

DAFTAR PUSTAKA

- Ali, I., Alvi, A. K., & Ali, R. R., 2012, "Corporate Reputation, Consumer Satisfaction and Loyalty", *Romanian Review of Social Sciences*, 13-23.
- Asema, E., Okpanachi, R. A., & Edegoh, L., O. N., 2013, "Business Advantage of Corporate Social Responsibility Practice A Critical Review", *New Media and Mass Communication*, 45-54.
- Askeroglu, E. D., & Bahar, Z., 2014, "Contribution of Foundation to Reputation in Corporate Social Responsibility Application: Vodafone Turkey Foundation Review", *International Journal of Economic Practices and Theories*, 718-725.
- Axjonow, A., Ernstberger, J., & Pott, C., 2016, "The Impact of Corporate Social Responsibility Disclosure on Corporate Reputation: A Non-Professional Stakeholder Perspective", *Jurnal Business Ethics*, 1-22.
- Aziz, A. A., 2016, "The Impact of CSR, Word of Mouth in Brand Image Effectiveness at PTPTN Agency", *Journal of Postgraduate Current Business Research*, 8-13.
- Bayoud, N. S., Kavanagh, M., & Slaughter, G., 2012, "Corporate Social Responsibility Disclosure and Corporate Reputation in Developing Countries: The Case of Libya", *Journal of Business and Policy Research*, 131-160.
- Bertens, K., 2013, *Pengantar Etika Bisnis*. Yogyakarta: Kanisius.
- Chahal, H., & Sharma, R. D., 2006, "Implications of Corporate Social Responsibility on Marketing Performance: A Conceptual Framework", *Journal of Services Research*, 205-216.
- Chen K. & Wang X., 2011, "The Influence of WOM on Consumers Intention on Brand Switching: The mediate role of subjective norms", *Journal Marketing*, 5 (2).
- Feldman, P. M., Bahamonde, R. A., & Bellido, I. V., 2013, "A New Approach for Measuring Corporate Reputation", *Revista de Administracao de Empresas*, 53-66.
- Ferdinand, A., 2014, *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Fihartini, Yuniarti, 2013, "Pengaruh Kepercayaan dan Kualitas Layanan terhadap Loyalitas Nasabah Asuransi di Bandar Lampung", *Proceeding Seminar*. Universitas Bandar Lampung.

- Gatti, L., Caruana, A., & Snehota, I., 2012, "The Effect of Corporate Reputation, Perceived CSR and Perceived Quality on Intention to Buy: Implication for Brand Management", *Journal of Brand Management*, 65-76.
- Gazzola, P., 2014, "Corporate Social Responsibility and Company's Reputation", *Network Intelligence Studies*, 74-84.
- Gorondutse, A. H., Hilman, H., & Nasidi, M., 2014, "Relationship between Corporate Reputation and Customer Loyalty on Nigerian Food and Beverages Industry: PLS Approach", *Internasional Journal of Management and Business Research*, 125-136.
- Ghozali, I., 2016, *Model Persamaan Struktural: Konsep dan Aplikasi dengan Program AMOS 24*, Semarang, Badan Penerbit UNDIP.
- Guspul, A., 2014, "Pengaruh Kualitas Pelayanan dan Kepercayaan terhadap Kepuasan Nasabah", *Jurnal PPKM UNSIQ I*, 40-54.
- Hair, *et al*, 2014, *Multivariate Data Analysis*, New International Edition., New Jersey : Pearson.
- Harrison, L. J., & Walker., 2001, "Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment As Potential Antecedents", *Journal of Service Research*, 60-75.
- Herawati, J., & Prayekti, 2011, "Pengaruh Dimensi Internet Banking Service Quality dan Kepercayaan Nasabah terhadap Kepuasan Nasabah", *Akmenika UPY*, 1-19.
- Hong, S. Y., & Rim, H., 2010. "The Influence of Customer Use of Corporate Website: Corporate Responsibility, trust, and Word of Mouth Communication", *Public Relation Review*, 389-391.
- Hurriyati, R., & Sofyani, S., 2010, "Pengaruh Corporate Social Responsibility terhadap Corporate Image PT Bank Negara Indonesia, Tbk.", *Jurnal Pendidikan Manajemen Bisnis Strategic*, 64-75.
- Indriani, A. A., & Nurcaya, I. N., 2015, "Pengaruh Kualitas Pelayanan terhadap Word of Mouth yang Dimediasi oleh Kepercayaan Pelanggan pada PT. Auto Bagus Rent A Car Denpasar", *E-Jurnal Manajemen Unud*, 1301-1321.
- Khan *et al.*, 2013, "Corporate Social Responsibility and Corporate Reputation: A Case of Cement Industry in Pakistan", *Interdisciplinary Journal of Contemporary Research in Business*, 843-857.
- Kotler, P., dan Lee, N., 2005, *Corporate Social Responsibility: doing the most good for your company and your cause*, John Willey & Sons, Inc., Hoboken: New Jersey

