

DAFTAR PUSTAKA

- Alegre, J., & Chiva, R. (2013). Linking entrepreneurial orientation and firm performance: The role of organizational learning capability and innovation performance. *Journal of Small Business Management*, 51(4), 491–507. <https://doi.org/10.1111/jsbm.12005>
- Alvarez-Torres, F. J., Lopez-Torres, G. C., & Schiuma, G. (2019). Linking entrepreneurial orientation to SMEs' performance: Implications for entrepreneurship universities. *Management Decision*, 57(12), 3364–3386. <https://doi.org/10.1108/MD-11-2018-1234>
- Anastasya, A. (2023, July 8). *Data UMKM, Jumlah dan Pertumbuhan Usaha Mikro, Kecil, dan Menengah di Indonesia*. <https://ukmindonesia.id/baca-deskripsi-posts/data-umkm-jumlah-dan-pertumbuhan-usaha-mikro-kecil-dan-menengah-di-indonesia>
- Ardhini, Z. (2023, March 2). Proaktif Adalah: Definisi, Ciri-ciri, Keuntungan, dan Cara Melatihnya. Baca artikel detikbali, "Proaktif Adalah: Definisi, Ciri-ciri, Keuntungan, dan Cara Melatihnya". *Detikcom*. <https://www.detik.com/bali/berita/d-6597135/proaktif-adalah-definisi-ciri-ciri-keuntungan-dan-cara-melatihnya#:~:text=Proaktif%20adalah%20sebuah%20sikap%20seorang,ma%20untuk%20beradaptasi%20dengan%20lingkungannya>
- Asad, M., Shabbir, M. S., Salman, R., Haider, S. H., & Ahmad, I. (2018). Do entrepreneurial orientation and size of enterprise influence the performance of micro and small enterprises? A study on mediating role of innovation. *Management Science Letters*, 8(10), 1015–1026. <https://doi.org/10.5267/j.msl.2018.7.008>
- Bahta, D., Yun, J., Islam, M. R., & Ashfaq, M. (2020). Corporate social responsibility, innovation capability and firm performance: evidence from SME. *Social Responsibility Journal*, 17(6), 840–860. <https://doi.org/10.1108/SRJ-12-2019-0401>
- Bappeda Kota Serang. (n.d.). *Sektor Usaha Mikro, Kecil, dan Menengah (UMKM)*. Retrieved February 29, 2024, from <https://bappeda.serangkota.go.id/pages/umkm-dan-kuliner#:~:text=Sektor%20Usaha%20Mikro%2C%20Kecil%20dan,sebagai%20pemberdayaan%20masyarakat%20pada%20umumnya>.
- Bartoli, A., & Blatrix, C. (2015). *Management dans les organisations publiques* (4th ed.). Dunod.
- Basuki, Widyanti, R., & Rajiani, I. (2021). Nascent entrepreneurs of millennial generations in the emerging market of Indonesia. *Entrepreneurial Business and Economics Review*, 9(2), 151–165. <https://doi.org/10.15678/EBER.2021.090210>
- BPS Provinsi DKI Jakarta. (2022, September 12). *Jumlah dan Persentase UMK Provinsi DKI Jakarta Menurut Kabupaten/Kota*. BPS Provinsi DKI Jakarta. <https://jakarta.bps.go.id/statictable/2022/09/12/612/jumlah-dan-persentase-umk-provinsi-dki-jakarta-menurut-kabupaten-kota-2016.html>

- Budiati, Y., Untoro, W., Wahyudi, L., & Harsono, M. (2022). The mediating effect of strategy on entrepreneurial orientation and performance. *Journal of Research in Marketing and Entrepreneurship*, 24(1), 1–22.
<https://doi.org/10.1108/JRME-05-2020-0048>
- Correia, R. J., Dias, J. G., & Teixeira, M. S. (2020). Dynamic capabilities and competitive advantages as mediator variables between market orientation and business performance. *Journal of Strategy and Management*, 14(2), 187–206.
<https://doi.org/10.1108/JSMA-12-2019-0223>
- Covin, J. G., Green, K. M., & Slevin, D. P. (2006). Strategic Process Effects on the Entrepreneurial Orientation–Sales Growth Rate Relationship. *Entrepreneurship Theory and Practice*.
