Research Article

The Influence Of Product Innovation And Export Performance In Sme Furniture Industry In Jepara Regency Indonesia

Samsul Arifin[1], Mohamad Rifqy Roosdani[2]

Faculty of Economics and Business, Nahdlatul Ulama Islamic University, Jepara, Indonesia
Faculty of Economics and Business, Nahdlatul Ulama Islamic University, Jepara, Indonesia
[1]samsul@unisnu.ac.id,[2] rr@unisnu.ac.id

Article History: Received: 11 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 10 May 2021

Abstract: The purpose of this study is to analyze the influence of product innovation and export performance in SME furniture industry in Jepara regency, Indonesia. This research uses a quantitative research approach. The population was 307 SME furniture industries in Jepara. Data collection consists of two types, namely primary data and secondary data. The primary data was a questionnaire submitted by 174 respondents. Secondary data was obtained from BPS Jepara Regency and Jepara Regency Industry and Trade Office, in the form of Jepara Furniture SME (structural equation models) export volume in 2012-2016 and Jepara furniture exporters' data in 2016. Data analysis techniques are descriptive statistics in which the respondents' profiles are presented in terms of frequency and percentage and inferential statistics**.** Descriptive statistics of the research variables was presented in the form of mean, theoretical and actual ranges, mean, and standard deviation. Meanwhile, interval data are presented in the form of mean and standard deviation. The result shows that product innovation and export performance as variables affects significantly to SME furniture industry in Jepara. The results showed that indicator involved in product design has the highest loading factor of 0,803. It has the highest contribution in product design to form innovation product variable following market trend. The highest indicator for export performance is profit growth factor loading of 0.837. This indicator contributes the most in shaping the export performance variable.

Keywords: SME furniture industry, product innovation, export performance

1. Introduction

Innovation is the activity of generating new combinations through developing new unknown products, introducing new methods of production, exploiting new markets that have never been entered, discovering new resources, and implementing new ways of running a company (Coyne & P, 2006). The company's activities create new opportunities for increased production that have an impact on economic growth. It is a complex activity and requires network building that involves many people, both inside and outside the company. Innovation enables companies to create products that are more valuable, rare, inimitable and distinguishable from competitors (Calantone, Cavusgil, & Zhao, Learning orientation, firm innovation capability, and firm performance, 2002).

Innovative ability provides a unique competitive advantage for companies to improve product, production processes with problem-solving techniques faced in the world (Coff, 1999) (Kafouros, 2008). This refers to the National Medium Term Development Plan (RPJMN) 2015-2019 as a provision of economic policy for the creative industry (which includes the handicraft industry) to facilitate creative people in the chain of value creation, production, distribution and conservation. The handicraft sector has a strategy of expanding both the export market and the domestic market by aggressively increasing the high-volume economy. Indonesian handicraft which is well-known throughout the world is furniture as a superior product from several regions in Indonesia. A number of areas such as Jepara, Surakarta, Cirebon are the three largest centers of the furniture industry in Indonesia.

Innovation is the company's ability to leave old habits behind, and the courage to try something new that they have never done before. The ability of ideas is defined into new products, processes or services, to achieve high profits and increase market share (Man, 2009). Innovation is often used to measure the level of novelty, which is related to the answer to the question what is new, how new and new to whom (Calantone, Learning Orientation, Firm Innovation Capability, and Firm Performance, 2002). The power of innovation is the ability a company must have to develop its products continuously, take advantage of new resources, accept new ideas, and understand how the business works (Ellonen & Blomqvist, 2008). Innovation power is categorized into four dimensions, namely product innovation power, process innovation power, behavioral innovation power and strategic innovation power. The four or innovation power is a benchmark for the success of developing innovation power with technology-based small industries. Product innovation provides opportunities for companies to dominate the market. The power of product innovation is often associated with the perception of

newness, authenticity, or uniqueness of the product. This newness perception is characterized by the presence of new product benefits, features, attributes and functions whose benefits can be felt by consumers.The power of behavioral innovation is required to create product innovation. Therefore, a company must have ability to accept differences in the way each individual employee works.Process innovation power is also required to try new methods as opportunities to dominate market share. In this case, the company is challenged to take a risk, called strategic innovation power.

