaya Market to influence buyers. In conducting the measurement of the marketing mix, the researcher uses an indicator in accordance with that stated by, Fandy Tjiptono (2014): Product, is any what is offered by Surabaya Surya market area company to trader / tenant stand that can fulfill requirement or desire. Price Perception, is the assumption of the customer / tenant stand against the price set by Surya Surabaya market company. Promotion, meaning sales promotion program conducted by Surya Surabaya market area company, location, which exists in every market unit managed by the Surabaya solar market area company. Process, means the way the companies to deliver or market its products to the stand tenant trader. People, is the person involved in the delivery of corporate services to traders in each market unit. Physical Evidence, meaning all facilities which are physically visible, including those supporting facilities.

Quality of Service

Quality of Service reflects the comparison between the level of service delivered by the manager or management of the market unit of PD Pasar Surya Surabaya people compared to customer expectations. For measurement of service quality use indicator according to that proposed by Parasuraman et al in Fandy Tjiptono (2014) that is: Tangibles, meaning appearance of market stand building and other supporting facilities provided by Surya Surabaya market area company. Realibility means the ability of the officer or market manager to provide services to the trader, Responsiveness, meaning the alertness of the officer or market manager in providing services to the merchant or responding to the problems faced by

the trader. Assurance, knowledge, employee propriety and the ability of officers to generate trust and confidence of traders. Empathy, ie the willingness of the officer or market manager to understand the difficulties of traders in each market unit.

Entrepreneurial Orientation

The entrepreneurial orientation refers to the processes, practices and decision-making undertaken by the managers of the market unit of PD Pasar Surya Surabaya people, who have three aspects of entrepreneurship: always innovative, acting proactively and taking risks. In measuring the orientation of entrepreneurship, using indicators proposed by Lumpkin and Dess, (1996) are: Always innovative, meaning innovations made by Surabaya solar market managers in providing services to traders. Acting proactively, meaning willingness and ability of officers or market managers to anticipate problems for traders. Dare to take risks, meaning the ability and courage of market managers to make decisions.

Competitive Advantage

Competitive advantage is the ability of the market unit of PD Pasar Surya Surabaya people to achieve economic benefits above the profit that can be achieved by competitors in the market in the same industry and is the development of the value that can be created public market for its customers. In measuring competitive advantage, the researcher used indicators in accordance with the theory of Treacy and Wiersma (1997), with the consideration that the environmental situation is developing very dynamically and the theory fits in a dynamic situation. The indicators are: Operational Excellence, meaning the cost efficiency and time of service provided by the market manager to the trader. Customer Intimacy, means the willingness and ability to understand the needs of the traders. Product Leadership, meaning the company creates superior and different products compared to competitors through innovation continuously.

