

## Marketing Performance of Small and Medium Enterprises: Literature Study Approach with Bibliometrics

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Received: 2023-April-10

Rev. Req: 2023-May-03

Accepted: 2023-June-03



10.54956/eksyar.v10i1.411

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How to cite this paper: Zainuddin, M. & Sudarmiatin (2023). Marketing Performance of Small and Medium Enterprises: Literature Study Approach with Bibliometrics. *EKSYPAR : Jurnal Ekonomi Syari'ah & Bisnis Islam (e-Journal)*, 10(1), 54-66. <https://doi.org/10.54956/eksyar.v10i1.411>

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**ABSTRACT:** *The topic of marketing performance in SMEs in terms of a literature review with a Bibliometric approach has not been widely carried out. The purpose of this study is to review the extent of the topic of Marketing Performance in Small and Medium Enterprises (SMEs). Using the help of Harzing Publish or Parish and by analysing using the VOSViewer 1.6.19 application, it was found that there were 232 articles containing articles about Marketing Performance in SMEs. The results of the analysis found that topics often studied in 2020 and above are marketing performance, SMEs performance, entrepreneurial orientation, market orientation, product innovation, competitive advantage and case study. Meanwhile, countries that often conduct research on the topic of SMEs Marketing Performance are Indonesia and Nigeria.*

Topik kinerja pemasaran di UKM ditinjau dari literature review dengan pendekatan Bibliometric belum banyak dilakukan. Tujuan dari penelitian ini adalah untuk meninjau sejauh mana topik Kinerja Pemasaran pada Usaha Kecil dan Menengah (UKM). Dengan menggunakan bantuan Harzing Publish atau Parish dan dengan menganalisa menggunakan aplikasi VOSViewer 1.6.19, didapatkan sebanyak 232 artikel yang memuat artikel tentang Marketing Performance di UKM. Hasil analisis ditemukan bahwa topik yang sering dipelajari pada tahun 2020 ke atas adalah kinerja pemasaran, kinerja UKM, orientasi kewirausahaan, orientasi pasar, inovasi produk, keunggulan kompetitif dan studi kasus. Sedangkan negara yang sering melakukan penelitian dengan topik UKM Marketing Performance adalah Indonesia dan Nigeria.

**Keywords:** *Marketing Performance, Small and Medium Enterprises (SMEs).*

## I. INTRODUCTION

SMEs marketing performance articles are relevant in today's digital era, where business competition is getting tougher, and consumers are getting smarter in choosing the products or services they buy (Maharani et al. 2022). As an important economic sector in Indonesia, SMEs need to understand the importance of marketing performance in strengthening their competitiveness and increasing their business success (Fitria, 2015).

In addition, the COVID-19 pandemic that has hit the world since early 2020 has changed consumer behaviour and the way business is done, including SMEs (Rosita, 2020). Many SMEs have experienced a decline in sales due to the impact of this pandemic. Therefore, SMEs must develop appropriate and effective marketing strategies to improve their performance amidst these difficult conditions (Firdaus, et al. 2020).

The marketing performance of SMEs (Small and Medium Enterprises) is the ability of SMEs to achieve predetermined marketing objectives (Pudyastuti, & Saputra, 2021). SMEs' marketing performance is measured based on some indicators such as sales, market share growth, customer loyalty, and so on (Suryati, 2015). The better the marketing performance of SMEs, the higher the success rate of the business (Mulyani, & Mudiantono, 2015).

SMEs' marketing performance is very important because it affects the ability of businesses to survive in an increasingly competitive market (Wirawan, 2017). SMEs that can improve their marketing performance usually have greater opportunities to expand their market, increase sales, and strengthen brand awareness (Hanifawati & Listyaningrum, 2021). Therefore, SMEs need to develop appropriate marketing strategies to improve their marketing performance.

According to Philip Kotler (in Musfar, 2020), marketing performance measures how well a company can achieve its goals through marketing activities. Marketing performance can be measured by calculating sales, market share, profits, or company growth. Marketing performance can also be defined as the end result of marketing activities which include aspects of value creation, value delivery, and measurement of the value generated by the company (Kumar, 2018).

