

DAFTAR PUSTAKA

- Abrokwah-Larbi, K. (2024). The nexus between customer value analytics and SME performance in emerging market: a resource-based view perspective. *Journal of Global Entrepreneurship Research*, 14(1), 26.
- Acikdilli, G., Mintu-Wimsatt, A., Kara, A., & Spillan, J. E. (2022). Export market orientation, marketing capabilities and export performance of SMEs in an emerging market: A resource-based approach. *Journal of Marketing Theory and Practice*, 30(4), 526-541.
- Ahdiat, Adi. 2022. Jumlah UMKM di Negara ASEAN (2021). Databoks. Dapat diakses melalui URL: <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/2c7a123af18312b/indonesia-punya-umkm-terbanyak-di-asean-bagaimana-daya-saingnya>
- Ahmed, W., & Rashdi, M. Z. (2021). Understanding the influence of lean and agile strategies on creating firms' supply chain risk management capabilities. *Competitiveness Review: An International Business Journal*, 31(5), 810-831.
- Angelia, D. 2022. 5 Minuman Kekinian Favorit Masyarakat, Ada Esteh Indonesia. Goodstats. Dapat diakses melalui URL: <https://goodstats.id/article/5-minuman-kekinian-favorit-masyarakat-indonesia-2022-ada-esteh-indonesia-dd6F8>
- Annur, Cindy M. 2023. Indonesia Merajai Pasar Minuman The di Asia Tenggara. Databoks. Dapat diakses melalui URL: <https://databoks.katadata.co.id/datapublish/2024/03/14/indonesia-merajai-pasar-minuman-teh-di-asia-tenggara-2023>
- APINDO. (2021). *Laporan Ekonomi UMKM di Indonesia*. Diakses dari <https://apindo.or.id>
- Azeem, M., Ahmed, M., Haider, S., & Sajjad, M. (2021). Expanding competitive advantage through organizational culture, knowledge sharing and organizational innovation. *Technology in Society*, 66, 101635.
- Bate'e, A. T., Septian, D. L., Pradana, G., Krisanti, S. R., & Widodasih, R. W. K. (2024). Analisis Studi Kelayakan Bisnis Pada UMKM Ditinjau Dari Aspek Pasar Dan Pemasaran (Studi Kasus Sop Ayam Pak Mim Klaten Di Cikarang Selatan). *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah*, 9(1).
- Barney, J. B. (2001). Resource-based theories of competitive advantage: A ten-year retrospective on the resource-based view. *Journal of Management*, 27, 643–650.

- Brush, T. H., & Artz, K. W. (1999). Toward a contingent resource-based theory: the impact of information asymmetry on the value of capabilities in veterinary medicine. *Strategic Management Journal*, 20(3), 223-250.
- BPS Kaltim, Badan Pusat Statistik Provinsi Kalimantan Timur. 2024. Profil Industri Mikro dan Kecil Provinsi Kalimantan Timur 2023. Samarinda: Badan Pusat Statistik.
- Christa, U., & Kristinae, V. (2021). The effect of product innovation on business performance during COVID 19 pandemic. *Uncertain Supply Chain Management*, 9(1), 151-158.
- Cooper, C., Pereira, V., Vrontis, D., & Liu, Y. (2023). Extending the resource and knowledge based view: Insights from new contexts of analysis. *Journal of Business Research*, 156, 113523.
- Curado, C., MuÃ±oz-Pascual, L., & Galende, J. (2018). Antecedents to innovation performance in SMEs: A mixed methods approach. *Journal of Business Research*, 89, 206-215.
- Darmawan, D., & Arifin, S. (2021). Studi empiris tentang kontribusi harga, varian produk, dan kemasan terhadap pembentukan minat beli produk sabun mandi batang (Studi kasus terhadap pekerja rantau di Kota Surabaya). *Bisman (Bisnis dan Manajemen): The Journal of Business and Management*, 4(2), 99-116.
- Donaldson, L. (2001), *The Contingency Theory of Organizations*, Sage, London.
- Dvorsky, J., Belas, J., Gavurova, B., & Brabenec, T. (2021). Business risk management in the context of small and medium-sized enterprises. *Economic Research-Ekonomska IstraÅživanja*, 34(1), 1690-1708.
- Estensoro, M., Larrea, M., MÃ¼ller, J. M., & Sisti, E. (2022). A resource-based view on SMEs regarding the transition to more sophisticated stages of Industry 4.0. *European Management Journal*, 40(5), 778-792.
- Farisi, S. A., & Fasa, M. I. (2022). Peran UMKM (Usaha Mikro Kecil Menengah) dalam Meningkatkan Kesejahteraan Masyarakat. *Jurnal Dinamika Ekonomi Syariah*, 9(1), 73-84.
- Grewal, D., Iyer, G. R., Javalgi, R. R. G., & Radulovich, L. (2011). Franchise partnership and international expansion: a conceptual framework and research propositions. *Entrepreneurship theory and practice*, 35(3), 533-557.
- Hagin, C., & Caesar, L. D. (2021). The antecedents of success among small-and medium-sized enterprises: evidence from Ghana. *Journal of Global Entrepreneurship Research*, 11(1), 279-297.
- Hossain, M. A., Akter, S., & Yanamandram, V. (2020). Revisiting customer analytics capability for data-driven retailing. *Journal of Retailing and Consumer Services*, 56(102187), 1-13.

