

DAFTAR PUSTAKA

- Afifah, Nur dan Asnan, Afandi. (2015). The Impact of Corporate Social Responsibility, Service Experience and Intercultural Competence on Customer Company Identification, Customer Satisfaction and Customer Loyalty (Case Study: PDAM Tirta Khatulistiwa Pontianak West Kalimantan. / *Procedia - Social and Behavioral Sciences* 211 (2015) 277 – 284.
- Ahearne, M., Bhattacharya, C.B. and Gruen, T. (2005), “Antecedents and consequences of customer-company identification: expanding the role of relationship marketing”, *Journal of Applied Psychology*, Vol. 90 No. 3, pp. 574-585.
- Ahmad, N.; Naveed, R.T.; Scholz, M.; Irfan, M.; Usman, M.; Ahmad, I. CSR communication through social media: A litmus test for banking consumers’ loyalty. *Sustainability* 2021, 13, 2319.
- Arikan, E. dan Guner, S (2013). The impact of corporate social responsibility, service quality and customer-company identification on customers. *Social and Behavioral Sciences*, 99, 304-313.
- Arndt, J. (1967), “Role of product-related conversations in the diffusion of a new product”, *Journal of Marketing Research*, Vol. 4 No. 3, p. 291.
- Algesheimer, R., Dholakia, U.M. and Herrmann, A. (2005), “The social influence of brand community: evidence from European car clubs”, *Journal of Marketing*, Vol. 69 No. 3, pp. 19-34.
- Barata, A.A. (2003) *Dasar-Dasar Pelayanan Prima*. Alex Media Computindo: Jakarta.

- Baskentli, S.; Sen, S.; Du, S.; Bhattacharya, C. Consumer reactions to corporate social responsibility: The role of CSR domains. *J. Bus. Res.* 2019, 95, 502–513.
- Benetoli, A.; Chen, TF; Aslani, P. Kegiatan yang berhubungan dengan kesehatan konsumen di media sosial: Studi eksplorasi. *J. Med. Internet Res.* 2017,19, e352.
- Bergami, M. and Bagozzi, R.P. (2000), “Self-categorization, affective commitment and group self-esteem as distinct aspects of social identity in the organization”, *British Journal of Social Psychology*, Vol. 39 No. 4, pp. 555-577.
- Bhattacharya, C.B. and Sen, S. (2003), “Consumer– company identification: a framework for understanding consumers’ relationships with companies”, *Journal of Marketing*, Vol. 67 No. 2, pp. 76-88.
- Bhattacharya, C.B.; Sen, S. *Consumer—Company identification: A framework for understanding consumers’ relationships with companies*. *J. Mark.* 2003, 67, 76–88.
- Brady, M.K. and Cronin, J.J. (2001), “Some new thoughts on conceptualizing perceived service quality: a hierarchical approach”, *Journal of Marketing*, Vol. 65 No. 3, pp. 34-49.
- Brown, T.J. and Dacin, P.A. (1997), “The company and the product: corporate associations and consumer product responses”, *Journal of Marketing*, Vol. 61 No. 1, pp. 68-84.
- Chen, Y. and Xie, J. (2008), “Online consumer review: word-of-mouth as a new element of marketing communication mix”, *Management Science*, Vol. 54 No. 3, pp. 477-491.
- Chin, W. W., & Dibbern, J. (2010). An Introduction to a Permutation Based Procedure for Multi-Group PLS Analysis: Results of Tests of Differences on Simulated Data and a Cross Cultural Analysis of the Sourcing of Information System Services Between Germany and the USA. In V. E. Vinzi, W. W. Chin,