Marketing Performance

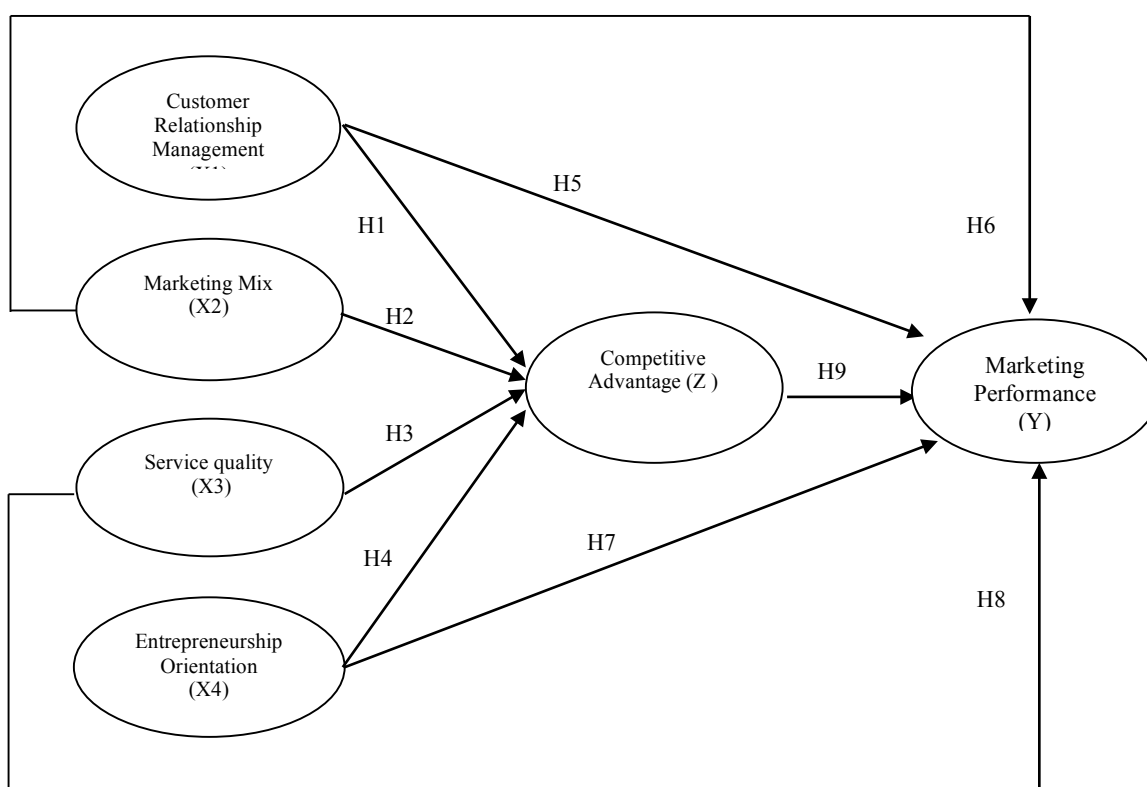
Marketing performance is a measure of achievement obtained by the market unit of PD Pasar Surya Surabaya people from the whole marketing process activities. Measurement of marketing performance in this case perceptually. This means that in the measurement of marketing performance, researchers analyze based on customer perceptions. This researchers do based on new developments in the theory of performance appraisal results in marketing activities. So in the measurement of marketing performance, the researcher uses indicators according to the opinion of Constantine S. Katsikeas, Neil A. Morgan, Leonidas C. Leonidou, & G. Tomas M. Hult (2016) namely: Unit Sales, meaning the number of stands and stalls in each market units sold; Perceived Quality, means the quality of services provided by the Surabaya solar market manager to the stand tenant traders; Satisfaction, meaning the satisfaction of the public market traders for the services provided by the Surabaya solar market manager; Customer Retention, that is identifying the desire of traders to survive trading in markets managed by PD Pasar Surya Surabaya or to measure how long traders tenants market booths trade in the public market.

Hypothesis

1. Customer relationship management (CRM) has a significant effect on competitive advantage of public market in Surabaya City.
2. Marketing mix significantly influence the competitive advantage of public market in Surabaya City.
3. Service quality significantly influence the competitive advantage of public market in Surabaya City.

4. Entrepreneurship orientation has a significant effect on the competitive advantage of public market in Surabaya City.
5. Customer relationship management (CRM) has a significant effect on marketing performance of public market in Surabaya City.
6. Marketing mix significantly influence the marketing performance of public market in Surabaya City.
7. Service quality significantly influence the marketing performance of public market in Surabaya City.
8. Entrepreneurship orientation has a significant effect on marketing performance of public market in Surabaya City.
9. Competitive advantage significantly influence the marketing performance of public market in Surabaya City.