According to Matopoulosi and Vlachopoulou, innovation is categorized into two, they are manufacture innovation and end-user innovation (Matopoulos & Vlachopoulou, 2008). Manufacturing innovation occurs when a company develops innovation activities to sell to other parties, whereas end-user innovation is a company action to develop innovations because the products produced do not fit market needs. Regardless of the type of innovation developed by the company, the company must pay attention to seven things that can cause innovation to fail or succeed, namely condition capable of driving the innovation process, differences in perception and reality, needs that support innovation process, changes in industrial structure, demographic change, changes in people's perception, the development of science and technology (Drucker, 2002). Therefore, innovation is a must-need to elevate a product including design, color tones, quality, style, and partner involvement.

The question that is often asked is where innovation should start because it is not easy to get ideas. In other words, innovation is a key mechanism for corporate success in a dynamic environment (Hurley & Hult, 1998). Therefore, companies are required to be able to create new thoughts, new ideas, and offer innovative products that are unique and different from competitors. There two concepts of innovation, namely power and activity. Innovation of power is the company's ability to accept new things. Innovation can be said to be a company culture, because this innovation can be seen from the attitude of a company towards an innovation. Meanwhile, innovation activity is the company's ability to use or implement new ideas, processes or products successfully.

Export activities are categorized as innovation of activities, which is not only about how to sell the company's products abroad but are also followed by adjustments to products, prices or promotional materials in international markets (Keegan, 2002). Furniture exporters as export-oriented Small and Medium Enterprises (SMEs) have an economic role in contributing to a country's national products by providing goods or services and contributing to export performance. SMEs have the potential to create jobs, improve the quality of human resources, increase purchasing power and encourage productive activities. The potential of these SMEs must be maintained for business sustainability and regional economic improvement. The improvement of the regional economy has a very big role for the welfare of the community. Improved SME export performance creates more market and employment opportunities for welfare.

Furthermore, export performance is classified into two categories, namely direct exporters and indirect exporters. Export producer SMEs produce export products and sell them directly to overseas buyers or importers. Meanwhile, indirect exporting SMEs are SMEs producing export products that carry out export activities indirectly with buyers, namely through export trade agents or domestic exporters. Export performance of products is defined based on two perspectives, namely the ability of the product to meet predetermined specifications and the ability of the product to meet consumer expectations (Singh & Mahmood, 2014). The company relies on the added value of products that consumers perceive as product performance. In this case, the company is guided by the product performance determined by the consumer, not by the specifications set by the company. The product performance produced by the company can be measured based on financial (profitability, value and sales volume) and non-financial (the product's ability to respond to consumer needs).

Furniture industry both small and medium industries use non-financial measures for product performance (Gima & Murray, 2007). The ever-increasing price of furniture products causes non-financial measures to hide product failures in market penetration and thwart companies' tracking for innovation. Therefore, Gima and Murray develop non-financial measures of product performance for small industries into four things, they are the quality of the company's products is higher than competitors, the quality of the company's products is not inferior to competitors, the company's products are perceived as reliable by consumers, and the company's products are perceived to be better than competitors' products by consumers.

This non-financial measure for product performance developed by Gima and Murray actually complements the non-financial measure of product performance developed by Politis (2003). Politis states that a successful product is a product that has the ability to earn profits and is able to penetrate the market (Politis, 2003). This success is only measured by non-financial measures, namely the product's ability to increase sales, the product's ability to increase the number of consumers, the product's ability to increase profits, the product's ability to

expand the market. If the performance measures of Gima and Murray and Politis are synergized, then this measure will be very suitable to be developed to measure the performance of small and medium industrial products. This measure of product performance is not only able to describe the company's innovation efforts, but also the product's ability to penetrate the market, namely the product's ability to increase sales because it is superior to competitors, the product's ability to increase the number of consumers because of its uniqueness, the product's ability to expand the market according to customer needs, the product's ability to increase profits because it is classic and elegant.

Basically, export performance assessment is a key factor in developing a company effectively and efficiently. Export performance can be measured at different levels based on product, export business, or company level (Leonidou, Katsikeas, & Samiee, 2002). This study examines export performance at the company level (Oliveira, Cadogan, & Souchon, 2012). Theory at intra-firm level may be developed with performance data from multiple export ventures for theory testing purposes. In this case, exporters must build high-level partnerships with their overseas distributors because cooperation makes a positive contribution to the company's export performance (Racela & Thoumrungroje, 2014). There are 2 types of networks in business, namely vertical networks and horizontal networks (Gellynck & Kühne, 2010). Vertical networks can be defined as networks between individuals or divisions within an organization or institution, including one of which is the resource of suppliers, wholesalers and retailers and end consumers. Horizontal networks are networks that have an equal character or position even including competitors for the development and / or innovation of new products.