The marketing performance of SMEs (Small and Medium Enterprises) is a key factor in business success in today's digital era. In this article, a literature review will be carried out regarding marketing methods that can improve the marketing performance of SMEs. The marketing performance of SMEs (Small and Medium Enterprises) is very important for the sustainability of their business. Through a literature review, it can reveal several key factors that influence the marketing performance of SMEs. One of the factors that supports marketing performance is Marketing Strategy (Tirtayasa et. al. 2021). An effective marketing strategy is very important for the marketing performance of SMEs. This strategy includes identifying the target market, market segmentation, determining market positioning, and determining the marketing mix (4P). In determining the marketing mix, SMEs must pay attention to product, price, promotion and distribution.

Besides marketing strategy, branding factors also play an important role in the marketing performance of SMEs (Marbun & Simanjuntak, 2021). Good branding will help SMEs differentiate themselves from competitors, build customer loyalty, and increase brand

awareness. Innovation is also an important factor in the marketing performance of SMEs. SMEs must be able to innovate in products, processes and services to meet customer needs and desires. Innovation also helps SMEs to remain competitive and relevant in the market (Narastika, 2017).

Furthermore, the factor of using technology can also help SMEs improve their marketing performance. Technology can expand market reach, increase operational efficiency, and strengthen customer relationships (Basry, 2018). SMEs can also improve their marketing performance through networking and collaboration (Ranatiwi, 2018). Building a network with customers, suppliers and business partners can help SMEs increase brand awareness, expand market reach and increase sales.

The studies above are the results of previous studies using research methods. Today many studies are developed based on literature or what is known as a systematic literature review. Systematic literature review is a research method that begins with identifying, evaluating, and interpreting all relevant research results by associating certain research questions with certain topics or phenomena of concern.

Research on the topic of SMEs Marketing Performance based on a literature review with a Bibliometric approach can be a research gap to describe previous studies related to what is discussed on the SMEs marketing performance topic, what items often appear in previous studies, which countries often research the topic of SMEs marketing performance so that it is expected to provide new ideas for further research related to Marketing Performance in Small and Medium Enterprises (SMEs).

## II. METHOD

This research method uses Literature Review with a Bibliometric approach. Literature Review is an objective and thorough summary of articles with a critical and thorough analysis of the relevant literature on a topic studied or researched. While Cronin et al. (2008) stated that the Literature Review aims to discuss the current literature on a particular topic and inform what needs to be done to justify further research.

This study used Google Scholar data with the Harzing Publish or Perish search process. Extract of articles related to Marketing Performance in Micro, Small and Medium Enterprises (SMEs) using the title keyword: "Marketing Performance in SMEs". The search focused on articles published from 2012 to 2022.

According to (Merigo et al. 2016), VOSviewer can function to visualise the relationship between variables. When combined with network analysis, these techniques allow for an intellectual and bibliometric structure of the research field (Donthu et al., 2021). Bibliometric analysis with VOSviewer Software (version 1.6.19 ), to create and visualise results by topic.

VOSviewer is a free software that allows information to be represented and analysed graphically, such as analysis of citations, journal co-citations, merging of bibliographies by author and country, and events with author keywords (Merigo et al., 2018);(Zupic & Cater, 2015);(Boyack & Klavans, 2010).

### III. RESULT AND DISCUSSION

The first search was carried out with the keywords Marketing Performance of Small and Medium Enterprises to get 964 articles with search years from 2012 to 2022. Then a second search using the keywords Marketing Performance in SMEs on the Google Scholar search engine with criteria starting from From 2012 to 2022, 232 papers were obtained with 2313 citations.