- Dahana, R. N., Indrawati, N. K., & Mugiono. (2021). Competitive Advantage to Mediate The Influence of Product Innovation and Entrepreneurial Orientation on Marketing Performance in Small and Medium Industry. *Jurnal Aplikasi Manajemen*, 19(2), 413–423.
<https://doi.org/10.21776/ub.jam.2021.019.02.17>
- Dewani, S. W., Rahmi, F., & Rahayuningsih, T. (2022). RISK TAKING BEHAVIOUR PADA MAHASISWA UNIVERSITAS ANDALAS PADANG YANG BERWIRAUSAHA DI MASA PANDEMI COVID-19. In *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis* (Vol. 7, Issue 5).
- Dhar, B. K., Mutalib, M., & Sobhani, F. A. (2020). Effect of Innovation Capability on Human Capital and Organizational Performance. *International Journal of Advanced Science and Technology*, 29(04), 7074–7087.
- Dharma, Y. (2020). *KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS*. Universitas Komputer Indonesia.
- Dihni, V. A. (2023, May 18). Jumlah Wirausahawan di Indonesia Ganjal Pertumbuhan Ekonomi. Katadata.
<https://katadata.co.id/analisisdata/6464b3d3c584e/jumlah-wirausahawan-di-indonesia-ganjal-pertumbuhan-ekonomi>
- Dirgantara, G. (2023, July 1). Heru sebut UMKM selama ini jadi tulang punggung ekonomi Jakarta. *ANTARA*.
<https://www.antaraneews.com/berita/3614133/heru-sebut-umkm-selama-ini-jadi-tulang-punggung-ekonomi-jakarta>
- DJPb. (2023, June). *Kontribusi UMKM dalam Perekonomian Indonesia - DJPb*.
<https://djp.kemenkeu.go.id/kppn/lubuksikaping/id/data-publikasi/artikel/3134-kontribusi-umkm-dalam-perekonomian-indonesia.html>
- Dr. M. Muchson, SE. M. (2017). Entrepreneurship (Kewirausahaan). In *Guepedia* (pp. 13–15). Guepedia. <https://books.google.co.id/books?id=Cpc-DwAAQBAJ&lpg=PA3&ots=XnKx7u5PCt&dq=pengertian%20entrepreneurship&lr&hl=id&pg=PA1#v=onepage&q=pengertian%20entrepreneurship&f=false>
- Faqir, A. Al. (2023, September 16). *Menteri Teten Ungkap Alasan Produk Lokal Kalah Saing dengan Barang Impor*.

- <https://www.merdeka.com/uang/menteri-teten-ungkap-alasan-produk-lokal-kalah-saing-dengan-barang-impor-25120-mvk.html?screen=11>
- Farida, A. (2020). *Pengaruh efikasi diri dan kepribadian proaktif*.
- Feriady, M., & Farliana, N. (2022). Model of Innovation Capability and Competitive Advantage of Tourism SMEs During Covid-19 Pandemic. *Economic Education Analysis Journal*, 11(3), 274–283. <https://doi.org/10.15294/eeaj.v11i3.61666>
- Firmansyah, Z. N., & Priyono, A. (2022). *Pengaruh Integrasi Rantai Pasokan terhadap Kapabilitas Inovasi Produk pada UMKM di Indonesia* (Vol. 01, Issue 05). <https://journal.uui.ac.id/selma/index>
- Fitrianingsih, V. (2019). *BAB II*.
- Gandhi, G. (2023, October 5). *Menkop Teten Sebut 22 Juta UMKM Kalah Saing Meski Sudah Jual Online: Akibat Banjirnya Produk Impor*. <https://bisnis.tempo.co/read/1780334/menkop-teten-sebut-22-juta-umkm-kalah-saing-meski-sudah-jual-online-akibat-banjirnya-produk-impor>
- Gischa, S. (2023, June 14). *Pengertian Kinerja Menurut Ahli*. <https://www.kompas.com/skola/read/2023/06/14/120000969/pengertian-kinerja-menurut-ahli?page=all>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis Eight Edition* (8th ed.). Cengage Learning. www.cengage.com/highered
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017a). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition*. SAGE Publications.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, Marko. (2017b). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd edition).