The relationship between partnership and performance matters regardless of the context in which it is performed (Obadia, 2008). Alves dan Alves (2015) in his research found that there is a positive relationship between trust, commitment and partnership, likewise, it is confirmed that there is also a positive relationship between partnership and export performance (Alves & Alves, 2015). Cooperation can be an alternative formal management mechanism that is exclusive and time-consuming search for new foreign representatives becomes a source that supports above average performance with three criteria, namely (1) valuable: buyers are willing to buy output capability at a price much higher than the price , (2) rare: the buyer can not return to a competitor with the same resource or substitution, (3) unmatched: difficult for competitors to imitate or acquire resources (Combs & Ketchen, 1999).

Export intensity or the ratio of export sales to total sales is suggested as an effective measure of export performance. The higher the company involved in the international market, the greater the proportion of successful sales (Aaby & Slater, 1989). This study hypothesizes the relationship between technological capability and export performance in three steps: export intensity; export growth; and export diversity. Firms with higher productivity are more likely to export, exporting more than their output. Cooper and Kleinschmidt (1985) stressed that technological capability is a company method in terms of R&D intensity and superiority of technology products that are closely related to export growth (Cooper & Kleinschmidt, 1985).

Innovation concerns a variety of issues including organizational processes, activities, knowledge and capabilities. A more dynamic industrial environment supports innovation capabilities and has an impact on company business performance (Samsir, Hadiwidjojo, Thoyib, & Surachman, 2013). Product innovation has a positive effect on marketing performance. Najib and Kiminami (2011) Product innovation has a significant positive effect on business performance in the food processing industry (Najib & Kiminami, 2011). It is stated that product innovation has a significant positive effect on business performance in the food processing industry. This positive effect is also happening on the manufacture processing industry.

Based on these descriptions, this study examines and analyzes the influence of product innovation and export performance in SME furniture industry in Jepara regency Indonesia.

2. Method

The research design in this study aims to make targets to be achieved. This study uses a quantitative research approach by testing theory, building facts, showing the relationship between variables, providing statistical descriptions, estimating and predicting the results. This study is to examine the effect of product innovation on partnerships, trust in partnerships, technology capabilities on partnerships, trust in export performance, partnerships on export performance, technology capabilities on export performance and product innovation affects export performance in the export furniture industry in Jepara Regency held on August 2017 until February 2018.

The population in this study was 307 furniture companies in Jepara which are exporters in the international furniture trade market, Data Disperindag Jepara (2016). The formula of Slovin (Sevilla, 2007) used to collect population sampling is as follows (Supriyanto & Iswandiri, 2017):

$$n = \frac{N}{1 + N\varepsilon^2} = \frac{307}{1 + (307 * [0,05])^2} = 173,69 = 174.$$

The data sample needs here is 174 companies with some criteria of respondents, namely owner or director of the company with minimum high school education level.

The sample size plays an important role in the estimation and interpretation of SEM results (Hair, Black, & Babin, 2010). The use of SEM requires a relatively large sample size so that the results obtained have sufficient credibility (trustworthy results). For the Maximum Likelihood Estimation (MLE) method, the sample size that can provide valid results for estimating and interpreting SEM results is between 100 and 200. If the SEM result reaches 200 it is considered a "critical sample size". Furthermore, Santoso (2007) states that the SEM model with the number of latent variables up to five, and for each of these latent variables there are three or more indicators with a sample size of 100 to 150 data is considered adequate (Ghozali, 2011).

The variable used in this study is export performance and product innovation. Variable of product innovation used is combination to new furniture product and market characteristics. The indicators refer to the research gained from (Avlonitis & Salavou, 2007), (Najib & Kiminami, 2011), and (Michalski, M, & Botella, 2014). The indicators used are:

IP1= new product modification (Najib, 2011)
IP2= production process improvement (Najib, 2011)
IP3= Partners involved in product design (Michalski, 2014).
IP4= Information related to customer needs (Michalski, 2014).
IP5= Communication for new product development (Avlonitis dan Salavou 2007)
IP6 = unique features (Avlonitis dan Salavou 2007)

The research instruments were distributed to 30 furniture managers with two stages, namely conducting pre-test given to furniture owners in Jepara. Then, it was continued to pilot studies to asses whether the questionnaires could be whether the questions in the questionnaire can be understood by respondents and can be easily answered (Morgan & Hunt, 1994). Respondents were collected by conducting a pilot test / study among the following three groups of people, namely colleagues / colleagues, potential respondents and data users (Bolderston, 2012). The second step was conducted by sending questionnaires to respondents by direct delivery.