- Janah, U. R. N., & Tampubolon, F. R. S. (2024). Peran usaha mikro, kecil, dan menengah dalam pertumbuhan ekonomi: Analisis kontribusi sektor umkm terhadap pendapatan nasional di indonesia. *PENG: Jurnal Ekonomi Dan Manajemen*, 1(2), 739-746.
- Kadin Indonesia. 2023. Data dan Statistik UMKM. Dapat diakses melalui URL: <https://kadin.id/data-dan-statistik/umkm-indonesia/>
- Kaluarachchige, I. P., Yajid, A., Shukri, M., Khatibi, A., & Azam, S. M. (2023). Entrepreneurial Competencies on Dynamic Capabilities towards Entrepreneur Performance in Sri Lanka's Community Based Tourism. *International Journal of Hospitality & Tourism Systems*, 16(1).
- Katua, N.T. The Role of SMEs in Employment Creation and Economic Growth in Selected Countries. *Int. J. Educ. Res.* 2014, 2, 461–472.
- Kemenparekraf. 2024. Siaran Pers: Nilai Tambah Ekonomi Kreatif Capai 55,65 Persen dari Target Tahun 2024. Dapat diakses melalui URL: <https://www.kemenparekraf.go.id/berita/siaran-pers-nilai-tambah-ekonomi-kreatif-capai-5565-persen-dari-target-tahun-2024>
- Kero, C. A., & Bogale, A. T. (2023). A Systematic Review of Resource-Based View and Dynamic Capabilities of Firms and Future Research Avenues. *International Journal of Sustainable Development & Planning*, 18(10).
- Kitchens, B., Dobolyi, D., Li, J., & Abbasi, A. (2018). Advanced customer analytics: Strategic value through integration of relationship-oriented big data. *Journal of Management Information Systems*, 35(2), 540–574.
- Kriyantono, R. (2020). *Teknik Praktis riset Komunikasi Kuantitatif dan Kualitatif (8th ed.)*. Prenadamedia Group
- Ljungberg, L. Y., & Edwards, K. L. (2003). Design, materials selection and marketing of successful products. *Materials & design*, 24(7), 519-529.
- Lubis, N. W. (2022). Resource Based View (RBV) in improving company strategic capacity. *Research Horizon*, 2(6), 587–596.
- Lubis, A. L. P. (2024). Strategi Pengembangan Produk Baru Untuk Meningkatkan Pangsa Pasar Pada Pelaku UMKM Kota Depok. *Jurnal Manajemen Riset Bisnis Indonesia*, 13(2).
- Mashenene, R. G., & Kumburu, N. P. (2020). Performance of small businesses in Tanzania: Human resources-based view. *Global Business Review*, 24(5), 887-901.
- Maharani, A., Haeran, H., Munip, A., Fatimah, S., & Mun'amah, A. N. (2024). Pendampingan Promosi dan Inovasi Kemasan Terhadap Peningkatan Penjualan Minuman “Tuk Tuk Thai” di Rantau Rasau. *Jurnal Bangun Abdimas*, 3(2), 265-271.

- Maharani, S. D., & Handayani, W. (2025). Analisis Keterampilan Manajerial Terhadap Sukses UMKM (Studi Kasus di Kelurahan Airlangga Surabaya). *Innovative: Journal Of Social Science Research*, 5(2), 7255-7264.
- Maslow, A. H. (1943). A theory of human motivation. *Psychological Review*, 50(4), 370–396. <https://doi.org/10.1037/h0054346>
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis: A methods sourcebook*. Sage Publications.
- Muslihah, S., & Ginting, A. L. (2024). Peran Inovasi Teknologi Dalam Meningkatkan Daya Saing Umkm: Studi Kasus Implementasi Solusi Digital Di Sektor Ekonomi Kelurahan Tegal Sari Mandala I Kecamatan Medan Denai Kota Medan. *Jurnal Ilmiah Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 1(2), 248-261.
- Muttaqin, H. M., Kosim, A. M., & Devi, A. (2021). Peranan perbankan syariah dalam mendorong usaha mikro kecil dan menengah dimasa pandemi Covid-19. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 2(1), 110-119.
- Mustofa, A. W., & Trisnaningsih, S. (2022, May). Studi literatur: Peran desentralisasi dalam meningkatkan kinerja manajerial. In *Seminar Nasional Akuntansi Dan Call for Paper* (Vol. 2, No. 1, pp. 28-35).
- Nabila, N. F., & Saifudin, W. (2024). Strategi Komunikasi Pemasaran Coffee Shop Di Tulungagung Dalam Menarik Minat Beli Konsumen. *SEIKO: Journal of Management & Business*, 7(2), 305-326.
- Natara, A. N. D. I., Rifa'i, M., & Kusufa, F. (2022). *Strategi Pengelolaan Keuangan dan Pengembangan Usaha Pada Usaha Mikro Kecil dan Menengah (Studi Aneka Frozen Kids Cimul Desa Temas Kota Batu)* (Doctoral dissertation, Fakultas Ekonomi Universitas Tribhuwana Tungadewi).
- Nuel, O. I. E., Ifechi, A. N., & Emmanuella, U. I. (2021). Transformational leadership and organizational success: Evidence from tertiary institutions. *Journal of Economics and Business*, 4(1).
- Ogujiuba, K. K., Olamide, E., Boshoff, E., Agholor, I., & Ogujiuba, C. (2023). SMEs, success, and capital startups: Evidence from the service sector in South Africa. *Administrative Sciences*, 13(5), 127.
- Purwanto, Antonius. (2024). Peluang Bisnis Minuman Es The Kekinian Masih Menjanjikan. Kompas.id. Dapat diakses melalui URL: <https://www.kompas.id/baca/riset/2024/07/05/peluang-bisnis-minuman-es-teh-kekinian-masih-menjanjikan>
- Rahmania, H., Elfa, Y., Febriyana, A. N., Pratama, F. P., Prayuda, R., & Nabila, Z. (2024). MENCIPTAKAN STRATEGI INOVATIF DAN KREATIF BAGI UMKM: OBSERVASI PADA USAHA “COFFE SATU”. *Digital Business and Entrepreneurship Journal*, 2(1), 27-33.