- Hakim, A. R. (2023, July 26). *Waduh, Banyak UMKM Bangkrut Akibat Kalah Saing Produk Impor TikTok Shop*. <https://www.liputan6.com/bisnis/read/5354224/waduh-banyak-umkm-bangkrut-akibat-kalah-saing-produk-impor-tiktok-shop?page=3>
- Hoang, C. C., & Ngoc, B. H. (2019). The relationship between innovation capability and firm's performance in electronic companies, Vietnam. *Journal of Asian Finance, Economics and Business*, 6(3), 295–304. <https://doi.org/10.13106/jafeb.2019.vol6.no3.295>
- Indriani, I. (2021). *BAB II KERANGKA TEORI*. Institut Agama Islam Negeri Kudus.
- Intellectual Property Organization, W. (n.d.). *Global Innovation Index 2023 – Innovation in the face of uncertainty*. <https://doi.org/10.34667/tind.48220>
- Javier, F. (2023, April 26). Masyarakat Indonesia Tergolong Berani Ambil Risiko Jadi Entrepreneur. *Tempo*. <https://data.tempo.co/data/1659/masyarakat-indonesia-tergolong-berani-ambil-risiko-jadi-entrepreneur>
- Javier, F. (2023, November 3). *Peringkat Indonesia di Indeks Inovasi Global Kembali Naik*. <https://data.tempo.co/data/1780/peringkat-indonesia-di-indeks-inovasi-global-kembali-naik>

- Jayani, D. H. (2020, June 10). *Penurunan Penjualan UMKM Imbas Pandemi Covid-19*. <https://databoks.katadata.co.id/datapublish/2020/06/10/penurunan-penjualan-umkm-imbaspandemi-covid-19>
- Juhji, Wahyudin, W., Muslihah, E., & Suryapermana, N. (2020). Pengertian, Ruang Lingkup Manajemen, dan Kepemimpinan Pendidikan Islam. *Jurnal Literasi Pendidikan Nusantara*, 1, 113.
- Junaidi, M. (2023, July 15). *UMKM Hebat, Perekonomian Nasional Meningkat*. <https://djpb.kemenkeu.go.id/portal/id/berita/lainnya/opini/4133-umkm-hebat,-perekonomian-nasional-meningkat.html>
- KADIN Indonesia. (n.d.). *UMKM Indonesia*. Retrieved February 29, 2024, from <https://kadin.id/data-dan-statistik/umkm-indonesia/>
- Kawurian. (2014). *Tinjauan Pustaka*. Universitas Atma Jaya Yogyakarta.
- Khan, M. A., Rathore, K., & Sial, M. A. (2020). Entrepreneurial Orientation and Performance of Small and Medium Enterprises: Mediating Effect of Entrepreneurial Competencies Article History. In *Pakistan Journal of Commerce and Social Sciences* (Vol. 2020, Issue 2).
- Kholifah, N., Subakti, H., Saputro, A. N. C., Nurtanto, M., Ardiana, D. P. Y., Simarmata, J., & Chamidah, D. (2021). *Inovasi Pendidikan* (R. Watrianthos & A. Rikki, Eds.). Yayasan Kita Menulis.
- Kiyabo, K., & Isaga, N. (2020). Entrepreneurial orientation, competitive advantage, and SMEs' performance: application of firm growth and personal wealth measures. *Journal of Innovation and Entrepreneurship*, 9(1). <https://doi.org/10.1186/s13731-020-00123-7>
- Kollmann, T., & Stöckmann, C. (2014). Filling the entrepreneurial orientation-performance gap: The mediating effects of exploratory and exploitative innovations. *Entrepreneurship: Theory and Practice*, 38(5), 1001–1026. <https://doi.org/10.1111/j.1540-6520.2012.00530.x>
- Krisyadi, R., & Anastasya. (2023). PENGARUH CORPORATE GOVERNANCE, CAPITAL STURCTURE, DAN GENDER DIVERSITY TERHADAP FIRM PERFORMANCE. *Jurnal Maneksi*, 12.
