# DAFTAR PUSTAKA

Alexander, E.C. (2002). "Consumer reactions to unethical service recovery," *Journal of Business Ethics*, 36(3), 223-237.

Chen, Y.S; Lin, C.Y; and Weng, C.S. (2015). "The influence of environmental friendliness on green trust: The mediation effects of green satisfaction and green perceived quality," *Journal of Sustainability*, 7(8), 10135-10152.

Cho, J. (2006). "The mechanism of trust and distrust formation and their relational outcomes," *Journal of Retailing*, 82(1), 25–35.

De Ruyter, K. and Wetzels, M. (2000), "Customer equity considerations in service recovery: a cross-industry perspective", *International Journal of Service Industry Management*, 11(1), 91-108.

Fatma, M; Rahman, Z; and Khan, I. (2015). "Building company reputation and brand equity through CSR: The mediating role of trust," *International Journal of Bank Marketing*, 33(6), 840-856.

Fatma, M; Khan, I; and Rahman, Z. (2016). "The effect of CSR on consumer behavioral responses after service failure and recovery," *European Business Review*, 28(5), 583–599

Godfrey, P.C; Merrill, C.B; and Hansen, J.M. (2009). "The relationship between corporate social responsibility and shareholder value: An empirical test of the risk management hypothesis," *Strategic Management Journal*, 30(4), 425-445.

Hair, J.F; Black, W.C; Babin, B.J; and Anderson, R.E. (2010), *Multivariate Data Analysis*, 7th ed. Upper Saddle River, New Jersey: Prentice Hall.

Haryono, S. (2016). *Metode SEM Untuk Penelitian Manajemen dengan AMOS 22.00, LISREL 8.80 dan Smart PLS 3.0*, 1st ed. Bekasi: PT. Intermedia Personalia Utama.

Kandampully, J. and Suhartanto, D. (2000). "Customer loyalty in the hotel industry: The role of customer satisfaction and the role of customer satisfaction and image," *International Journal of Contemporary Hospitality Management*, 12(6), 346-351.

Karatepe, O.M. (2006). "Customer complaints and organizational responses: the effects of complainants' perceptions of justice on satisfaction and loyalty," *International Journal of Hospitality Management*, 25(1), 69-90.

Kotler, P. and Keller, L.K. (2016). *Marketing Management*, 15th Edition. New Jersey City: Pearson Pretice Hall, Inc.

Luo, X. and Bhattacharya, C.B. (2006). "Corporate social responsibility, customer satisfaction, and market value," *Journal of Marketing*, 70(4), 1-18.

Maignan, I. and Ferrell, O.C. (2004). "Corporate social responsibility and marketing: An integrative framework," *Journal of the Academy of Marketing Science*, 32(1), 3-19.

Mcknight, D.H; Choudhury, V; and Kacmar, C. (2002). "Developing and 2ystem2ing trust measures for e-commerce an integrative typology." *International Systems Research*, 13(3): 334-359.

Okazaki, S., Katsukura, A., & Nishiyama, M. (2007). "How mobile advertising works: The role of trust in improving wattitudes and recall," *Journal of Advertising Research*, 47(2), 165–178.

Pavlou, P. and Fygenson, M. (2006). "Understanding and predicting electronic commerce adoption: An extension of the of planned behavior," *MIS Quarterly*, 30(1), 115-143.

Pertiwi, W.K. (2020), "IndiHome Sarankan Pelanggan Restart Modem jika Masih Alami Gangguan," *Kompas.com*. Available at: https://tekno.kompas.com/read/2020/07/17/11475397/indihome-sarankan-pelanggan-restart-modem-jika-masih-alami-gangguan, accessed on October 23, 2020.

Putriastuti, B.C.K. (2019). *Pengaruh Corporate Social Responsibility (CSR) Persepsian terhadap Loyalitas Konsumen dengan Reputasi Perusahaan sebagai Variabel Pemediasi dan Gender sebagai Variabel Pemoderasi: Studi pada Industri Pakaian Olahraga di Indonesia*, Skripsi Sarjana Departemen Manajemen. Universitas Gadjah Mada.

Roman, S. (2003). "The impact of ethical sales behavior on customer satisfaction, trust and loyalty to the company: An empirical study in the financial services industry," *Journal of Marketing Management*, 19(9), 915-939.

Salmones, M.G; Crespo, A.H; and Del Bosque, I.R. (2005). "Influence of corporate social responsibility on loyalty and valuation of services," *Journal of Business Ethics*, 61(4), 369-385.

Sekaran, U. and Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*, 7th ed. West Sussex: John Wiley and Sons Limited.

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.

Siu, N.Y.M; Zhang, T.J.F; and Yau, C.Y.J. (2013). "The roles of justice and customer satisfaction in customer retention: A lesson from service recovery," *Journal of Business Ethics*, 114(4), 675-686.

Siwi, G. (2018). *Pengaruh Kepercayaan dan Kepuasan pada Loyalitas Konsumen Fesyen Daring di Daerah Istimewa Yogyakarta*, Tesis Program Magister Manajemen. Universitas Gadjah Mada.

Stephanie, C. (2020), "Layanan Zoom Error di Jaringan IndiHome, Telkom Investigasi, " *Kompas.com*. Available at: https://tekno.kompas.com/read/2020/10/13/12514257/layanan-zoom-error-di-jaringan-indihome-telkom-investigasi, accessed on October 23, 2020.

Telkom. (2020), "Tentang CSR," *Telkom.co.id.* Available at: https://www.telkom.co.id/sites/about-telkom/id_ID/page/tentang-csr, accessed on October 23, 2020.

Tian, Z; Wang, R; and Yang, W. (2011). "Consumer responses to corporate social responsibility (CSR) in China," *Journal of Business Ethics*, 101(2), 197-212.

Weun, S; Beatty, S.E; and Jones, M.A. (2004). "The impact of service failure severity on service recovery evaluations and post-recovery relationships," *Journal of Services Marketing*, 18(2), 133-146.

Zeithaml, V.A; Bitner, M.J; and Gremler, D.D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm,* 7th ed. New York: Mc.Graw-Hill Education.