

daftar pustaka

arikunto. 2006. prosedur penelitian suatu pendekatan praktek. jakarta : pt. rineka cipta.

adriani, k., sudarmiatin, s., soetjipto, b. e., & winarno, a. (2024). understanding the adoption of digital payment in indonesian smes using modified technology acceptance model. *journal of social economics research*, 11(2), 213–227. <https://doi.org/10.18488/35.v11i2.3672>

anah furyanah, agus suroso, refius pradipta setyanto. (2024). dimensions of entrepreneurial orientation and marketing performance: the moderating effect of market turbulence. *rgsa – revista de gestão social e ambiental issn: 1981-982x*.

doi: <https://doi.org/10.24857/rgsa.v18n5-063>.

adi santoso, erdawati, ririn tri ratnasar, dyah palupiningtyas, muh. yani balaka. (2020). determinants of social media use by handicraft industry of indonesia and its impact on export and marketing performance: an empirical study. *international journal of innovation, creativity and change*. www.ijicc.net volume 12, issue 9.

afenya millicent selase, aphu elvis selase, abdul-rahaman ayishetu, asime dede comfort, amezado stanley, gyan-acquah ebenezer. (2019). impact of technology adoption and its utilization on smes in ghana. *international journal of small and medium enterprises*; vol. 2, no. 2; issn 2576-7712 e-issn 2576-7720.

alalwan, a. a., rana, n. p., dwivedi, y. k., & algharabat, r. (2017). *social media in marketing: a review and analysis of the existing literature*. *telematics and informatics*, 34(7), 1177-1190. doi: 10.1016/j.tele.2017.05.008

apuke, o. d. (2017). quantitative research methods: a synopsis approach. *arabian journal of business and management review*, 6, 40-47.

agus purwanto, syahril, imbuh rochmad, khaerul fahmia, rusdi syahbana and arif firmansyah. (2022). analyzing the relationship between green innovation, creative excellence, empowerment and marketing performance of indonesian smes. *journal of future sustainability* 2 53–56.

ainin, s., parveen, f., moghavvemi, s., jaafar, n. i., & mohd shuib, n. l. (2015). factors influencing the use of social media by smes and its performance outcomes. *industrial management & data systems*, 115(3), 570-588.



l., imran, r., khashab, b., & shah, m. (2022). technological innovation, green practices and smes sustainable performance in times of crisis (pandemic). *sustainability*, 12(24), 10632.

al-jabri, i. m., & sohail, m. s. (2012). mobile banking adoption: application of diffusion of innovation theory. *journal of electronic commerce research*, 13(4), 379-391.

buvár, á. and gáti, m., (2023), "digital marketing adoption of microenterprises in a technology acceptance approach", *management & marketing*, vol. 18, no. 2, pp. 127-144. doi: 10.2478/mmcks-2023-0008.

bruce, e.; shurong, z.; ying,d.; yaqi, m.; amoah, j.; egala, s.b.(2023) the effect of digital marketing adoption on smes sustainable growth: empirical evidence from ghana. *sustainability*, 15, 4760. <https://doi.org/10.3390/su15064760>

bernd w. wirtz, vincent göttel. (2016). technology acceptance in social media:review, synthesis and directions for future empirical research. *journal of electronic commerce research*, vol 17, no 2.

barney, j. (1991). firm resources and sustained competitive advantage. *journal of management*, 17(1), 99-120.

badan pusat statistik provinsi kalimantan utara. (2018). *potensi usaha mikro kecil provinsi kalimantan utara: sensus ekonomi 2016*.

chandler, g. n., & hanks, s. h. (1994). founder competence, the environment and venture performance. *entrepreneurship theory and practice*, 18(3), 77-98.

chandler, g. n., & jansen, e. (1992). the founder's self-assessed competence and venture performance. *journal of business venturing*, 7(3), 223-236.

chaffey, d., & ellis-chadwick, f. (2019). *digital marketing: strategy, implementation, and practice* (7th ed.). pearson.

chen, x.; zhang, x.-e.; cai, z.; chen, j. the non-linear impact of digitalization on the performance of smes: a hypothesis test based on the digitalization paradox. *systems* 2024, 12, 139. <https://doi.org/10.3390/systems12040139>

danzen bondoc olazo. (2022). measuring the level of digital marketing capabilities, digital marketing strategies and challenges and issues of smes in adopting digital marketing. *journal of marketing advances and practices volume 4, issue 1, 2022 e-issn 2682-8170*.

davis, f. d. (1989). perceived usefulness, perceived ease of use, and user acceptance of information technology. *mis quarterly*, 13(3), 319-340.