The first step survey instrument was tested to see the validity of the face. Furthermore, testing the validity of the statement instrument at the questionnaire trial stage was carried out on 30 respondents by means of bivariate correlation between each score of the indicator items with the total score of the latent variables using the significance level $\alpha = 5\%$. The validity of each indicator item is shown in the Cronbach Alpha output display in the Corrected Item-Total Correlation column. Testing is done by comparing the calculated r value in the Corrected Item-Total Correlation column with the r-table value. If r-count is greater than r-table and is positive, it is declared valid (Ghozali, 2011).

Reliability testing at the questionnaire trial stage was carried out through a one-shot measurement process, namely the measurement was carried out only once and then the results were compared with other statements or measuring the correlation between the answers to statements. The reliability test was carried out with the Cronbach Alpha (α) statistical test, which means that a construct or variable is called reliable if it gives a Cronbach Alpha value above 0.70 (Ghozali, 2011) (Anik, 2015).

Discussion

Furniture Industries in Jepara

The existence of carved furniture cannot be separated from the existence of carved furniture craftsmen in Jepara. From time to time, craftsmen in Jepara have experienced an increase in quantity and quality and have developed into an international market since the 1990s. The role of the furniture carving industry sector can be seen in the absorption of labor in 2001, as many as 85,250 workers were absorbed in furniture. The number of registered business units reached 3,593 and around 15,000 home industry activities based on carved furniture which then developed in various types of processed wood industries. The export of furniture and furniture from Jepara has reached 114 destination countries in 5 continents with an export value of Rp. 2.4 trillion in 2016. The

furniture industry in Jepara is not only to meet the needs of the domestic market, but also to serve the international market.

The 10 largest export destination countries for furniture from Jepara (in USD) in 2017 can be shown in table 5 as follows:

Table 5
Top Ten Export Destination Countries from Jepara

No	Countries	Nominal (USD)
1	United States Of America	13.522.405,63
2	Belgium	10.076.631,50
3	Republic Of Korea	9.183.291,06
4	United Kingdom	8.486.450,45
5	Australia	7.413.225,60
6	Netherlands	7.195.387,28
7	France	6.184.881,15
8	Germany	4.920.971,05
9	Taiwan, Republic Of China	4.736.784,86
10	China	3.886.158,28

(Disperindag Jepara regency, 2017)

By this reality, the Jepara Regency Government is quite optimistic that the Jepara MSME sector can compete in the implementation of the AEC (Asean Economic Community), especially from the group of wood furniture, carving, and furniture products. The local government continues to facilitate entrepreneurs in various exhibition events of regional, national and international.

Validity and realibility indicators refer to six product innovation variables, namely new product modifications with factor loading of 0.720, production process improvement with factor loading of 0.794, partners involved in product design with factor loading of 0.803, information related to customer desires with factor loading of 0.781, communication of new product development with factor loading of 0.705, presentation of unique features with factor loading of 0.755. From the six indicators, partner indicator involved in product design has the highest loading factor of 0,803. It means it has the highest contribution in product design to form innovation product variable following market trend. Whereas, the six indicators that forms the export performance variable are sales growth with factor loading 0.771, market share growth with factor loading 0.727, profit growth with factor loading 0.837, sales volume with factor loading 0.717, company satisfaction on export performance with factor loading 0.757, and expectations on export performance with factor loading 0.829. Thus, from the six indicators, it is known that the profit growth indicator is the indicator with the largest factor loading (factor loading 0.837). Thus it can be stated that the profit growth indicator is the indicator that contributes the most in shaping the export performance variable.

