

## DAFTAR PUSTAKA

- Ahmad, K., & Zabri, S. M. (2016). The effect of Non-financial Performance Measurement System on Firm Performance. *International Journal of Economics and Financial Issues*, 6(S6).
- Almeida, M. da G. C., & Coelho, A. M. (2017). The Impact of Corporate Reputation in a Dairy Company. *Business and Economics Journal*, 08(04). <https://doi.org/10.4172/2151-6219.1000320>
- Alqershi, N., Ismail, A. I., Abualrejal, H., & Salahudin, S. N. (2020). Competitive Advantage Achievement through Customer Relationship Management Dimensions. *Journal of Distribution Science*, 18(11), 61–67. <https://doi.org/10.15722/jds.18.11.202011.61>
- Andi, S. (2020). Daya Beli Anjlok, Pasrahnya Perekonomian Tanah Air “Mati Suri” Karena COVID-19. In *Akurat.co*. <https://akurat.co/daya-beli-anjlok-pasrahnya-perekonomian-tanah-air-mati-suri-karena-covid-19>
- Andilala, M. E. A., Bachtiar, F. A., & Saputra, M. C. (2017). Analisis Pengaruh Harga, Persepsi Ukuran, Persepsi Reputasi, dan Kualitas Layanan Terhadap Kepercayaan Konsumen Dalam Menggunakan .... *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 2(September 2017), 1638–1647. <http://j-ptiik.ub.ac.id/index.php/j-ptiik/article/download/1542/466>
- Badan Pusat Statistik. (2021). *Berita Resmi Statistik* (pp. 335–358). <https://doi.org/10.1055/s-2008-1040325>
- Bilgin, Y. (2018). The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1). <https://doi.org/10.15295/v6i1.229>
- Binh, L. D., Vo, T. H. G., & Le, K. H. (2017). The impact of electronic word of mouth on brand image and buying decision: An empirical study in Vietnam tourism. *International Journal of Research Studies in Management*, 6(1). <https://doi.org/10.5861/ijrsm.2017.1738>
- Chen, X., Sun, X., Yan, D., & Wen, D. (2020). Perceived sustainability and customer engagement in the online shopping environment: The rational and emotional perspectives. *Sustainability*, 12(7), 1–16.
- Dewi, N. M., & Ekawati, N. W. P. (2017). Peran Keunggulan Eran Keunggulan Bersaing Dalam Memediasi Pengaruh Orientasi Pasar Terhadap Kinerja Pemasaran. *E-Jurnal Manajemen Unud*, 6(9), 4947–4977. <https://media.neliti.com/media/publications/249598-peran-keunggulan-bersaing-dalam-memedias-e0588528.pdf>
- Doorley, J., & Garcia, H. F. (2015). *The Key to Successful Public Relations and Corporate Communication*. Routledge.
- Fauni, A. M., Rusdarti, & Wahyudin, A. (2017). Factors Influencing The Business Performance of SMES Convections in Kudus. *Journal of Economic Education*, 6(2), 124–133.
- Goryacheva, O., & Kalinina, G. (2019). Reputation as a competitive advantage.