debra zahay, lauren labrecque, brooke reavey, mary lou roberts. (2024).digital foundations and strategy.fifth edition. cengage learning. azil.canada.mexico.singapore.united kingdom.united states.



ras, a., malihatul azisah., herlina rasjid., wendy kala tikupadang.,dewi jamin., nanda hidayan sono., rita sarlawa. deddy rakhmad.,maria

septian riasanti mola., kurniatul fil khoirin., marwan effendi.,eka sutrisna.2023. pendidikan kewirausahaan. pt. mafy media literasi indonesia.

frans sudirjo, arief yanto rukmana, hilarius wandan, muhammad lukman hakim. (2023). pengaruh kapabilitas pemasaran, digital marketing dalam meningkatkan kinerja pemasaran umkm di jawa barat. jurnal bisnisan: riset bisnis dan manajemenvol. 5, no. 1 (februari – mei): 55-69.

gao, y. (2010). measuring marketing performance: a review and a framework, the marketing review, 2010, vol. 10, no. 1, pp. 25-40. doi:10.1362/146934710x488924.

ghozali, imam. 2011. “aplikasi analisis multivariate dengan programspss”.semarang: badan penerbit universitas diponegoro.

golan hasan, selina.(2024). the effect of service, social media, and innovation in improving marketing performance on e-commerce products mediated by branding.irjems international research journal of economics and management studies published by eternal scientific publications issn: 2583 – 5238 / volume 3 issue 9 september 2024 / pg. no: 274-281 paper id: irjems-v3i9p130, doi: 10.56472/25835238/irjems-v3i9p130.

hasbullah ashaari,yuhainis mohd yusoff,suranto. (2025). understanding factors influencing the adoption of digital marketing among small businesses: the application of decomposed model of the theory of planned behaviour (tpb). journal of advanced research in applied sciences and engineering technology volume 43, issue 2 134-147.

hela diouani, amel graa, khadidja bechelaghem. (2023). digital marketing adoption factors in algerian small and medium enterprises: a tam approach. management&marketing, volume xxi, issue 1.

hair, j.f., hult, g.t.m., ringle, c.m. and sarstedt, m. (2017) a primer on partial least squares structural equation modeling (pls-sem). 2nd edition, sage publications inc., thousand oaks, ca.

hean tat keh,thi tuyet mai nguyen,hwei ping ng. (2007). the effects of entrepreneurial orientation and marketing information on the performance of smes. journal of business venturing 22. 592–61.

hussein gibreel musa, indah fatmawati, nuryakin nuryakin & m. suyanto.(2024). marketing research trends using technology acceptance model (tam): a comprehensivereview of researches (2002–2022), cogent business & management, 11:1, 2329375, doi:10.1080/23311975.2024.2329375.



i. (2024). examining the impact of entrepreneurial orientation, self-nd perceived business performance on managers' attitudes towards s adoption in hospitality smes. systems, 12, 526. <https://3390/systems12120526>.

katrin forster. (2024). extending the technology acceptance model and empirically testing the conceptualised consumer goods acceptance model. *heliyon* 10 (2024) e27823. <https://doi.org/10.1016/j.heliyon.2024.e27823>

[kim, h.](#) and [hur, d.](#) (2024), "feeling torn? the conflicting effects of market and entrepreneurial orientations on manufacturing smes' innovation performance", *europaean journal of innovation management*, vol. 27 no. 1, pp. 233-262. <https://doi.org/10.1108/ejim-12-2021-0623>

karomi, s., & purwanto, e. (2023). *the influence of the technology acceptance model (tam) theory on spontaneous purchasing decisions on shopee paylater users in sumenep regency. journal missy (management and business strategy)*. doi:10.24929/missy.v5i1.3518

leonard r. dixon, john sebesta. (2025). ai adoption in entrepreneurial firms: the influence of innovativeness, proactiveness, and risk-taking. proceedings of the 58th hawaii international conference on system sciences.

lumpkin, g.t. & dess, g.g. (1996). clarifying the entrepreneurial orientation construct and linking it to performance. *academy of management review*, 21, 135–172.

megel, m.e. and heermann, j.a. (1994) methods of data collection. *plastic surgical nursing*, 14, 109-110. <https://doi.org/10.1097/00006527-199406000-00014>.

mahmood, r., & hanafi, n. (2013). entrepreneurial orientation and business performance of women-owned small and medium enterprises in malaysia: competitive advantage as a mediator. *international journal of business and social science*, 4(1), 82-90.

nasution, m. d. t. p., erlangga, h., & nasution, m. a. (2021). the role of entrepreneurial orientation on e-commerce adoption in smes: evidence from indonesia. *journal of asian finance, economics and business*, 8(2), 555–562.

