

DAFTAR PUSTAKA

- Andy. (2016). *Journal of Economics and Business Aseanomics* (JEBA) Pengaruh Brand Image dan Pelayanan Terhadap. 1(1).
- Accenture. (2020). *COVID-19: What to do Now, What to do Next How COVID-19 will Permanently Change Consumer Behavior Fast-Changing Consumer Behaviors Influence the Future of the CPG industry*. Retrieved from <https://www.accenture.com/acnmedia/PDF-123/Accenture-COVID19-PulseSurvey-Research-PoV.pdf>
- Acosta, A. S., Crespo, A. H., & Agudo, J. C. (2018). *Effect of Market Orientation, Network Capability and Entrepreneurial Orientation on International Performance of Small and Medium Enterprises (SMEs)*. *International Business Review*, 27(6), 1128–1140. <https://doi.org/10.1016/j.ibusrev.2018.04.004>
- AICD. (2020, May). *How SMEs are Responding to the Covid-19 crisis*. Retrieved May 26, 2020, from Article website: <https://aicd.companydirectors.com.au/membership/companydirector-magazine/2020-back-editions/may/how-smes-are-responding-to-the-covid-19-crisis>
- Al-Awlaqi, M. A., Aamer, A. M., & Habtoor, N. (2018). *The Effect of Entrepreneurship Training on Entrepreneurial Orientation: Evidence from a Regression Discontinuity Design on Micro-Sized Businesses*. *International Journal of Management Education*, (July). <https://doi.org/10.1016/j.ijme.2018.11.003>
- Arfanly, B., Sarma, M., & Syamsun, M. (2017). Peran Entrepreneurial Marketing dalam Peningkatan Kinerja Pemasaran pada Industri Rumahan Kabupaten Kendal, Jawa Tengah. *MANAJEMEN IKM: Jurnal Manajemen Pengembangan Industri Kecil Menengah*, 11(2), 141–150. <https://doi.org/10.29244/mikm.11.2.141-150>
- Ariani, A., & Utomo, M. N. (2017). Kajian Strategi Pengembangan Usaha Mikro Kecil Dan Menengah (Umkm) Di Kota Tarakan. *Jurnal Organisasi Dan Manajemen*, 13(2), 99–118. <https://doi.org/10.33830/jom.v13i2.55.2017>

- Awali, H. (2020). Urgensi Pemanfaatan E-Marketing Pada Keberlangsungan Umkm Di Kota Pekalongan Di Tengah Dampak Covid-19. *BALANCA : Jurnal Ekonomi Dan Bisnis Islam*, 2(1), 1–14. <https://doi.org/10.35905/balanca.v2i1.1342>
- Barba-sánchez, V., & Atienza-sahuquillo, C. (2018). *Entrepreneurial Intention Among Engineering Students: The Role of Entrepreneurship Education. European Research on Management and Business Economics*, 24(1), 53–61. <https://doi.org/10.1016/j.iedeen.2017.04.001>
- Bouwman, H., Nikou, S., & de Reuver, M. (2019). *Digitalization, Business Models, and SMEs: How do Business Model Innovation Practices Improve Performance of Digitalizing SMEs? Telecommunications Policy*, 43(9), 101828. <https://doi.org/10.1016/j.telpol.2019.101828>
- Bouwman, H., Nikou, S., Molina-Castillo, F. J., & de Reuver, M. (2018). *The Impact of Digitalization on Business Models. Digital Policy, Regulation and Governance*, 20(2), 105–124. <https://doi.org/10.1108/DPRG-07-2017-0039>
- Chaffey, D., & Smith, P. (2017). *Digital Marketing Excellence Planning, optimizing and Integrating Online Marketing (5th ed.)*. New York: Taylor & Francis.
- Fattah, A., Syairozi, M. I., & Rohimah, L. (2021). “Youth Creative Entrepreneur Empowerment (YOUTIVEE)”: Solutions for Youth to Contribute to the Economy and Reduce Unemployment. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(3).
- Casalino, N., Żuchowski, I., Labrinos, N., Munoz Nieto, Á. L., & Martín, J. A. (2020). *Digital Strategies and Organizational Performances of SMEs in the Age of Coronavirus: Balancing Digital Transformation with An Effective Business Resilience. SSRN Electronic Journal*, (December). <https://doi.org/10.2139/ssrn.3563426>
- Chadwick, I. C., & Dawson, A. (2018). *Women Leaders and Firm Performance in family Businesses: An examination of Financial*