- Journal of Interdisciplinary Research*, 9(2), 136.
- Gupta, S., Pansari, A., & Kumar, V. (2017). Global customer engagement. *Journal of International Marketing*, 26(1), 4–29.
- Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). *An updated and expanded assessment of PLS-SEM in information systems research*. Industrial Management & Data Systems.
- Handiyono, M. Y. (2017). Pengaruh Brand Image terhadap Kinerja Perusahaan dengan Customer Loyalty sebagai Variabel Intervening. *Jurnal PETA*, 5(2). <https://doi.org/10.35799/cp.3.1.2010.26689>
- Harimurti, R., & Suryani, T. (2019). the Impact of Total Quality Management on Service Quality, Customer Engagement, and Customer Loyalty in Banking. *Jurnal Manajemen Dan Kewirausahaan*, 21(2), 95–103. <https://doi.org/10.9744/jmk.21.2.95-103>
- Hasby, R., Irawanto, D. W., & Hussein, A. S. (2018). The Effect of Service Quality and Brand Image on Loyalty With Perception of Value As a Mediation Variable. *Jurnal Aplikasi Manajemen*, 16(4), 705–713. <https://doi.org/10.21776/ub.jam.2018.016.04.17>
- He, M., Sha, Z., & Yang, b Y. (2013). An Empirical Study on Impacts of Brand Image of Travel Agencies on Customer Purchase Intentions. *Proceedings of the 2nd International Conference On Systems Engineering and Modeling*, 13. <https://doi.org/10.2991/icsem.2013.70>
- Herman, H., Hady, H., & Arafah, W. (2018). The Influence of Market Orientation and Product Innovation on the Competitive Advantage and Its Implication toward Small and Medium Enterprises (UKM) Performance. *International Journal of Science and Engineering Invention*, 04(19–21), 8–21.
- Hussain, A., Mkpojiogu, E. O. C., Jamaludin, N. H., & Moh, S. T. L. (2017). A usability evaluation of Lazada mobile application. *AIP Conference Proceedings*, 1891(October). <https://doi.org/10.1063/1.5005392>
- Islam, J. U., Shahid, S., Rasool, A., Rahman, Z., Khan, I., & Rather, R. A. (2020). Impact of website attributes on customer engagement in banking: a solicitation of stimulus-organism-response theory. *International Journal of Bank Marketing*, 38(6), 1279–1303. <https://doi.org/10.1108/IJBM-12-2019-0460>
- Jamaludin, M. (2021). The influence of supply chain management on competitive advantage and company performance. *Uncertain Supply Chain Management*, 9(3), 696–704. <https://doi.org/10.5267/j.uscm.2021.4.009>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. Pearson Education.
- Kurniawan, I., Wahab, Z., & Nailis, W. (2016). Pengaruh Brand Image dan Kualitas Produk Terhadap Keputusan Pembelian Produk Pizza Hut Di Kota Palembang. *Jurnal Ilmiah Manajemen Bisnis Dan Terapan*, 13(1), 27–40.
- Lee, K., & Ha, B. C. (2019). The impact of customer engagement on service coordination costs in content service: the mediating effect of customer response profitability. *The International Journal of Social Sciences and Humanities Invention*, 6(11), 5716–5723. <https://doi.org/10.18535/ijsshi/v6i11.06>
- Lembaga Ilmu Pengetahuan Indonesia. (2020). Survei Kinerja UMKM di Masa Pandemi COVID19 | Lembaga Ilmu Pengetahuan Indonesia. In *Lipi* (pp. 11–14).

- <http://lipi.go.id/berita/survei-kinerja-umkm-di-masa-pandemi-covid19/22071>
- Lemeshow, S., & Levy, P. S. (1997). *Sampling of Populations: Methods and Applications* (3rd Editio). Wiley.
- Limanseto, H. (2021). UMKM Menjadi Pilar Penting dalam Perekonomian Indonesia - Kementerian Koordinator Bidang Perekonomian Republik Indonesia. In *Ekon.Go.Id*. <https://ekon.go.id/publikasi/detail/2969/umkm-menjadi-pilar-penting-dalam-perekonomian-indonesia>
- Maemunah, S. (2019). the Effect of Corporate Reputation and Sustainable Innovation Strategy on Business Performance in Automotive Companies. *Business and Entrepreneurial Review*, 18(1), 65. <https://doi.org/10.25105/ber.v18i1.5305>
- Makalew, G. A., Mananeke, L., & Tawas, H. (2016). Analisis Pengaruh Reputasi Merek, Kualitas Layanan, dan Loyalitas Nasabah Terhadap Keunggulan Bersaing (Studi Pada Nasabah Taplus Anak PT Bank Negara Indonesia (PERSERO) Tbk Kantor Cabang Utama Manado. *Emba*, 4(3), 531–544.
- Malinda, O., Dewi, F. G., & Gamayuni, R. R. (2019). The Effect of Incentives and Non-Financial Performance on Managerial Performance. *International Research Journal of Business Studies*, 12(1), 41–54. <https://doi.org/https://doi.org/10.21632/irjbs> Vol.
- Manurung, M. T., Sugiarto, J., & Munas, B. (2016). Membangun Keunggulan Bersaing untuk Meningkatkan Kinerja Bisnis pada Industri Kecil Menengah Tenun Ikat di Troso, Jepara. *Jurnal Bisnis STRATEGI*, 25.
- Mulyono, H. (2016). Brand awareness and brand image of decision making on university. *Jurnal Manajemen Dan Kewirausahaan*, 18(2), 163–173. <https://doi.org/10.9744/jmk.18.2.163>
- Musa, H., Rahim, N. A., Azmi, F. R., Shibghatullah, A. S., & Othman, N. A. (2016). Social Media Marketing and Online Small and Medium Enterprises Performance: Perspective of Malaysian Small and Medium Enterprises. *International Review of Management and Marketing*, 6(7), 1–5.
- Novitasari, H. I. (2016). Pengaruh Supply Chain Management Terhadap Keunggulan Bersaing dan Kinerja Perusahaan (Studi Pada UKM Kerajinan Gerabah Di Kasongan). *Skripsi Fakultas Ekonomi, Universitas Islam Indonesia*. <https://dspace.uin.ac.id/handle/123456789/2848>
- Okhotan, E. A., Dharmayanti, D., & Si, M. (2015). Pengaruh Marketing Capability Terhadap Customer Loyalty Dengan Customer Engagement Dan Competitive Advantage Sebagai Variabel Intervening Pada Indosat Ooredoo Di Surabaya. *Jurnal Strategi Pemasaran*, 9.
- Oktaviani, Y. I., Sihite, M., & Derriawan. (2021). Strategi Kinerja Perusahaan Dipengaruhi Inovasi, Kualitas Produk, Reputasi Perusahaan melalui Keunggulan Bersaing PT. X. *Jurnal Sosial Dan Teknologi (SOS)*, 1(10), 287–298.
- Panda, S., Pandey, S. C., Bennett, A., & Tian, X. (2019). University brand image as competitive advantage: a two-country study. *International Journal of Educational Management*, 33(2), 234–251. <https://doi.org/10.1108/IJEM-12-2017-0374>
- Pradana, D. W. (2017). Budaya Engagement: Pengaruhnya Terhadap Keunggulan Kompetitif Pada Sekolah Swasta Di Semarang. *Ekspektra*, 1, 173–187.