- J. Henseler, & H. Wang (Eds.), *Handbook of Partial Least Squares Concepts, Methods and Applications* (pp. 171-194). Berlin: Springer.
- Duffett, R.G. Influence of social media marketing communications on young consumers' attitudes. *Young Consum.* 2017, 18, 19–39.
- Dunn, K.; Harness, D. Mengkomunikasikan tanggung jawab sosial perusahaan di dunia sosial: Efek dari konten media sosial yang dibuat perusahaan dan dibuat pengguna pada atribusi dan skeptisisme CSR. *J. Mark. Kelola.* 2018, 34, 1503–1529.
- Edvardsson B., Johnson M. D., Gustafsson A., Strandvik T., 2000, The effects of satisfaction and loyalty on profits and growth: products versus services, “Total quality management”, 11(7).
- Fatma, Fatma., Ruiz, Andrea Perez., Khan, Imran., & Rahman, Zillur (2020). The effect of CSR engagement on Ewom on social media. *International Journal of Organizational Analysis*. Vol. 28 No.4, pp. 941-956.
- Fatma, Mobin dkk (2020). The effect of CSR engagement on eWOM on social media. *International Journal of Organizational Analysis*. Vol. 28 No. 4, 2020 pp. 941-956.
- Flavián C., Guinalú M., 2006, Consumer trust, perceived security and privacy policy: three basic elements of loyalty to a web site, “Industrial Management & Data Systems”, 106(5).
- Ghozali, Imam. 2011. “Aplikasi Analisis Multivariate Dengan Program SPSS”. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam, Hengky Latan. 2015. *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. BP Undip. SemarangHarnanto.
- Glaveli, Niki (2020). Corporate social responsibility towards stakeholders and customer loyalty: investigating the roles of trust and customer identification with the company. *Social Responsibility Journal*.

- Hair, dkk. 2006. *Multivariate Data Analysis Pearson International Edition Edition* 6. New Jersey.
- Harun, Z.; Tajudeen, F.P. Instagram as a Marketing Tool for Small and Medium Enterprises. *Int. J. Technol. Diffus.* 2020, 11, 48–59.
- Haumann, T., Quaiser, B., Wieseke, J. and Rese, M. (2014), “Footprints in the sands of time: a comparative analysis of the effectiveness of customer satisfaction and customer– company identification over time”, *Journal of Marketing*, Vol. 78 No. 6, pp. 78-102.
- Hawkins, D.I., Best, R. and Coney, K.A. (2004), *Consumer Behavior: Building Marketing Strategy*, 9th ed., McGraw-Hill, Boston, MA
- He, H. and Li, Y. (2011), “CSR and service brand: the mediating effect of brand identification and moderating effect of service quality”, *Journal of Business Ethics*, Vol. 100 No. 4, pp. 673-688.
- Hennig-Thurau, T., Gwinner, K.P., Walsh, G. and Gremler, D.D. (2004), “Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?”, *Journal of Interactive Marketing*, Vol. 18 No. 1, pp. 38-52.
- He, H. and Li, Y. (2011), “CSR and service brand: the mediating effect of brand identification and moderating effect of service quality”, *Journal of Business Ethics*, Vol. 100 No. 4, pp. 673-688.
- Homburg, C., Wieseke, J. and Hoyer, W.D. (2009), “Social identity and the service-profit chain”, *Journal of Marketing*, Vol. 73 No. 2, pp. 38-54.
- Izogo, E.E. (2015). Determinants of attitudinal loyalty in Nigerian telecom service sector: Does commitment play a mediating role? *Journal of Retailing and Consumer Services*, 23, 107–117. doi: <https://doi.org/10.1016/j.jretconser.2014.12.010>

- Izogo, E.E. (2017). Customer loyalty in telecom service sector: the role of service quality and customer commitment. *The TQM Journal*, 29(1), 19 – 36. doi: <https://doi.org/10.1108/TQM-10-2014-0089>
- Jadi, KKF; Raja, C.; Percikan, BA; Wang, Y. Pengaruh Identifikasi Merek Pelanggan terhadap Evaluasi Merek Hotel dan Pengembangan Loyalitas. *Int. J. Rumah Sakit. Kelola*.2013,34, 31–41.
- Jalilvand, M.R.; Salimipour, S.; Elyasi, M.; Mohammadi, M. Factors influencing word of mouth behaviour in the restaurant industry. *Mark. Intell. Plan.* 2017, 35, 81–110.
- J.Romero dan Ruiz-Equihua, D. (2020). Be a part of it: promoting WOM, eWOM, and content creation through customer identification. *Spanish Journal of Marketing*, Vol. 24 No. 1, 2020.
- Kang, J.; Alejandro, TB; Groza, MD Identifikasi pelanggan–perusahaan dan efektivitas program loyalitas. *J. Bis. Res.* 2015,68, 464– 471.
- Kotler, Philip dan Keller, Kevin L. 2006. *Manajemen Pemasaran edisi ke 12 Jilid ke 1*. New Jersey, Indeks.
- Krizanova, A.; Lăzăroiu, G.; Gajanova, L.; Kliestikova, J.; Nadanyiova, M.; Moravcikova, D. The effectiveness of marketing communication and importance of its evaluation in an online environment. *Sustainability* 2019, 11, 7016.
- Kuncoro, Mudrajad. 2003. *Metode Riset untuk Bisnis dan Ekonomi*. Jakarta : Erlangga.
- Lacey, R. and Kennett-Hensel, P.A. (2010), “Longitudinal effects of corporate social responsibility on customer relationships”, *Journal of Business Ethics*, Vol. 97 No. 4, pp. 581-597.