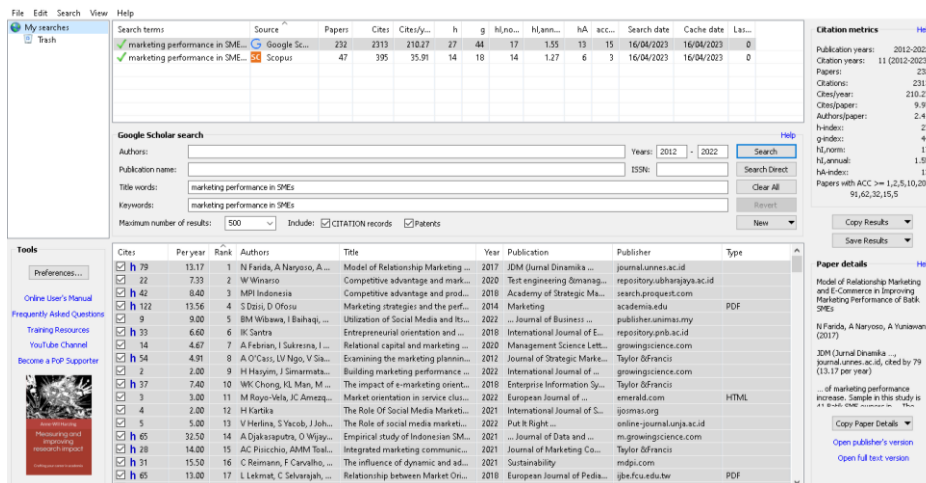


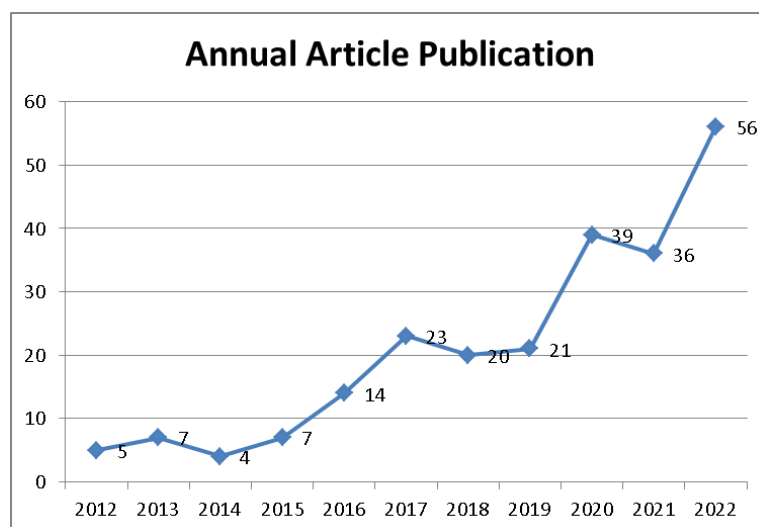
Figure 1. Initial search with keywords Marketing Performance in SMEs. Source: Data processed in 2023

In Figure 1 above, it can be seen that paper citations per year on the topic of Marketing Performance in SMEs were 210.27 from 2012 to 2022. The average citation per paper per year is 9.97. By using the keywords Marketing Performance in SMEs searching for articles using the Harsing Publish or Parris application from 2012 to 2022, 232 articles were found with an annual average of 23.2 articles. In table 1. Shows the average number of articles published per year:

Table 1. Number of articles published on the topic of Marketing Performance from 2012 to 2022

No	Publication Year	Number of Published Articles
1.	2012	5
2.	2013	7
3.	2014	4
4.	2015	7
5.	2016	14
6.	2017	23
7.	2018	20
8.	2019	21
9.	2020	39
10.	2021	36
11.	2022	56
	Total	232

Source: Data processed in 2023



**Graph 1.** Number of Article Publications Per Year from 2012 to 2022. Source: Data processed in 2023

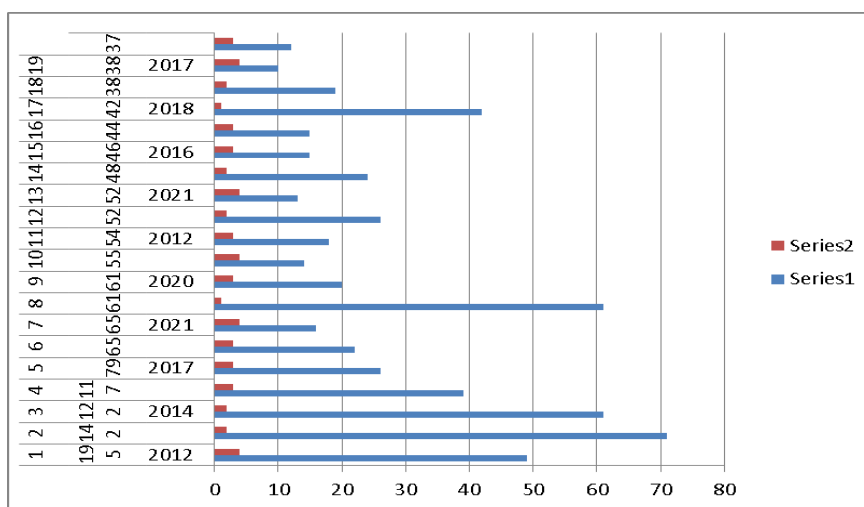
In Graph 1 above, we can see the number of publications per year. The number of articles on Marketing Performance in SMEs was published in 2022 as many as 56 articles. Meanwhile, the most citations were 195 citations. The order of the 20 articles with the most citations is shown in table 2 below.