nyoman darma wibawa, ni made ary widiastini, ni luh wayan sayang telagawathi. (2024). pengaruh inovasi produk dalam memediasi digital marketing terhadap kinerja pemasaran umkm di kabupaten buleleng. *management studies and entrepreneurship journal* vol 5(2) 2024 : 8331-9345

nasdini, yazer. (2012). digital marketing strategies that millennials find appealing, motivating, or just annoying. *journal of strategic marketing*. vol. 19, no.6, pp 489-499.

porter, m. e., & slater, s. f. (1990). the effect of a market orientation on business performance. *journal of marketing*, 54(4), 20-35.



praja, iskandar, rina masruroh, lita santikawati, yasir maulana. (2024). the effect of entrepreneurial orientation and market orientation on marketing

performance through competitive advantage. international journal administration, business & organization, vol. 5 (4). doi: 10.61242/ijabo.24.425.

pinaki mandal, nitin joshi, sheela k. (2016). understanding digital marketing - theories and strategies. international journal of management science and engineering research.

pardi, suharyono, suyadi imam, arifin zainul. (2014). the effect of market orientation and entrepreneurial orientation toward learning orientation, innovation, competitive advantages and marketing performance. european journal of business and management issn 2222-1905 (paper) issn 2222-2839 (online) vol.6, no.21.

pearce, j.a., ii, fritz, p., & davis, p.s. (2010). entrepreneurial orientation and the performance of religious congregations as predicted by rational choice theory. entrepreneurship theory and practice, 34(1), 219–248.

philip kotler and gary armstrong. (2018). principles of marketing, 17th edition, isbn 978-0-13-449251-3, published by pearson education .

philip kotler and kevin lane keller. (2012). marketing management 14. pearson education, inc., publishing as prentice hall, one lake street, upper saddle river, new jersey 07458. isbn 978-0-13-210292-6.

rofikoh rokhim, permata wulandari, iin mayasari. (2018). small medium enterprises technology acceptance model: a conceptual review. international journal of business and society, vol. 19 s4, 689-699.

rogers, e. m. (2003). *diffusion of innovations* (5th ed.). free press.

rauch, a., wiklund, j., lumpkin, g. t., & frese, m. (2009). entrepreneurial orientation and business performance: an assessment of past research and suggestions for the future. *entrepreneurship theory and practice*, 33(3), 761-787.

susanti, e. and astuti, f. (2019) technology acceptance model for digital marketin analysis. doi: 10.5220/0009433700850091 on information system and technology (conrist 2019), pages 85-91 isbn: 978-989-758-453-4.

soetam rizky wicaksono. (2022). teori dasar technology acceptance model. penerbit cv. seribu bintang malang – jawa timur – indonesia.

sudirman, i. d., astuty, e., & aryanto, r. (2025). enhancing digital technology adoption in smes through sustainable resilience strategy: examining the role of entrepreneurial orientation and competencies. journal of small business strategy, 25(1), 97–114. <https://doi.org/10.53703/001c.124907>



choi & christopher williams, (2016). "entrepreneurial orientation and performance: mediating effects of technology and marketing action across firms," industry and innovation, taylor & francis journals, vol. 23(8), 683-693, november.

sugiyono. (2010). metode penelitian pendidikan pendekatan kuantitatif, kualitatif, dan r&d. bandung: alfabeta

taherdoost, h. (2018) a review of technology acceptance and adoption models and theories. *procedia manufacturing*, 22, 960-967. <https://doi.org/10.1016/j.promfg.2018.03.137>.

tornatzky, i. g., & fleischer, m. (1990). *the processes of technological innovation*. lexington books.

taherdoost, h. (2016). sampling methods in research methodology; how to choose a sampling technique for research. *international journal of academic research in management (ijarm)*, 5, 18-27. <https://doi.org/10.2139/ssrn.3205035>.

tiago, m. t. p. m. b., & veríssimo, j. m. c. (2014). digital marketing and social media: why bother? *business horizons*, 57(6), 703-708.

vaibhava desai. (2019). "digital marketing: a review" published in *international journal of trend in scientific research and development (ijtsrd)*, issn: 24566470. 6470, special issue fostering innovation, integration and inclusion through interdisciplinary practices in management, march 2019, pp.196-200, url: <https://www.ijtsrd.com/papers/ijtsrd23100.pdf>.

wang, y., wang, y., & yang, y. (2016). understanding the determinants of mobile commerce acceptance: an empirical study. *journal of computer information systems*, 56(4), 1-10.

yogesh k. dwivedi, et al., (2020). *international journal of information management*, <https://doi.org/10.1016/j.ijinfomgt.2020.102168>