The effect of product innovation on export performance was based on the results of testing the hypothesis that product innovation has a positive and significant effect on export performance. Thus it can be stated that product innovation has a positive and significant effect on export performance. The better the product innovation, the higher the export performance; conversely, the less good the product innovation, the lower the export performance. The results of the calculation of the direct effect of product innovation on export performance showed 22.9%. Meanwhile, the indirect effect of product innovation on export performance through partnerships was 5.8%. Thus the effect of total product innovation on export performance was 28.7%. By these results, efforts to increase product innovation are carried out by modifying new products by export furniture SMEs, namely by adding ornaments to existing products, modifying furniture products with iron and aluminum, and wood tables and chairs are considered only as an identity. Improvement of the production process is carried out by rearranging the layout of the furniture production process, where finished goods are separated by processes. In fact, so far, finished goods are still mixed with processes so that the products to be shipped are not clean. Information related to customer desires. Efforts that have been made are through internal communication with buyers and the delivery of new product information via the Web or social media. In addition, SMEs utilize waste products into unique products and have high selling value.

Product innovation which needs to be developed in Jepara export furniture SMEs is through technological competence by product experts. From the results of this study, it can be taken for granted that the export performance achieved by export furniture SMEs in Jepara is in the high category due to the innovation of products of the medium-scale furniture industry in Jepara which is also in the high category. Increasing product innovation requires knowledge management of competitors so that the results of descriptive analysis show that the index value for competitor knowledge management is still lacking. The existence of knowledge transfer in Jepara export furniture SMEs can be traced through the transfer of appropriate technology knowledge, which is carried out by sharing experiences and direct practices. This transfer of appropriate technology is accompanied by a transfer of knowledge, namely knowledge of consumer perceptions and consumer satisfaction through testimony.

3. Conclusion

Product innovation and export performance affected SMEs furniture industry development in Jepara. The six product innovation variables affected are new product modifications with factor loading of 0.720, production process improvement with factor loading of 0.794, partners involved in product design with factor loading of 0.803, information related to customer desires with factor loading of 0.781, communication of new product development with factor loading of 0.705, and presentation of unique features with factor loading of 0.755. The indicator involved in product design has the highest loading factor of 0,803. It has the highest contribution in product design to form innovation product variable following market trend. Whereas, the six indicators that forms the export performance variable are sales growth with factor loading 0.771, market share growth with factor loading 0.727, profit growth with factor loading 0.837, sales volume with factor loading 0.717, company satisfaction on export performance with factor loading 0.757, and expectations on export performance with factor loading 0.829. The highest indicator is profit growth factor loading of 0.837. Thus it can be stated that the profit growth indicator is the indicator that contributes the most in shaping the export performance variable.

References

1. Aaby, N.-E., & Slater, S. F. (1989). Management Influences on Export Performance: A Review of the Empirical Literature 1978-88. Management Influences on Export Performance: A Review, 7-26.
2. Alves, J., & Alves, J. (2015). Production management model integrating the principles of lean manufacturing and sustainability supported by the cultural transformation of a company. International Journal of Production Research, 1-15.
3. Anik, M. (2015). Strategi Operasi dan Keunggulan Bersaing untuk Meningkatkan Kinerja Perusahaan. Jurnal Bisnis Strategi, 24(1), 11-25.
4. Avlonitis, G. J., & Salavou, H. E. (2007). Enterpreneural Orientation of SMEs, Product Innovativeness, and Performance. Journal of Business Research, 566-575.
5. Bolderston, A. (2012). Conducting a Research Interview. Journal of Medical Imaging and Radiation Sciences, 66-76.
6. Calantone, R. J. (2002, September 6). Learning Orientation, Firm Innovation Capability, and Firm Performance. Industrial Marketing Management, 31(6), 515-524.
7. Calantone, R. J., Cavusgil, S. T., & Zhao, Y. (2002). Learning orientation, firm innovation capability, and firm performance. Industrial Marketing Management, 515-524.
8. Coff, R. (1999). When Competitive Advantage Doesn't Lead to Performance: The Resource-Based View and Stakeholder Bargaining Power. (March-April, Ed.) Organization Science , 10(2), 119-133.
9. Combs, J. G., & Ketchen, D. J. (1999). Explaining interfirm cooperation and performance: toward a reconciliation of predictions from the resource-based view and organizational economics. Strategic Management Journal, 20(9), 867-888.
10. Cooper, R., & Kleinschmidt, E. J. (1985). The Impact of Export Strategy on Export Sales Performance. Journal of International Business Studies, 16(1), 37-55.
11. Coyne, C., & P, B. (2006, March). Economics and Happiness Research: Insights from Austrian and Public Choice Economics. 1-11.
12. Drucker, P. F. (2002). The Discipline of Innovation. Harvard Business Review, 80(8), 95-100, 102, 148.
13. Ellonen, R., & Blomqvist, K. (2008). The Role of Trust in Organisational Innovativeness; Puumalainen, Kaisu. European Journal of Innovation Management, 11(2), 160-181.
14. Gellynck, X., & Kühne, B. (2010). Horizontal and Vertical Networks for Innovation in The Traditional Food Sector. International Journal on Food System Dynamics, 123-132.