**Table 2.** List of articles with the most citations

No	Cites	GSRank	Title	Year
1.	142	22	Impact of Marketing Strategy on Business Performance A Study of Selected Small and Medium Enterprises (SMEs) In Oluyole Local Government, Ibadan ...	2017
2.	122	4	Marketing strategies and the performance of SMEs in Ghana	2013
3.	117	34	The performance advantages for SMEs of product innovation and marketing resource–capability complementarity in emerging economies	2016
4.	79	1	Model of Relationship Marketing and E-Commerce in Improving Marketing Performance of Batik SMEs	2016
5.	65	14	An empirical study of Indonesian SMEs sales performance in the digital era: The role of quality service and digital marketing	2015
6.	65	17	Relationship between Market Orientation, Entrepreneurial Orientation, and Firm Performance in Thai SMEs: The Mediating Role of Marketing Capabilities.	2014
7.	61	23	Entrepreneurial marketing strategy, institutional environment, and business performance of SMEs in Egypt	2015
8.	61	32	The effects of ict adoption on marketing capabilities and business performance of Indonesia smes in the fashion industry	2020
9.	55	36	Export market orientation, marketing capabilities and export performance of SMEs in an emerging market: A resource-	2017

			based approach	
10.	54	8	Examining the marketing planning–marketing capability interface and customer-centric performance in SMEs	2020
11.	52	29	Exploring the role of international R&D activities in the impact of technological and marketing capabilities on SMEs' performance	2016
12.	52	31	The role of digital marketing in business performance with the moderating effect of environment factors among SMEs of UAE	2015
13.	48	19	Marketing management strategies affecting the performance of small and medium enterprises (SMEs) in Cote d'Ivoire	2020
14.	46	47	Marketing orientation, strategic orientation and their synergistic impact on business performance: A case of SMEs in emerging context (India)	2018
15.	44	43	The Effects of Relationship Marketing on Firm Performance: Small and Medium Enterprises (SMEs) in Bangladesh	2016
16.	42	3	Competitive advantage and product innovation: Key success of Batik SMEs marketing performance in Indonesia	2014
17.	38	24	The role of the marketing strategy process in the innovativeness-performance relationship of SMEs	2019
18.	38	42	Marketing Strategies and the Different Levels of Sales and profits performance of the Batik SMEs in Malaysia	2017
19.	37	10	The impact of e-marketing orientation on performance in Asian SMEs: a B2B perspective	2020
20.	142	22	Impact of Marketing Strategy on Business Performance A Study of Selected Small and Medium Enterprises (SMEs) In Oluyole Local Government, Ibadan ...	2017

Source: Data processed in 2023



Graph 2. Order of the 20 most citations. Source: Data processed in 2023

In Graph 2 above, we can see that the highest number of citations in 2015 was in an article entitled "The effect of entrepreneurial marketing on firms' innovative performance in Turkish SMEs", published by Elsevier, then followed by the second most citations in an article entitled "Impact of Marketing Strategy on Business Performance A Study of Selected Small and Medium Enterprises (SMEs) In Oluyole Local Government, Ibadan ..." as many as 142 citations in 2017.

By using the VOSViewer 1.6.19 application, it was found that 20 terms often appeared in article searches, namely: firm performance, digital marketing, firm, marketing strategy, Nigeria, SMEs performance, SMEs, enterpreunial marketing, marketing performance, business performance, marketing capability, innovation, market share, Indonesia, case study, entrepreneurial orientation, competitive advantage, product innovation, influence and market orientation.