- Lawson, B., & Samson, D. (2001). DEVELOPING INNOVATION CAPABILITY IN ORGANISATIONS: A DYNAMIC CAPABILITIES APPROACH. *International Journal of Innovation Management*, 05(03), 377–400. <https://doi.org/10.1142/s1363919601000427>
- Listiowaty, E. (2020). *KONSEP MANAJEMEN PENDIDIKAN BERBASIS ISLAM DALAM UPAYA PENCAPAIAN TUJUAN PENDIDIKAN*. <https://doi.org/10.24853/tahdzibi.5.2.105-116>
- Lumpkin, G. T., & Dess, G. G. (1996). Clarifying the Entrepreneurial Orientation Construct and Linking It to Performance. In *Source: The Academy of Management Review* (Vol. 21, Issue 1).
- Mahardika, M. D., & Kistyanto, A. (2020). Pengaruh kepribadian proaktif terhadap kesuksesan karir melalui adaptabilitas karir. *FORUM EKONOMI*, 22(2), 185–195. <http://journal.feb.unmul.ac.id/index.php/FORUM EKONOMI>

- Makhloufi, L., Laghouag, A. A., Sahli, A. A., & Belaid, F. (2021). Impact of entrepreneurial orientation on innovation capability: The mediating role of absorptive capability and organizational learning capabilities. *Sustainability (Switzerland)*, 13(10). <https://doi.org/10.3390/su13105399>
- Malhotra, N. K. (2019). *Marketing Research: An Applied Orientation* (7th ed.). Pearson International Content. <https://umnlibrary.vitalsource.com/reader/books/9781292265919>
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing Research: An Applied Approach*. www.pearson.com/uk
- Margareta, L. (2023). *BAB II*.
- Maryanti. (2019). *Bab II*. Universitas Siliwangi.
- Melati, W. P. (2022, September 29). *UMKM Mulai Menggeliat Pasca Pandemic Covid 19*. Kementerian Keuangan Republik Indonesia.
- Merdeka. (2021). Survei: Hanya 33,3 Persen UKM Bertahan Lebih dari 1 Tahun Jika Pandemi Berlanjut. *Merdeka*. <https://www.merdeka.com/uang/survei-hanya-333-persen-ukm-bertahan-lebih-dari-1-tahun-jika-pandemi-berlanjut.html>
- Muhamad, N. (2023, October 13). *Usaha Mikro Tetap Merajai UMKM, Berapa Jumlahnya?* <https://databoks.katadata.co.id/datapublish/2023/10/13/usaha-mikro-tetap-merajai-umkm-berapa-jumlahnya>
- Muir, D. (2018, December 13). "ENTREPRENEUR" IN THE 21ST CENTURY". LinkedIn. <https://www.linkedin.com/pulse/entrepreneur-21st-century-douglas-muir/>
- Mulyana, R. A., Nurehotimah, A. S. I., & Mutaqin, Z. (2022). KONSEP PENDIDIKAN KEWIRAUSAHAAN DI PERGURUAN TINGGI. *The Journal of Social and Economics Education*, XI. <https://doi.org/http://dx.doi.org/10.24235/edueksos.v11i1>
- Murpratomo, I. (2024, May 30). Pemerintah Tak Punya Komitmen Perkuat Inovasi, Indonesia Emas 2045 Sulit Terealisasi. *KedaiPena*. <https://www.kedaipeana.com/pemerintah-tak-punya-komitmen-perkuat-inovasi-indonesia-emas-2045-sulit-teralisasi/>
- Nasrul, E. (2023, August 3). Wapres: Indonesia Masuk Jajaran Negara Peningkatan Inovasi Paling Signifikan. *Republika*. <https://news.republika.co.id/berita/rytc1u451/wapres-indonesia-masuk-jajaran-negara-peningkatan-inovasi-paling-signifikan>
- Ngo, Q. H. (2023). The Impact of Entrepreneurial Orientation on SMEs' Performance in a Transitional Economy: The Mediating Role of Differentiation Advantages and Innovation Capability. *SAGE Open*, 13(4). <https://doi.org/10.1177/21582440231203035>
- Nguyen, D. K., Phong, L. B., & Hui, L. (2019). Creating Competitive Advantage for Vietnamese Manufacturing and Service Firms: The Role of Collaborative Culture and Innovation Capability. *International Journal of Business Administration*, 10(2), 32. <https://doi.org/10.5430/ijba.v10n2p32>
- Nikmah, M., & Siswahyudianto. (2022). Strategi Diferensiasi Untuk Menciptakan Keunggulan Kompetitif Pada UMKM Catering Pawon Gusti Desa

- Surondakan Kecamatan Trenggalek Kabupaten Trenggalek. *Jurnal Manajemen Dan Bisnis Madani*, 4.