- Lee, E. M., Park, S. Y., Rapert, M. I., & Newman, C. L. (2012). Does perceived consumer fit matter in corporate social responsibility issues. *Journal of Business Research*, 65(11), 1558-1564.
- Lichtenstein, D. R., Drumwright, M., & Braig, B. M. (2004). The effect of corporate social responsibility on customer donations to corporatesupported nonprofits. *Journal of Marketing*, 68(4), 16-32.
- Li, H.; Zhang, Z.; Meng, F.; Janakiraman, R. Apakah evaluasi rekan review online konsumen tertanam secara sosial?-Sebuah pemeriksaan menggabungkan jaringan sosial reviewer dan identitas sosial.Int. J. Rumah Sakit. Kelola.2017,67, 143-153.
- Ma, R.; Cherian, J.; Tsai, W.-H.; Sial, M.S.; Hou, L.; Álvarez-Otero, S. (2021). The Relationship of Corporate Social Responsibility on Digital Platforms, Electronic Word-of-Mouth, and Consumer-Company Identification: An Application of Social Identity Theory. *Sustainability* 2021, 13, 4700.
- Marin, L., & Ruiz, S. (2007). I need you too!: Corporate identity attractiveness for consumers and the role of social responsibility. *Journal of Business Ethics*, 71(3), 245-260.
- Marin, L., Ruiz, S. and Rubio, A. (2009), "The role of identity salience in the effects of corporate social responsibility on consumer behavior", *Journal of Business Ethics*, Vol. 84 No. 1, pp. 65-78.
- Moore, M.L., Ratneshwar, S. & Moore, R.S. (2012). Understanding loyalty bonds and their impact on relationship strength: a service firm perspective. *Journal of Services Marketing*, 26(4), 253-264.
- Morgan, R.M. & Hunt, S.D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38. doi: 10.2307/1252308
- Ma, R.; Cherian, J.; Tsai, W.-H.; Sial, M.S.; Hou, L.; Álvarez-Otero, S. (2021). The Relationship of Corporate Social Responsibility on Digital Platforms,

- Electronic Word-of-Mouth, and Consumer-Company Identification: An Application of Social Identity Theory. *Sustainability* 2021, 13, 4700.
- Moisescu, Ovidiu. I. Gică, Oana A. O, Victor. Müller dan Müller, Camelia Ancuta (2019) dengan judul *Can Corporate Fairness towards Public Authorities Enhance Customer Loyalty? A Multy-Sectoral Investigation in a Developing Country*. vol. 12, issue 1, 1-14.
- Nason, RS; Bacq, S.; Gras, D. Sebuah teori perilaku kinerja sosial: Identitas sosial dan harapan pemangku kepentingan.akad. Kelola. Putaran.2018,43, 259–283.
- Noh, M.; Johnson, KK Pengaruh upaya keberlanjutan merek pakaian pada loyalitas merek konsumen.J. Bola. Kekuatiran. Tanda.2019,10, 1–17.
- Nuseir, M.T. The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries—A case of (UAE). J. Islamic Mark. 2019, 10, 759–767.
- Oliver, R.L. (1997), *Satisfaction: A Behavioral Perspective on the Consumer*, McGraw-Hill, New York, NY.
- Oliver, R.L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4), 33-44. doi: 10.2307/1252099
- Pe´rez, A., Garcı´a de los Salmones, M.M. and Rodrı´guez del Bosque, I. (2013), “The effect of corporate associations on consumer behavior”, *European Journal of Marketing*, Vol. 47 Nos 1/2, pp. 218-238.
- Ramaputra, B. (2017). Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Minat Beli Ulang (Studi Kasus Pada E-Cinema Entertainment Plaza Semarang). *Diponegoro Journal Of Social And Political Science*, 1–8.
- Romani, S., Grappi, S. and Bagozzi, R.P. (2013), “Explaining consumer reactions to corporate social responsibility: the role of gratitude and altruistic values”, *Journal of Business Ethics*, Vol. 114 No. 2, pp. 193-206.

