

## REFERENCES

Loftabadi V. (2018). Entrepreneurial Orientation and Customer Satisfaction in Institutes of Higher Education, Vol 8, No 3, Oct 2018 [347-358]. [https://ijbt.unimap.edu.my/images/stories/Volume%208,%20No.%203,%20Oct%202018/IJBT\\_Vol\\_8\\_Oct\\_2018\\_1\\_347-358.pdf](https://ijbt.unimap.edu.my/images/stories/Volume%208,%20No.%203,%20Oct%202018/IJBT_Vol_8_Oct_2018_1_347-358.pdf)

Khadhraoui, M., Lakhali, L., Plaisent, M., & Bernard, P. (2016). The impact of entrepreneurial orientation on performance and customer satisfaction: The moderator effect of network capabilities. *Journal of Economic Development*, 8, 66-76.

<https://www.researchgate.net/publication/310951512> The Impact of Entrepreneurial Orientation on Performance and Customer Satisfaction The moderator Effect of Network Capabilities/citations

Cuevas-Vargas, H., Escobedo, R., & Parga, N. (2019). Effects of Entrepreneurial Orientation on Business Performance: The Mediating Role of Customer Satisfaction—A Formative-Reflective Model Analysis.

<https://www.researchgate.net/publication/333982678> Effects of Entrepreneurial Orientation on Business Performance The Mediating Role of Customer Satisfaction-A Formative-Reflective Model Analysis

Rezaei, J. and Ortt, R. (2018), Entrepreneurial orientation and firm performance: the mediating role of functional performances, *Management Research Review*, Vol. 41 No. 7, pp. 878-900. <https://doi.org/10.1108/MRR-03-2017-0092>

Musthofa, Sugeng Wahyudi, Naili Farida, Ngatno (2017). Effect of Entrepreneurial Orientation on Business Performance. International Journal of Civil Engineering and Technology, 8(9), 2017, pp. 82–90.  
<http://www.iaeme.com/IJCIET/issues.asp?JType=IJCIET&VType=8&IType=9>

Gautam PR (2016), Entrepreneurial Orientation and Business Performance Of Handycraft Industry: A Study of Nepalese Handicraft Enterprises, Vol.4, No.2, pp.48-63. <http://www.eajournals.org/wp-content/uploads/Entrepreneurial-Orientation-and-Business-Performance-of-Handicraft-Industry1.pdf>

Hayes, A. (2020). What You Should Know About Entrepreneurs. Retrieved from <https://www.investopedia.com/terms/e/entrepreneur.asp>

Rajeev, M. (2020). What Is Customer Satisfaction?. Retrieved from <https://www.freshworks.com/freshcaller-cloud-pbx/call-center-software/customer-satisfaction-definition-blog/>

Cristea, M. (2020). What You Need to Learn About Theories of Customer Satisfaction and Loyalty. Retrieved from <https://business-review.eu/news-ro/what-you-need-to-learn-about-theories-of-customer-satisfaction-and-loyalty-214366>

Qualtrics. (2020). Customer Satisfaction (CSAT) Theory. Retrieved January 24, 2021, from <https://www.qualtrics.com/au/experience-management/customer/customer-satisfaction->

theory/#:~:text=3%20min%20read,measured%20by%20the%20customer's%20expectations.

Brouwer M. (2019). Does customer expectation play a role in customer satisfaction?. Retrieved from <https://www.aq-services.com/customer-expectation-and-customer-satisfaction-the-link-between-the-two/>

Chambers S. (2020). The Importance of Customer Loyalty. Retrieved from <https://www.nicereply.com/blog/the-importance-of-customer-loyalty/>

Wood S. (2018). The Value of Customer Recommendations. Retrieved from <http://spreadablemedia.org/essays/wood/index.html#.YA1pkVUzaM9>

Zaidi, A. (2018). Three Types of Innovation - Product, Process and Business Model, Retrieved from <http://mdi.com.pk/management/2018/05/three-types-innovation/>

Rua, O., França, A., & Ortiz, R. (2017). Entrepreneurial Orientation and Firm Performance, Retrieved from <https://www.intechopen.com/books/entrepreneurship-trends-and-challenges/entrepreneurial-orientation-and-firm-performance>

Sileyew, K. (2019). Research Design and Methodology. Retrieved from <https://www.intechopen.com/books/cyberspace/research-design-and-methodology>

Travis Dixon (2020). Qualitative v Quantitative. Retrieved from <https://www.themantic-education.com/ibpsych/2016/08/29/qualitative-v-quantitative/#:~:text=Quantitative%20research%20often%20tries%20to,to%20be%20reduced%20to%20numbers.>

Leadquizzes(2020). 5 Data Collection Methods for Obtaining Quantitative and Qualitative Data. Retrieved from <https://www.leadquizzes.com/blog/data-collection-methods/>

Octavo, G. (2019). How and When to Collect Observational Data - Atlan: Humans of Data. Retrieved from <https://humansofdata.atlan.com/2018/02/how-when-collect-observational-data/>

Trochim, P. (2020). Levels of Measurement. Retrieved from <https://conjointly.com/kb/levels-of-measurement/>

Stephanie. (2020). Reliability and Validity in Research: Definitions, Examples. Retrieved from <https://www.statisticshowto.com/reliability-validity-definitions-examples/>

Liedke (2020). Likert Scale Definition (+How to Use It, With Examples). Retrieved from <https://wpforms.com/beginners-guide-what-is-a-likert-scale-and-how-to-use-it/>

Bloomenthal, A. (2020). How the Coefficient of Determination Works. Retrieved from <https://www.investopedia.com/terms/c/coefficient-of-determination.asp>

Kenton, W. (2020). Understanding population statistics. Retrieved from <https://www.investopedia.com/terms/p/population.asp>

Kenton, W. (2021). Sample. Retrieved from <https://www.investopedia.com/terms/s/sample.asp>

Probability sampling: Definition, methods and examples. (2020). Retrieved from <https://www.questionpro.com/blog/probability-sampling/>

Livingston, S. A. (2018). Test reliability—Basic concepts (Research Memorandum No. RM-18-01). Princeton, NJ: Educational Testing Service.

Sugiyono. (2016). Metode Penelitian Bisnis : Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D. Bandung: Alfabeta.