

DAFTAR PUSTAKA

- Adhila, F. , F. D. , & I. D. (2014). Petunjuk Praktikum Statistik 2. . Yogyakarta, Universitas Ahmad Dahlan.
- Alhazami, L., & Tobing, R. P. (2023). *Pengaruh Strategi Green Market Orientation dan Green Supply Chain Relationship Quality dalam meningkatkan Green Competitive Advantage* (Vol. 08, Issue 01). <https://doi.org/http://dx.doi.org/10.29040/jie.v8i1.10199>
- Arikunto. (2012). Manajemen Penelitian. *Rineka Cipta*.
- Banerjee, S. B. (2002). *Corporate environmentalism The construct and its measurement*. [https://doi.org/https://doi.org/10.1016/S0148-2963\(00\)00135-1](https://doi.org/https://doi.org/10.1016/S0148-2963(00)00135-1)
- Cantele, S., & Zardini, A. (2018). Is sustainability a competitive advantage for small businesses? An empirical analysis of possible mediators in the sustainability–financial performance relationship. *Journal of Cleaner Production*, 182, 166–176. <https://doi.org/10.1016/j.jclepro.2018.02.016>
- Carbone, V., & Moatti, V. (2011). Towards greener supply chains: An institutional perspective. *International Journal of Logistics Research and Applications*, 14(3), 179–197. <https://doi.org/10.1080/13675567.2011.609160>
- Chen, Y. S. (2011). Green organizational identity: Sources and consequence. *Management Decision*, 49(3), 384–404. <https://doi.org/10.1108/00251741111120761>
- Chen, Y. S., & Chang, C. H. (2013). Enhance environmental commitments and green intangible assets toward green competitive advantages: An analysis of structural equation modeling (SEM). *Quality and Quantity*, 47(1), 529–543. <https://doi.org/10.1007/s11135-011-9535-9>
- Chen, Y., Tang, G., Jin, J., Li, J., & Paillé, P. (2015). Linking Market Orientation and Environmental Performance: The Influence of Environmental Strategy, Employee's Environmental Involvement, and Environmental Product Quality.

- Journal of Business Ethics*, 127(2), 479–500. <https://doi.org/10.1007/s10551-014-2059-1>
- Cheng, C. C., & Krumwiede, D. (2012). The role of service innovation in the market orientation - New service performance linkage. *Technovation*, 32(7–8), 487–497. <https://doi.org/10.1016/j.technovation.2012.03.006>
- Chopra, S. , & M. p. (2004). (2004). *supply chain management: strategy, planning, and operation,*.
- Cohen, W. M., & Levinthal, D. A. (1990). Absorptive Capacity: A New Perspective on Learning and Innovation. In *Source: Administrative Science Quarterly* (Vol. 35, Issue 1). <https://doi.org/https://doi.org/10.2307/2393553>
- Cooper, D. , & E. C. (1996). Metode Penelitian Bisnis. . *Penerbit Erlangga* .
- Delmas, M., Hoffmann, V. H., & Kuss, M. (2011). Under the tip of the iceberg: Absorptive capacity, environmental strategy, and competitive advantage. *Business and Society*, 50(1), 116–154. <https://doi.org/10.1177/0007650310394400>
- Elliot, S. (2011). Transdisciplinary Perspectives on Environmental Sustainability: A Resource Base and Framework for IT-Enabled Business Transformation. In *Source: MIS Quarterly* (Vol. 35, Issue 1). <https://doi.org/https://doi.org/10.2307/23043495>
- Ghozali, I. (2011). (2011). Aplikasi Analisis Multivariate Dengan Program SPSS. . *Semarang: Universitas Diponegoro*.
- Green, K. W., Toms, L. C., & Clark, J. (2015). Impact of market orientation on environmental sustainability strategy. *Management Research Review*, 38(2), 217–238. <https://doi.org/10.1108/MRR-10-2013-0240>
- Hall, J. (2011). *Environmental Supply Chain Innovation*. www.frankenfoods.com
- Hansmann, K. W. , C. K. (2001),. (2001). “Environmental management policies”, J. (Eds), *Green Manufacturing and Operations: from Design to Delivery and*