- Kotler, P., & Keller, K. L., 2007, "Unleashing the Power of Word of Mouth: Creating Brand Advocacy to Drive Growth", *The Journal of Advertising Research*. ARF.
- Kotler, P., & Keller, K. L., 2016, *Marketing Management*. London: Pearson.
- Margaretha, F., & Isnaini, R., 2014, "Board Diversity and Gender Composition on Corporate Social Responsibility and Firm Reputation in Indonesia", *Jurnal Manajemen dan Kewirausahaan*, 1-8.
- McKnight *et al.*, 2002, "Developing and Validating Trust Measures for e-Commerce: An Integrative Typology", *Information System Research*, 334-359.
- Mowen, J dan Minor, M., 2002, *Perilaku Konsumen Edisi 5 Jilid 1 & 2*. Alih Bahasa Lina Salim. Jakarta : Erlangga.
- Muhadjir & Qurani, G. F., 2011, "Pengaruh Penerapan Corporate Social Responsibility terhadap Persepsi Nasabah Bank dan Dampaknya terhadap Corporate Image", *Journal The Winners*, 180-195.
- Muttaqin, M. R., & Utama, A., 2016, "Pengaruh Tanggung Jawab Sosial Terhadap Word of Mouth yang Dimediasi oleh Kepercayaan Pelanggan (Studi Kasus pada Carrefour Amplaz Yogyakarta)", *Jurnal Manajemen Bisnis*, 493-503.
- Peter, J. P., & Olson, J. C., 2014, *Perilaku Konsumen & Strategi Pemasaran*. Jakarta: Salemba Empat.
- Putra, D. K., & Saputri, N. D., 2015, "Komunikasi Cyber CSR: Analisis Isi pada Official Website PT Bank Pembangunan Daerah Jawa Barat dan Banten", *Channel*, 17-39.
- Rihayana, G., 2014, "Peran Mediasi Reputasi Perusahaan terhadap Hubungan Orientasi Pasar dan Corporate Social Responsibility dengan Kinerja Bisnis", *Jurnal Buletin Studi Ekonomi*, 164-174.
- Rizanata, M. F., 2014, "Pengaruh Kepercayaan Pelanggan terhadap Word of Mouth, Niat Beli dan Retensi Pelanggan Gerai Indomaret di Surabaya", *Journal of Business and Banking*, 31-42.
- Rosannah, F. S, 2014, "Pengaruh Kepercayaan dan Kepuasan terhadap Merek pada Niat Beli Ulang", *Siasat Bisnis*, 63-80.
- Sekaran, U., 2011, *Research Methods for Bussines*, pp. 116, Jakarta Selatan, Salemba Empat.
- Semuel, H., & Chandra, S. S., 2014, "Analisa Pengaruh Penerapan CSR terhadap Price Fairness, Trust and Purchase Intention Produk Kosmetik Merek Oriflame di Surabaya", *Jurnal Spread*, 21-32.

- Solimun, 2004, *Pemodelan Statistika Structural Equation Modeling Aplikasi AMOS*, Fakultas MIPA dan Program Pascasarjana Universitas Brawijaya, Malang.
- Sridhar, M., & Ganesan, P., 2016, "The Effect of Corporate Social Responsibility on Customer Performance and Behavioral Intention - Testing the Mediating Role of Reputation of A Private University", *Great Lakes Herald*, 1-37.
- Sugiyono, 2014, *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Syah, T. Y., 2013, "Perbedaan Pengaruh Citra Merek dan Reputasi Perusahaan terhadap Kualitas Produk, Nilai Pelanggan dan Loyalitas Pelanggan di Pasar Bisnis", *Jurnal Ekonomi*, 4(2), 209-226.
- Tong, C., & Wong, A., 2014, "The Influences of Corporate Social Responsibility to Customer Repurchases Intentions, Customer Word of Mouth Intentions and Customer Perceived Food Quality of Fast-Food Restaurants in Hong Kong and the Mediating Effects of Corporate Reputation", *British Journal of Economics, Management & Trade*, 1655-1678.
- Untung, B., 2014, *CSR dalam Dunia Bisnis*, Yogyakarta: Andi.
- Upamannyu *et al.*, 2015, "The Effect of Customer Trust on Customer Loyalty and Repurchase Intention: The Moderating Influence of Perceived CSR", *International Journal Of Research in IT, Management and Engineering*, 1-31.
- Warin *et al.*, 2013, "Corporate Reputation and Social Media: A Game Theory Approach", *Cirano*, 1-19.
- Wijanto, S. H. 2008. *Structural Equation Modeling dengan Lisrel 8.8*. Yogyakarta: Graha Ilmu.