- Romero, J.; Ruiz-Equihua, D. Jadilah bagian darinya: Mempromosikan WOM, eWOM, dan pembuatan konten melalui identifikasi pelanggan. *Menjangkau. J. Mark. ESIC2020,24*, 55–72.
- Ronald, Ronald and Amelia (2017). “*Determinan Customer-Company Identification (CCID) Starbucks di Indonesia*”, *Tinjauan Riset Bisnis dan Ekonomi Integratif*, Jil. 6, tidak. 2, hal.257-267.
- Ronald, Ronald (2017). *Determinan Customer-Company Identification (CCID) Starbucks di Indonesia. Tinjauan Riset Bisnis dan Ekonomi Integratif*. Hal.257-267.
- Schouten, A.P.; Janssen, L.; Verspaget, M. Celebrity vs. Influencer endorsements in advertising: The role of identification, credibility, and Product-Endorser fit. *Int. J. Advert.* 2020, 39, 258–281.
- Sen, S. and Bhattacharya, C. B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research*, 38(2), 225-243.
- Solis, B. (2011), *The End of Business as Usual: Rewire the Way You Work to Succeed in the Consumer Revolution*, Wiley, Hoboken, NJ.
- Sugiyono (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabet.
- Tajfel, H. and Turner, J.C. (1979), “An integrative theory of intergroup conflict”, *The Social Psychology of Intergroup Relations*, Vol. 33 No. 4, p. 74.
- Tajfel, H. and Turner, J.C. (1979), “The social identity theory of intergroup behavior”, in Worchel S. and Austin W.G. (Eds), *Psychology of Intergroup Relations*, Nelson-Hall, Chicago, IL, pp. 33-47
- Tjiptono, Fandy and Chandra, Gregorius. 2007. *Service, Quality Satisfaction*. Andi Offset. Yogyakarta.

- Tuskej, U., Golob, U., & Podnar, K. (2013). The role of consumer-brand identification in building brand relationships. *Journal of Business Research*, 66(1), 53-59.
- Viglia, G.; Minazzi, R.; Buhalis, D. The influence of e-word-of-mouth on hotel occupancy rate. *Int. J. Contemp. Hosp. Manag.* 2016, 28, 2035–2051.
- Wang, T. Dimensi identitas sosial dan perilaku konsumen di media sosial. *Asia Pac. Kelola. Putaran.* 2017, 22, 45–51.
- Ward, M.R. and Lee, M.J. (2000), “Internet shopping, consumer search and product branding”, *Journal of Product and Brand Management*, Vol. 9 No. 1, pp. 6-20.
- Westbrook, R.A. (1987), “Product/consumption-based affective responses and post purchase processes”, *Journal of Marketing Research*, Vol. 24 No. 3, pp. 258-70.
- Williams, CB; Fedorowicz, J.; Kavanaugh, A.; Mentzer, K.; Thatcher, JB; Xu, J. Memanfaatkan media sosial untuk mencapai agenda kepolisian masyarakat. *Inf. Q.* 2018, 35, 210–222.
- Yan, Q.; Wu, S.; Wang, L.; Wu, P.; Chen, H.; Wei, G. E-WOM from e-commerce websites and social media: Which will consumers adopt? *Electron. Commer. Res. Appl.* 2016, 17, 62–73.
- Yi, Y. and Jeon, H. (2003), “Effects of loyalty programs on value perception, program loyalty, and brand loyalty”, *Journal of the Academy of Marketing Science*, Vol. 31 No. 3, pp. 229-240.
- Yustati, H 2019. “KONTRIBUSI E-WOM TERHADAP PERILAKU KONSUMTIF”. *Jurnal BAABU AL-ILMI: Ekonomi dan Perbankan Syariah*, 3(2).
- Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1996), “The behavioral consequences of service quality”, *Journal of Marketing*, Vol. 60 No. 2, pp. 31-46.