- Rahmawati, D., Apriady, M. N., & Wisudanto, W. (2024). Crowdfunding Sebagai Alternatif Pembiayaan Usaha Mikro Kecil Dan Menengah (Umkm), Akibat Meningkatnya Jumlah Pelaku Umkm Di Indonesia. *Sebatik*, 28(1), 33-40.
- Rodrigues, M., Franco, M., Silva, R., & Oliveira, C. (2021). Success factors of SMEs: Empirical study guided by dynamic capabilities and resources-based view. *Sustainability*, 13(21), 12301.
- Safari, A., & Saleh, A. S. (2020). Key determinants of SMEs' export performance: a resource-based view and contingency theory approach using potential mediators. *Journal of Business & Industrial Marketing*, 35(4), 635-654.
- Salder, J., Gilman, M., Raby, S., & Gkikas, A. (2020). Beyond linearity and resource-based perspectives of SME growth. *Journal of Small Business Strategy (archive only)*, 30(1), 1-17.
- Schindler, P. S. (2022). Business research methods (14th ed.). McGraw Hill.
- Scott, W.R. (1981), "Organizations: rational", Natural, and Open Systems, Prentice Hall, Englewood Cliffs NJ.
- Sembiring, Lidya J. 2021. Sad! 30 Juta UMKM Gulung Tikar Karena Corona. CNBC Indonesia. Dapat diakses melalui URL: <https://www.cnbcindonesia.com/news/20210326144212-4-233127/sad-30-juta-umkm-gulung-tikar-karena-corona>
- Stefanovic, I.; Milošević, D.; Miletić, S. 2009. Significance and Development Problems of SMEs in Contemporary Market Economy. *Serb. J. Manag.*, 4, 127–136.
- Suprpto, Y., Alex, A., Marlina, S. E., & Shelvi, S. (2023). Analisis Penerapan Strategi dan Risiko yang Dihadapi dalam Bisnis Internasional oleh McDonald's. *SEIKO: Journal of Management & Business*, 6(1), 798-809.
- Ubaidillah. 2024. Kenapa Bisnis Minuman Kekinian Meredup? Majalah SWA. Dapat diakses melalui URL: <https://swa.co.id/read/444856/kenapa-bisnis-minuman-kekinian-meredup>
- Valaei, N., Rezaei, S., Bressolles, G., & Dent, M. M. (2022). Indispensable components of creativity, innovation, and FMCG companies' competitive performance: a resource-based view (RBV) of the firm. *Asia-Pacific Journal of Business Administration*, 14(1), 1-26.
- Venkatraman, N. (1989), "The concept of fit in strategy research: toward verbal and statistical correspondence", *Academy of Management Review*, Vol. 14 No. 3, pp. 423-444.
- Veronica, M. T., & Ilmi, I. M. B. (2020). Minuman kekinian di kalangan mahasiswa Depok dan Jakarta. *Indonesian journal of health development*, 2(2), 83-91.
- Wasim, M., Ahmed, S., Kalsoom, T., Khan, M. S., & Rafi-Ul-Shan, P. M. (2024). Market orientation and SME performance: Moderating role of IoT and

mediating role of creativity. *Journal of Small Business Management*, 62(2), 938-965.

Wernerfelt, B. (1984). A resource-based view of the firm. *Strategic management journal*, 5(2), 171-180.

Wibowo, A., & Suherman, Y. (2025). Model Prediksi Kebangkrutan Perusahaan Waralaba Dengan Model Altman Z-Score (Studi Kasus Pada Brand Nasi Goreng Mafia). *Business Preneur: Jurnal Ilmu Administrasi Bisnis*, 7(1), 619-643.