Analysis Model

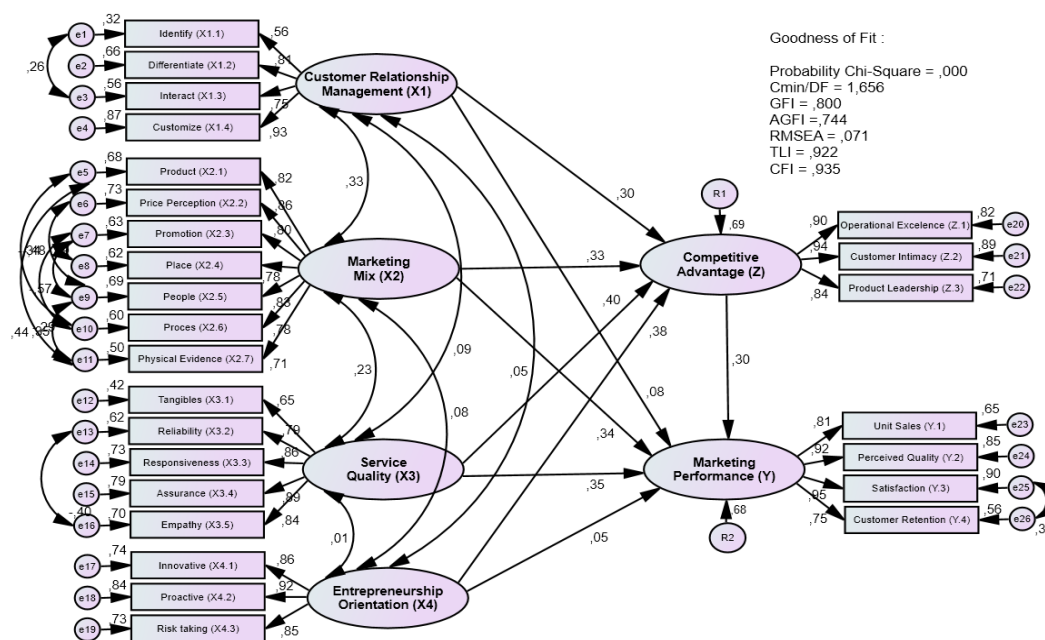


RESEARCH METHODS

The object of this research is the whole market unit of people managed by PD Pasar Surya in Surabaya City and which is still active as much as 67 units of public market. So the unit of analysis in this research is the public market that is still active under the management of PD Pasar Surya Surabaya. While the observation unit is a trader or tenant at PD Pasar Surya Surabaya. The number of public market traders at the moment is over 17,000. In this study, researchers measured the performance of PD Pasar Surya Surabaya marketing based on customer perception or tenants of the booth. So in this case the size of marketing performance is perceptual. The sample used is 135 traders. The amount is spread in 67 units of market managed by PD Pasar Surya Surabaya. The model to be used in this research is the model of causality or relationship. To test the proposed hypothesis, the analysis technique used is SEM (Structural Equation Modeling), with AMOS statistic software (Ferdinand Agusty, 2014).

ANALYSIS AND DISCUSSIONS

The results of the calculations show that most of the goodness of fit criteria have not provided an index in accordance with the recommended. To further customize models built with data (empirical facts), modifications can be made. Modification of the model in SEM can be done through the help of modification index issued by AMOS software and also adapted to support the theory. The modified SEM model results are presented in the following figure:



Modified Images of SEM Models

Tabel
Hypothesis Testing Through Regression Weight Test

Relationship of causality		Std. Estimate	C.R.	P value	Description
Customer Relationship Management (X1)	→ Competitive Advantage (Z)	0,305	3,986	0,000	Significant
Marketing Mix (X2)	→ Competitive Advantage (Z)	0,326	4,854	0,000	Significant
Quality of Service (X3)	→ Competitive Advantage (Z)	0,403	5,355	0,000	Significant
Orientation of Entrepreneurship (X4)	→ Competitive Advantage (Z)	0,378	5,945	0,000	Significant
Customer Relationship Management (X1)	→ Marketing Performance (Y)	0,077	1,033	0,302	Not Significant
Marketing Mix (X2)	→ Marketing Performance (Y)	0,342	4,398	0,000	Significant
Quality of Service (X3)	→ Marketing Performance (Y)	0,350	3,983	0,000	Significant
Orientation of Entrepreneurship (X4)	→ Marketing Performance (Y)	0,050	0,676	0,499	Not Significant
Competitive Advantage (Z)	→ Marketing Performance (Y)	0,303	2,585	0,010	Significant

H1: The result of variable parameter estimation of customer relationship management to competitive advantage showed significant result with CR value 3.986 (greater than 1.96) and p-value equal to 0.000 (less than 5%). The resulting coefficient of influence is 0.305 (positive), meaning that the higher the customer relationship management then the competitive advantage is also higher. Thus, the first hypothesis stating that customer relationship management significant effect on the advantages of competing traders or tenant stand at PD Pasar Surya Surabaya, acceptable (H1 accepted).

H2: The estimation result of marketing mix variable variable to competitive advantage also showed significant result with CR value 4.854 (bigger than 1.96) and p-value equal to 0.000 (less than 5%). The resulting coefficient of effect is 0.326 (positive), meaning that the higher the marketing mix then the competitive advantage is also higher. Thus, the second hypothesis which states that the marketing mix has a significant effect on the advantages of competing traders or tenants at PD Pasar Surya Surabaya, also acceptable (H2 accepted).

H3: The result of parameter estimation of service quality variable to competitive advantage also showed significant result with CR value 5.355 (greater than 1.96) and p-value equal to 0.000 (less than 5%). The resulting coefficient of influence is 0.403 (positive), meaning the higher the quality of service then the competitive advantage is also higher. Thus, the third hypothesis which states that the quality of service has a significant effect on the advantages of competing traders or tenant of booth at PD Surya Market Surabaya City, also acceptable (H3 accepted).

