

Bibliography

- Adams, J. K., & Raeside, R. (2014). *Research Methods for Business and Social Sciences Students*. New Delhi: SAGE Publications India Pvt Ltd.
- Amirudin, R. E. (2012). Penerapan Tujuh Dimensi Pemasaran Dalam Entrepreneur Marketing Di Indonesia. *Jurnal Garuda Vol 1 No. 5*, 1-6.
- Aulia, N. F., & Fitria, S. E. (2019). Analisa Penerapan Entrepreneurial Marketing Dan Dampaknya Pada Kinerja (Studi Pada Umkm Sutra Garut). . *JMM Online Vol. 3 No. 6*, 702-715.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. California: SAGE Publicatio.
- Elfianto. (2016). Inovasi Pengembangan Usaha Mikro Kecil Dan Menengah (Umkm) Dalam Mempercepat Pembangunan Daerah. *Jurnal Ekonomi Vol 7 No. 3*, 1–19.
- Fitria, S. E., & Mushowwiru, A. A. (2019). Pengaruh Entrepreneurial Marketing Terhadap Kinerja Umkm Sentra Kulit Garut Sukaregang . *Jurnal Ilmu Sosial dan Politik Vol. 2 No. 1 2019*, 18-29.
- Ghozali. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gravetter, F. J., & Forzano, L.-A. B. (2017). *Research Methods for the Behavioral Sciences*. Boston: Cengage.
- Halida, S., & Fitria, S. E. (2019). Analisis Entrepreneurial Marketing Pada Koperasi Akar Wangi Usar. *Jurnal Mitra Manajemen Vol 3 No 6*, 653- 663.
- Hamali, S. (2015). The Effect of Entrepreneurial Marketing on Business Performance : Small Garment Industry in Bandung City, Indonesia. *Jurnal Vol 5 No 1*, 24-30.
- Johnson, B. &. (2017). *Education Research: Quantitative, Qualitative, and Mixed Approaches*. United States of America: SAGE Publications.
- Johnson, B., & Christensen, L. (2017). *Education Research: Quantitative, Qualitative, and Mixed Approaches*. United States of America : SAGE Publications.

- Kumar, R. (2011). *Research Methodology: A Step-By-Step Guide For Beginners*. New Delhi: SAGE Publication.
- Kurgun, H., Bagiran, D., & Ozeren, E. &. (2011). Entrepreneurial Marketing-The Interface between Marketing and Entrepreneurship : A Qualitative Research on Boutique Hotels. *European Journal of Social Sciences Vol. 26 No. 3*, 340–357.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing Research: An Applied Approach*. United Kingdom: Pearson Education Limited.
- Martínez-Mesa, J. (2016). Sampling: How To Select Participants In My Research Study ? *Anais Brasileiros De Dermatologia, 91(3)*, 326-330.
- Nishishiba, M., Jones, M., & Kraner, M. (2015). *Research Methods and Statistics for Public and Nonprofit Administrators: A Practical guide*. India: SAGE Publications.
- Nishishiba, M., Jones, M., & Kraner, M. (2015). *Research Methods and Statistics for Public and Nonprofit Administrators: A Practical guide*. India: SAGE Publications, Inc.
- Sadiku-Dushia, N., Dana, L.-P., & Ramadania, V. (2019). Entrepreneurial Marketing Dimensions And Smes Performance. *Journal of Business Research, 86-99*.
- Sasono, Eko; Rahmi, Y. 2014. Manajemn Inovasi Pada Usaha Kecil Menengah Jurnal Stie Semarang, Vol 6, No 3, Edisi Oktober 2014
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill- Building Approach*. United Kingdom:: John Wiley & Sons Ltd.
- Setiyaningrum, A., & Ramawati, Y. (2020). Peran Dimensi-Dimensi Entrepreneurial Marketing Dalam Mendorong Kesuksesan Bisnis Umkm Di Industri Ekonomi Kreatif . *Jurnal Ekonomi Bisnis dan Kewirausahaan (JEBIK) 2020, Vol.9, No.2*, 125-143 .
- Sreejesh, S., Mohapatra, S., & Anusree, M. R. (2014). *Business Research Methods: An Applied Orientation*. India: Springer.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sutanto. (2018). Manajemen Dan Pengembangan Pemasaran Pada Usaha Pt. Indokharisma Agung Sentosa. *Jurnal AGORA Vol.1, No. 3*
- Verma, J. P. (2019). *Statistics and Research Methods in Psychology with Excel*. Singapore: Springer Nature Singapore Pte Ltd.

Yusuf, M. (2014). *Metode Penelitian: Kuantitatif, Kualitatif, dan Penelitian Gabungan*. Jakarta: Kencana.