- Nizma, C., & Siregar, D. A. (2018). *ANALISIS PENGARUH LOCUS OF CONTROL, NEED FOR ACHIEVEMENT DAN RISK TAKING TERHADAP INTENSI BERWIRAUSAHA ALUMNI MAHASISWA JURUSAN AKUNTANSI POLITEKNIK NEGERI MEDAN*. 19(1).
- Olavia, L. (2020, August 6). *Kadin: 85,42% Pelaku UMKM Hanya Mampu Bertahan Setahun*. <https://www.beritasatu.com/ekonomi/662901/kadin-8542-pelaku-umkm-hanya-mampu-bertahan-setahun>
- Pratama, A. M. (2023, August 14). *Pelaku UMKM Mengeluh Kalah Saing dengan Produk China yang Masuk Lewat “Cross Border” Commerce*. *Kompas.Com*.
<https://money.kompas.com/read/2023/08/14/184000426/pelaku-umkm-mengeluh-kalah-saing-dengan-produk-china-yang-masuk-lewat-cross>
- Pratomo, G. Y. (2024, February 19). *Kisah UMKM Lilin Hias Sukses Ekspor ke Australia hingga Raih Omset Rp 700 Juta*. *Liputan6*.
<https://www.liputan6.com/bisnis/read/5531316/kisah-umkm-lilin-hias-sukses-ekspor-ke-australia-hingga-raih-omset-rp-700-juta?page=3>
- Prodjo, W. A. (2022, June 1). *Apa Itu UMKM? Ini Pengertian dan Kriteria UMKM Menurut Undang-Undang*. *Kompas*.
<https://umkm.kompas.com/read/2022/06/01/090000283/apa-itu-umkm-ini-pengertian-dan-kriteria-umkm-menurut-undang-undang>
- Puspita, L. E., Budiman, Christiananta, & Ellitan, L. (2020). *THE EFFECT OF STRATEGIC ORIENTATION, SUPPLY CHAIN CAPABILITY, INNOVATION CAPABILITY ON COMPETITIVE ADVANTAGE AND PERFORMANCE OF FURNITURE RETAILS*. www.ijstr.org
- Putri. (2022, March 17). *Pengertian Keunggulan Komparatif dan Absolut*.
<https://www.kompas.com/skola/read/2022/03/17/100000669/pengertian-keunggulan-komparatif-dan-absolut>
- Quantananda, E., & Haryadi, B. (2015). *PENGARUH ORIENTASI KEWIRAUSAHAAN PADA PERUSAHAAN MAKANAN DAN MINUMAN DI SURABAYA*. *AGORA*, 3, 707.
- Rajapathirana, R. P. J., & Hui, Y. (2018). *Relationship between innovation capability, innovation type, and firm performance*. *Journal of Innovation and Knowledge*, 3(1), 44–55. <https://doi.org/10.1016/j.jik.2017.06.002>
- Ramawati, Y. (2022). *THE ART OF ENTREPRENEURIAL ORIENTATION: A CONCEPTUAL STUDY*.
<https://doi.org/https://doi.org/10.25170/wpm.v14i1.3686>
- Reswanda. (2012). *Pengaruh Orientasi Kewirausahaan terhadap Pembelajaran Organisasi, Keunggulan Daya Saing Berkelanjutan dan Kinerja Usaha pada UMKM Kerajinan Kulit Berorientasi Ekspor di Sidoarjo*. *Jurnal Ekonomi Akuntansi Dan Manajemen*, XI, 6.