- Back,. *Greenleaf Publishing, Sheffield, Pp.192-204.*
- Hart, S. L. (1995). A Natural-Resource-Based View of the Firm. In *Source: The Academy of Management Review* (Vol. 20, Issue 4).
- Huang, C. L., & Kung, F. H. (2011). Environmental consciousness and intellectual capital management: Evidence from Taiwan's manufacturing industry. *Management Decision*, 49(9), 1405–1425.
<https://doi.org/10.1108/00251741111173916>
- Jaworski, B. J., & Kohli, A. K. (1993). Market Orientation: Antecedents and Consequences. In *Source: Journal of Marketing* (Vol. 57, Issue 3).
<https://doi.org/https://doi.org/10.1177/002224299305700304>
- Jogiyanto. (2004). *The Fortune at the Bottom of the Pyramid*.
- Kamal, E. M., & Flanagan, R. (2012). Understanding absorptive capacity in Malaysian small and medium sized (SME) construction companies. *Journal of Engineering, Design and Technology*, 10(2), 180–198.
<https://doi.org/10.1108/17260531211241176>
- Kumar, V., Jones, E., Venkatesan, R., Leone, R. P., Jones Is Dean,) Eli, Ourso, E. J., Leone, P., Vaughn, J., Wilson Chair, E. H., Blair, E., Bolton, R., Brown, S., Chonko, L., Krishna-Murthy, P., Slater, S., & Stewart, D. (2011). (electronic) Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing? *Journal of Marketing*, 75, 16–30.
<https://doi.org/https://doi.org/10.1509/jm.75.1.16>
- Lau, A. K. W., & Lo, W. (2015). Regional innovation system, absorptive capacity and innovation performance: An empirical study. *Technological Forecasting and Social Change*, 92, 99–114. <https://doi.org/10.1016/j.techfore.2014.11.005>
- Li, S., Ragu-Nathan, B., Ragu-Nathan, T. S., & Subba Rao, S. (2006). The impact of supply chain management practices on competitive advantage and organizational performance. *Omega*, 34(2), 107–124.
<https://doi.org/10.1016/j.omega.2004.08.002>

- Lichtenthaler, U. (2009). Absorptive Capacity, Environmental Turbulence, and the Complementarity of Organizational Learning Processes. In *Source: The Academy of Management Journal* (Vol. 52, Issue 4). <https://www.jstor.org/stable/40390318>
- Lin, C. Y., & Ho, Y. H. (2010). The influences of environmental uncertainty on corporate green behavior: An empirical study with small and medium-size enterprises. *Social Behavior and Personality*, 38(5), 691–696. <https://doi.org/10.2224/sbp.2010.38.5.691>
- Lin, Y. H., Kulangara, N., Foster, K., & Shang, J. (2020). Improving green market orientation, green supply chain relationship quality, and green absorptive capacity to enhance green competitive advantage in the green supply chain. *Sustainability (Switzerland)*, 12(18), 1–22. <https://doi.org/10.3390/su12187251>
- Lis, A., & Sudolska, A. (2015). *Absorptive Capacity and Its Role for the Company Growth and Competitive Advantage: The Case of Frauenthal Automotive Toruń Company*. <http://ssrn.com/abstract=2781069>
- Liu, H., Ke, W., Wei, K. K., Gu, J., & Chen, H. (2010). The role of institutional pressures and organizational culture in the firm's intention to adopt internet-enabled supply chain management systems. *Journal of Operations Management*, 28(5), 372–384. <https://doi.org/10.1016/j.jom.2009.11.010>
- Long. (1983). Confirmatory Factor Analysis: A Preface to LISREL. *SAGE Publications*.
- Ottman, J. (2011). (2011). *The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding* . <https://doi.org/https://doi.org/10.4324/9781351278683>
- Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*, 8(4), 357–370. <https://doi.org/10.1108/13522750510619733>
- Porter. (1985). Competitive Advantage. *Porter*.

- 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. <https://doi.org/10.1111/j.1540-6520.2009.00308.x>
- Rehman, M. A. A., & Shrivastava, R. L. (2011). An innovative approach to evaluate green supply chain management (GSCM) drivers by using interpretive structural modeling (ISM). *International Journal of Innovation and Technology Management*, 8(2), 315–336. <https://doi.org/10.1142/S0219877011002453>
- Slater, S. F., & Narver, J. C. (1995). Market Orientation and the Learning. In *Source: Journal of Marketing* (Vol. 59, Issue 3). <https://doi.org/https://doi.org/10.2307/1252120>
- Sugiyono. (2019). Metode Penelitian Kuantitatif Kualitatif dan R&D. *Bandung : Alfabeta.*
- Waskito, J., & Harsono, M. (2012). Jurnal Dinamika Manajemen. In *JDM* (Vol. 3, Issue 1). <http://journal.unnes.ac.id/nju/index.php/jdm>
- Zacharia, Z. G., Nix, N. W., & Lusch, R. F. (2011). Capabilities that enhance outcomes of an episodic supply chain collaboration. *Journal of Operations Management*, 29(6), 591–603. <https://doi.org/10.1016/j.jom.2011.02.001>
- Zahra, S. A., George, G., Barr, P., Floyd, S., Hitt, M., & Lubatkin, M. (2002). ABSORPTIVE CAPACITY: A REVIEW, RECONCEPTUALIZATION, AND EXTENSION. In *Academy of Management Review* (Vol. 27, Issue 2). <https://doi.org/https://doi.org/10.2307/4134351>
- Zhou, K. Z., Brown, J. R., & Dev, C. S. (2009). Market orientation, competitive advantage, and performance: A demand-based perspective. *Journal of Business Research*, 62(11), 1063–1070. <https://doi.org/10.1016/j.jbusres.2008.10.001>