H4: The result of parameter estimation of entrepreneurship orientation variable to competitive advantage also shows significant result with CR value of 5.945 (greater than 1.96) and p-value equal to 0.000 (less than 5%). The resulting coefficient of effect is 0.378 (positive), meaning that the higher the entrepreneurship orientation, the higher the competitive advantage. Thus, the fourth hypothesis which states that entrepreneurship orientation has a significant effect on the advantages of competing traders or tenants at PD Pasar Surya Surabaya, also acceptable (H4 accepted).

H5: The result of parameter estimation of customer relationship management toward marketing performance showed insignificant result with CR value 1.033 (smaller than 1.96) and p-value equal to 0.302 (greater than 5%). The resulting coefficient of effect is only 0.077, meaning that the higher customer relationship management does not have a real impact on the improvement of marketing performance. Thus, the fifth hypothesis stating that customer relationship management has a significant effect on the marketing performance of the merchant or tenant at PD Pasar Surya Surabaya, rejected (H5 rejected).

H6: The result of estimation of marketing mix variable to marketing performance showed significant result with CR value 4,398 (greater than 1.96) and p-value equal to 0.000 (less than 5%). The resulting coefficient of influence is 0.342 (positive), meaning the higher the marketing mix then the marketing performance is also high. Thus, the sixth hypothesis which states that the marketing mix has a significant effect on the marketing performance of the merchant or the tenants at PD Pasar Surya Surabaya, acceptable (H6 accepted).

H7: The result of parameter estimation of service quality variable to marketing performance also shows significant result with CR value 3.983 (bigger than 1.96) and p-value equal to 0.000 (less than 5%). The resulting coefficient of influence is 0.350 (positive), meaning the higher the quality of service then the marketing performance is also high. Thus, the seventh hypothesis which states that the quality of service has a significant effect on the marketing performance of

traders or tenants of the booth at PD Pasar Surya Surabaya, also acceptable (H7 accepted)

H8: The result of parameter estimate of entrepreneurship orientation variable on marketing performance showed insignificant result with CR value 0.676 (smaller than 1.96) and p-value equal to 0.499 (greater than 5%). The resulting coefficient of effect is only 0.050, meaning that the higher the orientation of entrepreneurship does not have a real impact on the improvement of marketing performance. Thus, the eighth hypothesis stating that the entrepreneurial orientation has a significant effect on the marketing performance of the trader or the tenants at PD Pasar Surya Surabaya, rejected (H5 rejected).

H9: The result of parameter estimation of competitiveness variable to marketing performance showed significant result with CR value 2.585 (bigger than 1.96) and p-value equal to 0,010 (less than 5%). The resulting coefficient of influence is 0.303 (positive), meaning that the higher the competitive advantage then the marketing performance is also high. Thus, the ninth hypothesis which states that the competitive advantage significantly influence the marketing performance of the trader or the tenants at PD Pasar Surya Surabaya, acceptable (H9 accepted).

SUMMARY

1. Customer relationship management has a significant effect on the competitive advantage of public market in Surabaya City.
2. Marketing mix significantly influence the competitive advantage of public market in Surabaya City.
3. Service quality of significantly influence the competitive advantage of public market in Surabaya City.
4. Entrepreneurship orientation has a significant effect on the competitive advantage of public market in Surabaya City.
5. Customer relationship management has not significant effect on marketing performance of public market in Surabaya City.
6. Marketing mix has a significant effect on marketing performance of public market in Surabaya City.
7. Service quality of service influence on marketing performance of public market in Surabaya City.
8. Entrepreneurship orientation has not significant effect on the marketing performance of public market in Surabaya City.
9. Competitive advantage of significantly influence the marketing performance of public market in Surabaya City.

LIMITATIONS

The results of this study provide implications for the development of economics, especially in the field of marketing management related to customer relationship management, marketing mix, service quality, entrepreneurship orientation to competitive advantage and its impact on marketing performance of public market in Surabaya City where the variables can be used as a tool to increase competitive advantage and marketing performance of public market in Surabaya City. The results of this study can be used as a reference in order to create marketing strategies in the field of market marketing people related to the implementation of customer relationship management, marketing mix, service quality, entrepreneurship orientation.

This research is conducted to test the model of influence of customer relationship management, marketing mix, service quality, entrepreneurship orientation to competitive

advantage and its impact on marketing performance of public market in Surabaya City, and the result show that model tested in this research acceptable, it means that model in this research can be used as a tool to improve marketing performance of public market in Surabaya City. In addition, the results of this study can also add references in the field of Economics, especially about marketing the public market.

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