- Rhee, M., & Stephens, A. R. A. E. (2020). *INNOVATION-ORIENTATED TECHNOLOGY ASSIMILATION STRATEGY and Korean SMES’ ENHANCING INNOVATION CAPABILITY, COMPETITIVE*

- ADVANTAGE and FIRM PERFORMANCE. *International Journal of Innovation Management*, 24(6). <https://doi.org/10.1142/S1363919620500814>
- Risanti, S. (2023, May 12). 10 Kabupaten/Kota dengan Perekonomian Terbesar di Indonesia. <https://www.fortuneidn.com/news/surti/kabupaten-kota-dengan-perekonomian-terbesar-di-indonesia>
- Rosyda. (n.d.). *Pengertian Entrepreneurship, Tujuan, Manfaat, hingga Tahapannya*. Gramedia.
- Salim, M. P. (2022, October 31). Pengertian Manajemen Menurut Para Ahli, Fungsi, Tujuan, dan Jenis-Jenis. *Liputan 6*. <https://www.liputan6.com/hot/read/5112231/pengertian-manajemen-menurut-para-ahli-fungsi-tujuan-dan-jenis-jenis?page=2>
- Satrio, F. A. (2021, March 5). Mengapa Masyarakat Lebih Memilih Produk Luar Negeri Dibanding Produk Lokal? *TIMES Indonesia*. <https://timesindonesia.co.id/pemerintahan/331799/mengapa-masyarakat-lebih-memilih-produk-luar-negeri-dibanding-produk-lokal>
- Saunders, M. N. K., Lewis, P., & Thornhill, A. (2020). *Research Methods for Business Students* (8th ed.). Pearson International Content. <https://umnlibrary.vitalsource.com/books/9781292208800>
- Saunila, M., & Ukko, J. (2012). A conceptual framework for the measurement of innovation capability and its effects. *Baltic Journal of Management*, 7(4), 355–375. <https://doi.org/10.1108/17465261211272139>
- Setiawan, M. (2022). *Pengertian Variabel Dependen & Independen Menurut Sugiyono (dalam Mohammad Setiawan M, 2022)*.
- Setiono, B. A. (2019). The Effect Of Marketing Mix, Quality Of Service And Orientation Of Entrepreneurship To Competitive Advantages The People's Market In Surabaya City. In *Journal of Indonesian Science Economic Research (JISER)* (Vol. 1, Issue 1).
- Sisca, S. , H. M. P. , & P. E. G. B. (2021). *Manajemen Inovasi*. Yayasan Kita Menulis.
- Suheriadi. (2020, August 6). Sebanyak 85,42% Pelaku UMKM Terancam Gulung Tikar. *Infobank*. <https://infobanknews.com/sebanyak-8542-pelaku-umkm-terancam-gulung-tikar/>
- Sulistyo, H., & Ayuni, S. (2020). Competitive advantages of SMEs: The roles of innovation capability, entrepreneurial orientation, and social capital. *Contaduria y Administracion*, 65(1). <https://doi.org/10.22201/FCA.24488410E.2020.1983>
- Suryani. (2020). *Laporan Skripsi Suryani*.
- Taouab, O., & Issor, Z. (2019). Firm Performance: Definition and Measurement Models. *European Scientific Journal ESJ*, 15(1). <https://doi.org/10.19044/esj.2019.v15n1p93>
- Tysara, L. (2023, June 8). Apa Itu Inovasi Menurut Para Ahli? Simak Ciri-Cirinya. *Liputan6*. <https://www.liputan6.com/hot/read/5307325/apa-itu-inovasi-menurut-para-ahli-simak-ciri-cirinya>
- Udriyah, Tham, J., & Ferdous Azam, S. M. (2019). The effects of market orientation and innovation on competitive advantage and business

- performance of textile smes. *Management Science Letters*, 9(9), 1419–1428. <https://doi.org/10.5267/j.msl.2019.5.009>
- Wahyuni, N. D. (2018). *10 Kota Terbaik di Indonesia untuk Pebisnis Muda, Mana Saja?* <https://www.liputan6.com/bisnis/read/3562411/10-kota-terbaik-di-indonesia-untuk-pebisnis-muda-mana-saja?page=2>