and Nonfinancial Outcomes. *Journal of Family Business Strategy*, 9(4), 238–249. <https://doi.org/10.1016/j.jfbs.2018.10.002>

Chandon, P. (2003). *Note on Measuring Brand Awareness, Brand Image, Brand Equity and Brand Value* (pp. 1–10). pp. 1–10. Retrieved from https://flora.insead.edu/fichiersti_wp/inseadwp2003/2003-19.pdf

Curatman, A. (2016). Analisis Faktor-Faktor Pengaruh Inovasi Produk yang Berdampak pada Keunggulan Bersaing UKM Makanan dan Minuman di Wilayah Harjamukti Kota Cirebon. *Jurnal Logika*, XVIII(3), 61–75.

Dai, H., Robert, X., Liao, Q., & Cao, M. (2015). *Explaining Consumer Satisfaction of Services : The role of Innovativeness and Emotion in An Electronic Mediated Environment. Decision Support Systems*, 70, 97–106. <https://doi.org/10.1016/j.dss.2014.12.003>

Elmayesis, Nazwirman. (2017) “Pengaruh Citra Merek dan Kewajaran Harga Terhadap Minat Mahasiswa Mendaftar di Universitas Yarsi Jakarta” *Journal of Economics and Business Aseanomics (JEBA) Volume 2 No. 1, Januari - Juni 2017 P-ISSN 2527 – 7499 E-ISSN 2528 – 3634*.

Hacioglu, G., Eren, S. S., Eren, M. S., & Celikkan, H. (2012). *The Effect of Entrepreneurial Marketing on Firms' Innovative Performance in Turkish SMEs. Procedia - Social and Behavioral Sciences*, 58, 871–878. <https://doi.org/10.1016/j.sbspro.2012.09.1065>

Hadiyati, E. (2012). Kreativitas Dan Inovasi Pengaruhnya Terhadap Pemasaran Kewirausahaan Pada Usaha Kecil. *Jurnal Inovasi Dan Kewirausahaan*, 1(3), 135–151. Retrieved from <https://journal.uui.ac.id/ajie/article/view/2832>

Hamali, S. (2013). Meningkatkan Inovasi Melalui *Entrepreneurial Marketing* Dan Dampak Pada Kinerja Pemasaran Ukm-Ukm Garment Di Jawa Barat. *Sustainable Competitive Advantage (SCA)*, (1). Retrieved from <http://www.jp.feb.unsoed.ac.id/index.php/sca-1/article/view/236>