**Table 3. Words that often appear when searching**

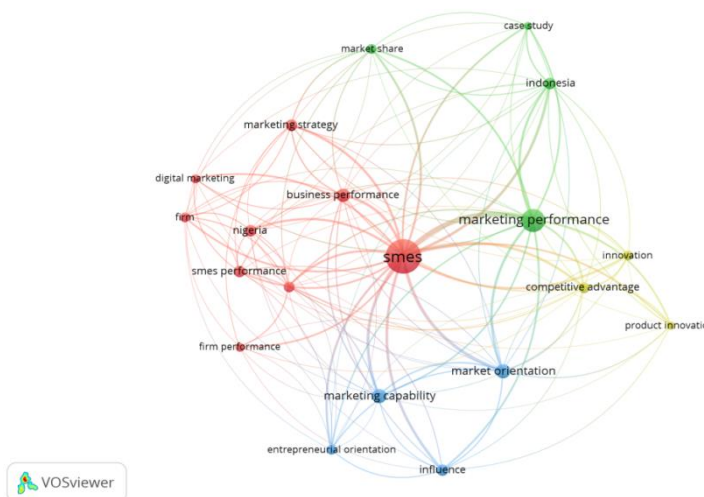
No	Item	Occurrences	Relevance
1.	firm performance	12	2,18
2.	digital marketing	14	1,78
3.	firm	16	1,65
4.	marketing strategy	21	1,47
5.	Nigeria	22	1,42
6.	smes performance	21	1,41
7.	smes	189	1,25
8.	enterpreunial marketing	19	1,12
9.	marketing performance	83	1,00
10.	business performance	27	0,92
11.	marketing capability	32	0,87
12.	innovation	16	0,68
13.	matket share	17	0,64
14.	Indonesia	22	0,62
15.	case study	11	0,61
16.	enterpreunial orientation	16	0,58
17.	competitive advantage	20	0,56
18.	product innovation	11	0,53
19.	influence	21	0,44
20.	market orientation	32	0,28

Source: Data processed in 2023

In Table 3 above, the frequently appearing items consist of 20 items. The items that appear most frequently are sms, which is 189 times, while marketing performance appears 83 times. marketing capability and market orientation were repeated 32 times. Business performance items appeared 27 times, while Nigeria and Indonesia appeared 22 times. Item marketing strategy, SMEs performance and influence appeared 21 times, entrepreneurial marketing 19 times, firm 16, digital marketing 14 and firm performance 12 times.

## Concept Structural Analysis

Network Visualisation is carried out using the keywords marketing performance to further investigate the conceptual structure of marketing performance. From Figure 2, we can see four large circles, meaning there are 4 clusters in this study.



**Figure 2.** Network Visualisation. Source: Image processed from Vosviewer in 2023

Cluster 1 describes business performance, digital marketing, entrepreneur marketing, firm performance, Nigerian marketing strategy, SMEs and SMEs performance. Research by Adewale et al. (2013) stated that marketing strategy had an effect on the business performance of SMEs which took case studies in the local government area of Oluyole Ibadan, Nigeria. In addition, (Dzisi, 2014) states that the marketing strategy is one of the main functional strategies adopted by Small and Medium Enterprises (SMEs) to improve business performance by sampling 363 of the 900 SME population in Ghana. Djasaputra et al. (2021) explain that digital marketing has a significant effect on service quality and digital marketing has a significant effect on sales performance. Meanwhile, (Lekmat et al. 2018) found that Market Orientation has both direct and indirect impacts on Firm Performance, whereas Entrepreneurial Orientation has only a significant indirect impact on Firm Performance through the mediation of marketing capabilities.

Cluster 2 explains the case study of Indonesia's market share and marketing performance. (Setiowati et al. 2016) stated that marketing capabilities significantly influence a firm's business performance. (Mokhtar, 2012) explains that if the SMEs want to perform at a significantly higher level than their competitors, the SMEs must excel at the critical level. (Chong, 2018) explains that interaction with the B2B-eM-CSFs is an important dimension and positively and significantly impacts e-business efficiency and marketing improvements for Asian SMEs.