15. Ghozali, I. (2011). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 19. Semarang: Badan Penerbit Universitas Diponegoro.
16. Gima, K. A., & Murray, J. Y. (2007). Exploratory and Exploitative Learning in New Product Development: A Social Capital Perspective on New Technology Ventures in China. Journal of International Marketing, 15(2), 1-29.
17. Hair, J. F., Black, W. C., & Babin, B. J. (2010). Multivariate Data Analysis (7th edition). New Jersey: Upper-Saddle River-Prentice Hall.
18. Hurley, R. S., & Hult. (1998, July 1). Innovation, Market Orientation, and Organizational Learning: An Integration and Empirical Examination. Journal of Marketing, 62(3), 42-54.
19. Kafouros, M. B. (2008). The role of internationalization in explaining innovation performance. Technovation, 63-74.
20. Keegan, A. E. (2002, August). The Management of Innovation in Project-Based Firms. Long Range Planning ·, 35(4), 367-388.
21. Leonidou, L. C., Katsikeas, C. S., & Samiee, S. (2002). Marketing strategy determinants of export performance: a meta-analysis. Journal of Business Reserarch, 51-67.
22. Man, M. M. (2009). The Relationship between Distinctive Capabilities, Strategy Types, Environment and the Export Performance of Small and Medium-Sized Enterprises of the Malaysian Manufacturing Sector. Management, 4(3), 205-223.
23. Matopoulos, A., & Vlachopoulou, M. (2008). Identifying Innovation Strategies: Insights from the Greek Food Industry. Paper prepared for presentation at the 110th EAAE Seminar 'System Dynamics and Innovation in Food Networks' Innsbruck-Igls, 451-462.
24. Michalski, M., M, Y. K., & Botella, J. L. (2014). Trust and it Innovation in Asymmetric Environments of the Supply Chain Management Process. Journal of Computer Information Systems, 54(3), 10-24.
25. Morgan, R. N., & Hunt, S. 1.-3. (1994). The Commitment-Trust Theory Of Relationship Marketing. Journal of Marketing, 58, 20-38.
26. Najib, M., & Kiminami, A. (2011, June). Innovation, cooperation and business performance: Some evidence from Indonesian small food processing cluster. Journal of Agribusiness in Developing and Emerging Economies, 1(1), 75-96.
27. Obadia, C. (2008). Cross-border interfirm cooperation: The influence of the performance context. International Marketing Review, 25(6), 634-650.
28. Oliveira, J. S., Cadogan, J. W., & Souchon, A. L. (2012). Level of Analysis in Export Performance Research. International Marketing Review ·, 29(1), 1-29.
29. Politis, J. (2003). The connection between trust and knowledge management: What are its implications for team performance. Journal of Knowledge Management, 7(5), 55-66.
30. Racela, O. C., & Thoumrungroje, A. (2014). EXPORT MARKET ORIENTATION, INTERFIRMCOMMUNICATION, INTERFIRM COOPERATION AND EXPORT PERFORMANCE. INTERNATIONAL JOURNAL OF MANAGEMENT AND MARKETING RESEARCH, 7(1), 1-14.
31. Samsir, Hadiwidjojo, D., Thoyib, A., & Surachman. (2013). Samsir, Djumilah Hadiwidjojo, Armanu Thoyib ,Surachman. IOSR Journal of Business and Management (IOSR-JBM), 10(5), 23-31.
32. Singh, H., & Mahmood, R. (2014). Aligning Manufacturing Strategy to Export Performance of Manufacturing Small and Medium Enterprises in Malaysia. Procedia Social and Behavior Sciences, 85-95.
33. Supriyanto, W., & Iswandiri, R. (2017). KECENDERUNGAN SIVITAS AKADEMIKA DALAM MEMILIH SUMBER REFERENSIUNTUK PENYUSUNAN KARYA TULIS ILMIAH DI PERGURUAN TINGGI. Berkala Ilmu Perpustakaan dan Informa*si*, *13*(1), 79-86.