- Harini, C., & Handayani, S. (2019). Pemasaran Kewirausahaan Melalui E-Commerce Untuk Meningkatkan Kinerja Umkm. *Derivatif: Jurnal Manajemen*, 13(2).
- Harini, C., & Rohman, A. (2020). Iptek Bagi Masyarakat dan Pengembangan Marketing Online Pada UMKM Kabupaten Semarang. *Jurnal Karya Abdi Masyarakat*, 4(3), 701–706. Retrieved from <https://online-journal.unja.ac.id/JKAM/article/view/11846>
- Hanifawati, T., Dewanti, V. W., & Saputri, G. D. (2019). *The Role Of Social Media Influencer On Brand Switching Of Millennial and Gen Z: A Study of Food-Beverage Products. Journal of Applied Management (JAM)*, 17(4). <https://doi.org/10.21776/ub.jam.2019.017.04.07>
- Hanifawati, T., Ritonga, U. S., & Puspitasari, E. E. (2019). *Managing Brands' Popularity On Facebook Post Time, Content, And Brand Communication Strategies. In Journal of Indonesian Economy and Business (Vol. 34)*. Retrieved from <http://journal.ugm.ac.id/jieb>
- Hanifawati, T., & Suryantini, A. (2015). Meningkatkan Daya Saing IKM Makanan melalui Inovasi Produk dan Kemasan. *Prosiding Manajemen Dinamic UNNES*. UNNES.
- Hanifawati, T., Suryantini, A., & Mulyo, J. H. (2017). Pengaruh Atribut Kemasan Makanan dan Karakteristik Konsumen terhadap Pembelian. *Agriekonomika*, 6(9), 73–86. <https://doi.org/http://dx.doi.org/10.21107/agriekonomika.v6i1.1895>
- Haryono, T., & Marniyati, S. (2017). Pengaruh *Market Orientation*, Inovasi Produk, dan Kualitas Produk terhadap Kinerja dalam Menciptakan Keunggulan Bersaing. *Jurnal Bisnis & Manajemen*, 17(7), 51–68.
- Jones, R., & Rowley, J. (2011). *Entrepreneurial marketing in small businesses: A conceptual exploration. International Small Business Journal*, 29(1), 25–36. <https://doi.org/10.1177/0266242610369743>
- Khan, F., & Siddiqui, K. (2013). *The Importance Of Digital Marketing. An Exploratory Study To Find The Perception And Effectiveness Of Digital Marketing Amongst The Marketing Professionals In Pakistan. Romanian Economic Business Review*, 7(2), 221–228.

- Kabadayi, S., & Price, K. (2014). *Consumer-Brand Engagement on Facebook: Liking and Commenting Behaviors*. *Journal of Research in Interactive Marketing*, 8, 169–202. <https://doi.org/10.1108/JRIM-12-2013-0081>
- Lamba, R. (2020). *Impact of COVID-19 on Consumer Behavior in Indonesia*. Retrieved from https://www.mmaglobal.com/files/covid_19_indonesia_sentiment.pdf
- Ludwig, S. (2020, March). *9 Creative Ways Small Businesses Are Adapting to Coronavirus*. Retrieved May 26, 2020, from Article website:<https://www.uschamber.com/co/start/strategy/smallbusinesses-adapt-creatively-to-coronavirus>
- Mahendra, A. M., Djatmika, E. T., & Hermawan, A. (2017). *The Effect of Entrepreneurship Education on Entrepreneurial Intention Mediated by Motivation and Attitude among Management Students, State University of Malang, Indonesia*. 10(9), 61–69. <https://doi.org/10.5539/ies.v10n9p61>
- Muninger, M. I., Hammedi, W., & Mahr, D. (2019). *The value of Social Media for Innovation: A Capability Perspective*. *Journal of Business Research*, 95(July 2017), 116–127. <https://doi.org/10.1016/j.jbusres.2018.10.012>
- Nazwirman, & Zain, E. (2017). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Loyalitas Konsumen Di Alfamart Cayur Kresek Tangerang. *Journal of Economics and Business Aseanomics (JEBA)*, 2(2), 267–287. <http://dx.doi.org/10.1016/j.jeconbus.2008.10.001>
- No, V., & Juni, J. (2017). *Journal of Economics and Business Aseanomics (JEBA)* Analisis Kualitas Pelayanan di Sapphire Lounge Bandara Udara Soekarno Hatta. 2(1).
- Pradiani, T. (2018). Pengaruh Sistem Pemasaran Digital Marketing Terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 11(2), 46–53. <https://doi.org/10.32812/jibeka.v11i2.45>
- Purwana, D., Rahmi, R., & Aditya, S. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di

Kelurahan Malaka Sari, Duren Sawit. *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, 1(1), 1–17.
<https://doi.org/10.21009/jpmm.001.1.01>

Perera, W., & Dissanayake, D. M. . (2013). *The Impact of Brand Awareness, Brand Association and Brand Perceived Quality on Female Consumers' Purcase Decision of Foreign Makeup Products (a Study on Youth Segment)*. *International Conference on Business & Information*, (November 2013).