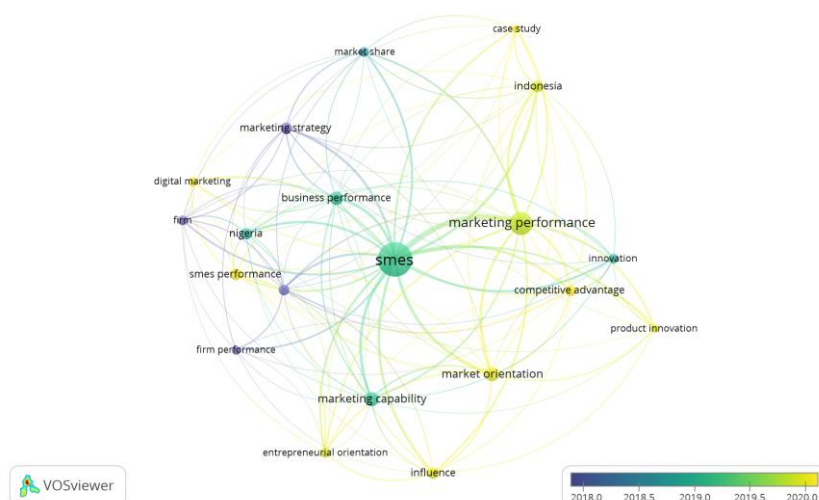
Cluster 3 consists of items: entrepreneurial orientation, influence, market orientation and marketing capability. (Acikdilli et al. 2022) stated that export market orientation and marketing capabilities directly affect export performance. While (Zainudin et al. 2017) argue that relationship marketing has positive and significant effects on SME Performance. Meanwhile, (Finoti, 2017) explains that innovativeness positively influences organisational performance through the marketing strategy process. Specifically,

formulating marketing strategies mediates the relationship between innovativeness and organisational performance.

Cluster 4 consists of items: competitive advantage, innovation and product innovation. Nuryakin (2018) states that marketing capability does not significantly affect marketing performance. Marketing ability has a significant effect on competitive advantage; market orientation has a significant effect on marketing performance. Market orientation also has a significant effect on product innovation. Product innovation has a significant effect on competitive advantage. And competitive advantage has a significant effect on marketing performance, and product innovation has a significant effect on marketing performance.

### Overlay Visualisation

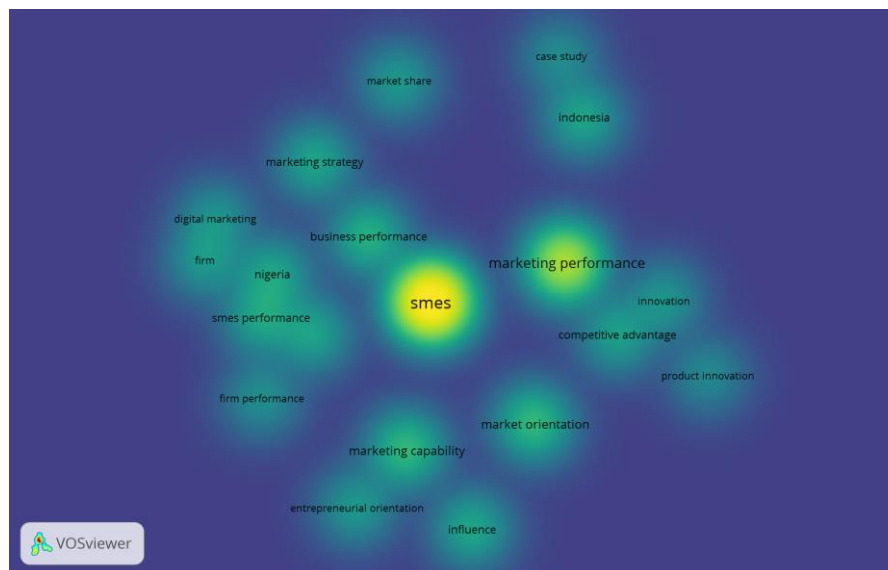
Figure 3 Overlay Visualisation shows that the darker the colour of the web, the more topics were discussed in the past. Meanwhile, the yellow indicates that the topic is hot and interesting to discuss. In 2018 and above, the topics often researched are related to firms, firm performance, entrepreneurial marketing and market share. Whereas in 2019 and above, the topics that are often studied are SMEs, marketing capability, and business performance, and a lot of research has been carried out in Nigeria. In 2020 and above, the yellow colour shows that the latest topic that is often discussed is marketing performance in the Indonesian state which often raises Small and Medium Enterprises, digital marketing, SMEs performance, entrepreneurial orientation, market orientation, product innovation, competitive advantage and case study.



**Figure 3.** *Overlay Visualisation.* Source: Image processed from Vosviewer in 2023

### Density Visualisation

Density Visualisation is an item (label) marked the same as the visible item. Density Visualisation is very useful for getting an idea of the general structure of a bibliometric map by looking at the light and dark sides to be analysed. This Density Visualisation lets us interpret the most frequently used keywords in a publication. Visualisation of word density maps and the development of research on using institutional repositories. In Figure 4. below, we can see that two topics really stand out: SMEs and marketing performance.