<https://doi.org/10.25139/ekt.v0i0.350>

- Prasetyo, C. A., & Kartikasari, F. (2018). Analisis Kinerja Manajerial dan Keunggulan Bersaing. In *Seminar Nasional Teknologi dan Bisnis 2018 IIB DARMAJAYA*.
- 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>
- Ramadhani, D. A., Titisari, P., & Sayekti, Y. (2017). Penilaian Kinerja Keuangan Dan Non Keuangan Pada Kantor Keluarga Berencana Kabupaten Situbondo. *Bisma*, 11(2), 237. <https://doi.org/10.19184/bisma.v11i2.6318>
- Rinandiyana, L. R., Kurniawati, A., & Kurniawan, D. (2017). Strategi Untuk Menciptakan Keunggulan Bersaing Melalui Pengembangan, Desain, Dan Kualitas Produk (Kasus Pada Industri Pakaian Muslim Di Kota Tasikmalaya). *Jurnal Ekonomi Manajemen*, 2(November), 105–113. <http://jurnal.unsil.ac.id/index.php/jem/article/view/319>
- Roisah, R., Iskandar, I., Mahanka, R., Trijumansyah, A., & Yunita, N. (2019). Upaya Meningkatkan Loyalitas Pelanggan Melalui Customer Relationship Management. *JURNAL ABDIMAS BSI Jurnal Pengabdian Kepada Masyarakat Vol. 2 No. 1 Februari 2019, Hal. 80-88*, 2(1), 80–88.
- Sanjaya, W., Rahyuda, I. K., & Wardana, I. M. (2016). Pengaruh Kualitas Produk dan Reputasi Merek terhadap Kepuasan dan Loyalitas Pelanggan Mie Instan Merek Indomie di Kota Denpasar. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 5(4), 877–904.
- Sarjana, S., & Khayati, N. (2017). *The Role of Reputation For Achieving Competitive Advantage*. 36(Icbmr), 322–334. <https://doi.org/10.2991/icbmr-17.2017.30>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (Issue July). John Wiley & Sons Ltd.
- Setiawati, S. D., Retnasari, M., & Fitriawati, D. (2019). Strategi membangun branding bagi pelaku Usaha Mikro Kecil Menengah. *Jurnal Abdimas BSI*, 2(1), 125–136.
- Shi, Y. (2016). Reputation, Financial Performance, and Industry Competition. *Reputation, Financial Performance, and Industry Competition*, 10(2), 1–16.
- Sihite, M., Sule, E. T., Azis, Y., & Kaltum, U. (2016). Gain Competitive Advantage Through Reputation. *South East Asia Journal of Contemporary Business, Economics and Law*, 10(3), 22–32.
- Slamet, R., Nainggolan, B., Roessobiyatno, R., Ramdani, H., Hendriyanto, A., & Ilma, L. L. (2017). Strategi Pengembangan Ukm Digital Dalam Menghadapi Era Pasar Bebas. *Jurnal Manajemen Indonesia*, 16(2), 136. <https://doi.org/10.25124/jmi.v16i2.319>
- So, K. K. F., King, C., & Sparks, B. (2014). Customer Engagement With Tourism Brands: Scale Development and Validation. *Journal of Hospitality and Tourism Research*, 38(3), 304–329. <https://doi.org/10.1177/1096348012451456>
- Soim, F. M., Suharyono, & Abdillah, Y. (2016). Pengaruh Brand Image terhadap Keputusan Pembelian (Studi pada Pembeli Kartu Perdana simPATI di Booth