- Weber, E. U., & Blais, A.-R. (2006). A Domain-Specific Risk-Taking (DOSPERT) scale for adult populations. *Judgment and Decision Making*, 1(1), 33–47. <https://doi.org/10.1037/t13084-000>
- Widayanto, Y., Napitupulu, D., Prihawantoro, S., Berliana, N. G., Handayani, T., Vitasari, A., Kusharsanto, Z., Hardiyati, R., Maninggar, N., Suryaningtyas, A., Budiwati, S., Shafira, Y., Asmara, I., Kusumawardhani, D., Firmansyah, R., Matheos, R., Akbar, M., Jayanthi, R., Purwaningsih, I., & Pertiwi, R. (2023). Indeks Daya Saing Daerah 2022. In *Indeks Daya Saing Daerah 2022*. Penerbit BRIN. <https://doi.org/10.55981/brin.750>
- Widiawati, A. (2021, February 10). *Pengertian Entrepreneurship: Karakteristik, Cara Mengembangkan dan Contoh*. Deepublish Store. <https://deepublishstore.com/blog/pengertian-entrepreneurship/>
- Wijaya, A., & Dharmayanti, D. (2016). PENGARUH ENTREPRENEURIAL ORIENTATION TERHADAP FINANCIAL PERFORMANCE DENGAN MARKETING CAPABILITY DAN ORGANIZATIONAL LEARNING SEBAGAI VARIABEL INTERVENING PADA PT. ASURANSI CENTRAL ASIA DI SURABAYA. *Jurnal Manajemen Pemasaran*, 10(2). <https://doi.org/10.9744/pemasaran.10.2.43-51>
- Wijaya, N. S., Rahmayanti, P. L. D., Darsana, I. M., & Wardana, M. A. (2023). *Ekuitas: Jurnal Pendidikan Ekonomi Pentingnya Kapabilitas Inovasi dalam Meningkatkan Performa Bisnis*. 11(2), 226–235. <https://ejournal.undiksha.ac.id/index.php/EKU>
- Yaskun, M., Sudarmiati, Hermawan, A., & Rahayu, W. P. (2023). THE EFFECT OF MARKET ORIENTATION, ENTREPRENEURIAL ORIENTATION, INNOVATION AND COMPETITIVE ADVANTAGE ON BUSINESS PERFORMANCE OF INDONESIAN MSMEs. *International Journal of Professional Business Review*, 8(4). <https://doi.org/10.26668/businessreview/2023.v8i4.1563>
- Yogama, W. (2023, September 4). 35 Pengertian Manajemen Menurut Para Ahli, Mudah Dipahami. *IDN Times*. <https://www.idntimes.com/business/economy/yogama-wisnu-oktyandito/pengertian-manajemen-menurut-para-ahli-mudah-dipahami>
- Yuliati, E., Ramadhani, Y. C., & Wahyuni, D. U. (2022). Entrepreneurship Orientation and Market Orientation and on Business Performance Through Competitive Advantage. *International Journal of Academic Research in Business and Social Sciences*, 12(6). <https://doi.org/10.6007/ijarbss/v12-i6/13347>
- Yunus. (2023, April 8). *Kenapa Indonesia Selalu Kalah di Pasar Global*. <https://www.linkedin.com/pulse/kenapa-indonesia-selalu-kalah-di-pasar-global-hamonangan-panjaitan-/?originalSubdomain=id>

- Zaenal, A. (2023, December 30). Upaya Pemerintah tingkatkan produk dalam negeri lewat UMKM Jakarta. *ANTARA*.
<https://www.antaraneews.com/berita/3893640/upaya-pemerintah-tingkatkan-produk-dalam-negeri-lewat-umkm-jakarta>
- Zahra, Z. A. (2017). *PENGARUH DYNAMIC CAPABILITIES TERHADAP FIRM PERFORMANCE PADA PT SICHA JAYA SENTOSA*. Universitas Brawijaya.
- Zulfikar, M. (2023, July 7). *Akademisi paparkan penyebab UMKM di Tanah Air sulit berkembang*. <https://www.antaraneews.com/berita/3623952/akademisi-paparkan-penyebab-umkm-di-tanah-air-sulit-berkembang#:~:text=Selain%20kurang%20memahami%20kapasitas%20daya,baik%20secara%20daring%20maupun%20luring>
- Zumanis, E. (2021). *Bab II*. Universitas Siliwangi.