**Figure 4.** Density Visualisation. Source: Image processed from Vosviewer in 2023

## Relationship Between Topics

### Cluster 1

In cluster 1 there are nine interrelated topics, namely Business Performance, Digital Marketing, Entrepreneur Marketing, Firm, Firm Performance, Marketing Strategy, Nigeria, Smes and Smes performance. Research conducted by (Adel et al. 2020) links entrepreneurial marketing with business performance by researching SMEs in Egypt. Marik et al. (2022) made a connection between Marketing Performance, Market Orientation and Business Performance by researching 150 SMEs in the Manufacturing sector.

### Cluster 2

In cluster 2, items that often appear are case studies, Indonesia, market share and marketing performance. The most prominent studies in the literature related to the marketing performance of SMEs are SMEs in Indonesia with the latest topics that are often discussed, marketing performance, digital marketing, SMEs performance, entrepreneurial orientation, market orientation, product innovation, competitive advantage and case study. The article entitled "Model of Relationship Marketing and E-Commerce in Improving Marketing Performance of Batik SMEs", published by the Indonesian Journal of Management Dynamics (JDM) ranks first in searches with 79 citations.

### Cluster 3

In cluster 3, the items that often appear consist of entrepreneurial orientation, influence, market orientation and marketing capability. The interrelatedness of the topics discussed is the topic of competitive advantage and product innovation in recent years, as in the article compiled by (Winarso, 2020) entitled "Competitive Advantage and Marketing Performance on SMEs: Market Orientation and Innovation of Local Products in Bekasi, Indonesian" published in 2020 published by the Journal Test engineering & management ranks 2nd and the article compiled by Nuryakin with the article title "Competitive

Advantage And Product Innovation: Key Success Of Batik Smes Marketing Performance In Indonesia" published in 2018 published by the Academy Strategic Management Journal ranks 3 at the time of the search.

#### **Cluster 4**

In cluster 4. The items that often appear are competitive advantage, innovation and product innovation, but topics related to product innovation are often discussed in the previous year. The topic that is often discussed above in 2020 is market orientation, as research conducted by Acikdilli in the article titled "Export market orientation, marketing capabilities and export performance of SMEs in an emerging market: A resource-based approach", ranks 36th, but it was confiscated 55 times. In addition, Rincon, 2022, also wrote an article entitled "Is entrepreneurship enough to achieve superior performance in SMEs in emerging countries? Multiple Mediations of market orientation and Marketing Capabilities", with a ranking of 25, has only been cited 2 times.

Topics that are often raised in 2020 and above are case studies on MSMEs as per the research conducted by (Hatta et al. 2021) with the article titled "Marketing Performance and Strategy: Case Study On SMEs Of Saltwater Fish Processing In Indonesia" published by the Academy of Entrepreneurship Journal. And research conducted by (Muis, 2020) with the article titled "Marketing Strategy and Capability as the Mediators in the Relationship of market orientation and export performance: a case study of rattan processing SMEs' published by the Journal Binus Business Review.

#### **IV. CONCLUSION**

Based on a bibliometric analysis of SMEs' Marketing Performance in 232 articles published from 2012 to 2022, it shows that the topics that are often discussed above 2020 are: marketing performance, SMEs, SMEs performance, entrepreneurial orientation, market orientation, product innovation, competitive advantage and case study. Bibliometric mapping supports the scientific explanation between probability theory and proof. Research with the theme of Marketing Performance can be developed more broadly on themes that appear few and have not been widely included in research in the last ten years. Therefore, this research is expected to be a reference for future studies, such as the superiority of SME products in improving marketing performance.

Of the 232 articles obtained, countries that often research the marketing performance of MSMEs are Indonesia and Nigeria, but Indonesia dominates. Apart from these two countries, research on the Marketing Performance of MSMEs also exists from several countries such as Turkey, Egypt, Malaysia, United Arab Emirates, Ghana, Portuguese, China and Bangladesh. This study is still not perfect because it is still searching for articles only on the Google Scholar search engine. The researcher tries to combine search results on Google Scholar with Scoopus, but they are out of sync because the same keywords produce different topics, so further research must use the right keywords to synchronise them. In addition, researchers only use one type of application in the search; in the future, several applications are needed to obtain optimal results.

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