- Telkomsel Matos). *Jurnal Administrasi Bisnis*, 35(1), 146–153.
- Stenger, T. (2014). Social media and online reputation management as practice: First steps towards social CRM? *International Journal of Technology and Human Interaction*, 10(4), 49–64. <https://doi.org/10.4018/ijthi.2014100104>
- Suryani, T., Fauzi, A. A., & Nurhadi, M. (2021). Enhancing Brand Image in the Digital Era: Evidence from Small and Medium-sized Enterprises (SMEs) in Indonesia. *Gadjah Mada International Journal of Business*, 23(3), 314–340.
- Susanti, C. E. (2020). The Effect Of Brand Reputation On Brand Loyalty Through Brand Trust On Yoga Tourist Destination In Ubud, Bali, Indonesia. *Journal of Critical Reviews*, 7(8), 1160–1166.
- Tairas, D. R., Rahman Kadir, A., & Mardiana, R. (2016). The Influence of Strategic Leadership and Dynamic Capabilities through Entrepreneurship Strategy and Operational Strategy in Improving the Competitive Advantage of Private Universities in Jakarta, Indonesia. *Scientific Research Journal (SCIRJ)*, IV(II), 8–18. [www.scirj.org](http://www.scirj.org)
- Tambunan, T. T. (2011). Development of Micro, Small and Medium Enterprises and Their Constraints: A Story from Indonesia. *Gadjah Mada International Journal of Business*, 13(1), 21–43.
- Tarigan, E. S., & Septiani, A. (2017). Pengaruh Intellectual Capital Terhadap Kinerja Keuangan Perusahaan Sektor Keuangan Yang Terdaftar Di Bursa Efek Indonesia Tahun 2013-2015. *Pengaruh Intellectual Capital Terhadap Kinerja Keuangan Perusahaan Sektor Keuangan Yang Terdaftar Di Bursa Efek Indonesia Tahun 2013-2015*, 6(3), 693–717.
- Utami, L. R. (2017). Efek Balance Scorecard Terhadap Penentuan Strategi Perusahaan. *Jurnal Bisnis Dan Ekonomi*, 24(1), 62–74. <https://www.unisbank.ac.id/ojs/index.php/fe3/article/view/5564>
- Victoria, A. O. (2021). Hanya 12,5% UMKM di Indonesia yang Kebal dari Pandemi Covid-19. [Katadata.Co.Id. https://katadata.co.id/agustiyanti/finansial/605d9f635fdf7/hanya-12-5-umkm-di-indonesia-yang-kebal-dari-pandemi-covid-19](https://katadata.co.id)
- Wahyuni, N. M., & Sara, I. M. (2020). Market Orientation and Innovation Performance: Mediating Effects of Customer Engagement in SMEs. *Journal of Economics, Business, and Accountancy Ventura*, 23(1), 28–37.
- Walfajri, M. (2017). Ini 6 masalah utama UKM sulit tumbuh. <https://peluangusaha.kontan.co.id/news/ini-6-masalah-utama-ukm-sulit-tumbuh>
- Wijetunge, W. A. (2016). Service Quality, Competitive Advantage and Business Performance in Service Providing SMEs in Sri Lanka. *International Journal of Scientific and Research Publications*, 6(7), 720–728.
- Wiyono, G. (2020). *Merancang Penelitian Bisnis Dengan Alat Analisis SPSS 25 & SmartPLS 3.2.8*. UPP STIM YKPN.
- Wulandari, W., Sari, R. N., & L, A. A. (2017). Pengaruh Supply Chain Management Terhadap Kinerja Perusahaan Melalui Keunggulan Bersaing. *Jurnal Ekonomi*, 21(3), 462–479. <https://doi.org/10.24912/je.v21i3.31>
- Youssef, Y. M. A., Johnston, W. J., AbdelHamid, T. A., Dakrory, M. I., & Seddick, M. G. S. (2018). A Customer Engagement Framework for a B2B Context.

*Journal of Business & Industrial Marketing*, 33(1), 145–152.

Yusrianti, H., Habsari, T. N., & Prukumpai, S. (2016). The Effect of Financial and Non-Financial Variables to Firm Performance: Comparison Between Indonesia and Thailand. *Jurnal Akuntansi Dan Investasi*, 17(2), 118–131. <https://doi.org/10.18196/jai.2016.0049.118-131>

Zahoor, S. Z., Younis, M. I., Qureshi, I. H., & Khan, R. A. (2016). Impact of Social Media Marketing on Brand Equity. *Journal of Current Research*, 8(4), 30046–30055.

ZAID, S., & PATWAYATI, P. (2021). Impact of Customer Experience and Customer Engagement on Satisfaction and Loyalty: A Case Study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 983–992. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0983>