Popa, S., Soto-Acosta, P., & Perez-Gonzalez, D. (2018). *An Investigation of the Effect of Electronic Business on Financial Performance of Spanish Manufacturing SMEs*. *Technological Forecasting and Social Change*, 136, 355–362.
<https://doi.org/10.1016/j.techfore.2016.08.012>

Rahman, R. (2020). *37,000 SMEs hit by COVID-19 Crisis As Government Prepares aid - Business – The Jakarta Post*. Retrieved May 26, 2020, from Article website: <https://www.thejakartapost.com/news/2020/04/16/37000-smes-hit-by-covid-19-crisis-as-government-prepares-aid.html>

Razdan, R., Potia, A., Wintels, S., & Dadwal, R. (2020). *Perspectives on Covid-19 and implications for consumer and retail companies by McKinsey & Company in association with MMA MMA Webinar Series*. Retrieved from https://www.mmaglobal.com/files/webinars/20200408_-_indonesia_consumer_covid-19_impact_and_response_-_webinar_vshare.pdf

Socialbakers. (2020). *State of Social Media Report : The Impact of COVID-19*. Retrieved from <https://www.socialbakers.com/blog/covid-19-impact-social-media>

Susilawati, S., Falefi, R., & Purwoko, A. (2020). *Impact of Covid-19's Pandemic on the Economy of Indonesia*. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 3(2), 1147–1156.
<https://doi.org/10.33258/BIRCI.V3I2.954.G1284>

Saifuddin, M. (2014). *Dengan Memanfaatkan Aplikasi Pemsaran Berbasis Android (Studi kasus pada unit bisnis kidpreneur di Yayasan AL*

MADINA Surabaya) (online). Jurnal Bisnis & Teknologi Politeknik NSC Surabaya, 16–20. Retrieved from <https://nscpolteksby.ac.id/ejournal/index.php/jbt/article/download/180/152/404> (diakses 25 April 2021)

Sherlin, I. (2016). Pengaruh Inovasi Produk dan Kinerja Pemasaran terhadap Keunggulan Bersaing (Studi Kasus Industri Kecil dan Menengah Batik Kerinci). *Jurnal Benefita*, 1(3), 105. <https://doi.org/10.22216/jbe.v1i3.724>

Syairozi, M. I., Pambudy, A. P., & Yaskun, M. (2021). Analisis Penerapan Good Governance dalam Sistem Informasi Keuangan Daerah. *Prosiding Penelitian Pendidikan dan Pengabdian 2021*, 1(1), 49-59.

Wijaya, K., & Syairozi, M. I. (2020). Analisis perpindahan tenaga kerja informal Kabupaten Pasuruan. *Jurnal Paradigma Ekonomika*, 15(2), 173-182.

Sartika, Dewi (2017) “Analisis Faktor-Faktor Yang Mempengaruhi Minat Membeli Ulang Produk YOU C 1000 Serta Dampaknya Terhadap Loyalitas Konsumen” Magister Manajemen, *Fakultas Ekonomi dan Bisnis Universitas Dian Nuswantoro*.

Sitio, vera sylvia saragi. (2017). *Journal of Economics and Business Aseanomics (JEBA) BUSINESS MODEL CANVAS. Journal of Economi and Business Aseanomics (JEBA)*, 2(1), 14–32.

Takata, H. (2016). *Effects of Industry Forces, Market Orientation, and Marketing Capabilities on Business Performance : An Empirical Analysis of Japanese manufacturers from 2009 to 2011* ☆. *Journal of Business Research*, 69(12), 5611–5619. <https://doi.org/10.1016/j.jbusres.2016.03.068>

Yannopoulos, P. (2011). Impact of the Internet on Marketing Strategy Formulation. *International Journal of Business and Social Science*, 2(18). Retrieved from www.ijbssnet.com

Zuhal. (2013). *Gelombang Ekonomi Inovasi*. Jakarta: Gramedia Pustaka Utama.