

DAFTAR PUSTAKA

- Abbasi, Abbas., Zivarmoghbeli, and Abolghasem Ebrahimi. (2014). *Survey Impact Bank Reputation in Customer Citizenship Behavior; case study of customer agri bank of kerman*. Technical Journal of Engineering and Applied Sciences, Vol 4, pp. 359-399.
- Alma, Buchari. (2013). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Bartikowski, Boris., Gianfranco Walsh. (2011). *Investigating mediators between Corporate Reputation and Customer Citizenship Behavior*. Journal of Business Reserach, Vol. 64, pp. 39-44.
- Bove, L., Pervan, S., Beatty, S.E. and Shiu, E. (2009). *Service worker role in encouraging customer organizational citizenship behaviors*. Journal of Business Research, Vol. 62 No. 7, pp. 698-705.
- Cheng, Ji-Chang., She-Juang Luo and Ya-Fang Yang. (2016). *Brand attachment and Customer Citizenship Behavior*. The Service Industries Journal
- Cheng, Ji-Chang., Cheng-Shiung Wu and Chien-Yu Chen. (2015). *Tour Leader Attachment and Customer Citizenship Behaviors in Group Package Tour: The Role of Customer Commitment*. Asia Pasiff Journal of Tourism Research.
- Chen, Ching-Fu. 2008. *Investigating Structural Relationships Between Service Quality, Perceived Value, Satisfaction, And Behavioral Intentions For Air Passengers: Evidence From Taiwan*. Transportation Research Part A, 42, hlm. 709–717.
- Cooper and Schindler. (2011). *Business Research Methods*. New York: McGraw-Hill International Edition.
- Cravens, David. W., and Piercy, Nigel.F. (2013). *Strategic Marketing 10th Edition*. New York: McGraw-Hill International Edition.
- Di, Eh. Chien-Jung Huang, I-Heng Chena and Te-Cheng Yu. (2010). *Organisational justice and customer citizenship behaviour of retail industries*. The Service Industries Journal, Vol. 30, No. 11.
- Fowler, Jie Gao. (2013). *Customer Citizenship Behavior; An Expanded Theoretical Understanding*. International Journal of Business and Social Science, Vol4 No. 5.
- Gruen, T.W., Summers, J.O. and Acito, F. (2000). *Relationship marketing activities, commitment and membership in profesional assosiations*. Journal of Marketing, Vol. 64 No. 3, pp. 34-49.
- Groth, M. (2005). *Customers as good soldiers: examining citizenship behaviors in internet service deliveries*. Journal of Management, Vol. 31 No. 1, pp.7-27.

Raden Synthia Billqis, 2017

PENGARUH CORPORATE REPUTATION SERTA DAMPAKNYA TERHADAP CUSTOMER CITIZENSHIP BEHAVIOR

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Hair, J.F., Black, W.C., Babin, B.J., and Anderson, R.E. (2010). *Multivariate Data Analysis, 7th edition*. Pearson Prentice Hall
- Husein Umar. (2008). *Metode Riset Bisnis*, PT Gramedia Pustaka Utama, Jakarta.
- Karami, Soma., Heirsh Soltanpanah and Mahmud Rahmani. (2013). *The Relationship between Corporate Reputation and Organizational Citizenship behavior in Private Bank City of Sanandaj in Iran*. *Interdisciplinary Journal of Contemporary Research in Business*, Vol. 5, No.3.
- Khan, Majid, Yasir dan Arshad. (2013). *Corporate Social Responsibility and Corporate Reputation: A Case of Cement Industry in Pakistan*. *Interdisciplinary Journal Of Contemporary Research In Business Institute Of Interdisciplinary Business Research* 843 vol 5, No 1.
- Kotler, Bowen, and Makens. (2014). *Marketing for Hospitality and Tourism, Sixth Editions*. Pearson International.
- Kotler, Philip and Kevin Lane Keller. (2016). *Marketing Management 15th Editions*. New Jersey: Prentice Hall.
- Madani, Fatameh. A., Hosseini and Kordnaeji. (2015). *Intellectual Capital: Investigating the Role of Customer Citizenship Behavior and Employee Citizenship Behavior in Banking Industry in Iran*. *Management and Administrative Sciences Review*, Vol.4 No.4, pp. 726-747.
- Manukian, Roksana. (2015). *Corporate Reputation Evaluation and Service Quality*. University of Applied Sciences.
- Martinez dan Rodriguez del Bosque. (2015). *Sustainability Dimensions: A Source to Enhance Corporate Reputation*. *Corporate Reputation Review*, Vol. 17, No.4, pp.239–253. 2014. Macmillan Publishers Ltd., 1363-3589.
- Organ, D.W. (1988). *Organizational Citizenship Behavior: The Good Soldier Syndrome*, Lexington Books, Lexington, MA.
- Ozturk, Cop dan Sani. (2010). *The Effect of corporate reputation management as a competition tool on tourism businesses*. *Caesars Hospitality Research Summit*
- Padgett dan Leite. (2014). *The impact of R&D intensity on corporate reputation: Interaction effect of innovation with high social benefit*. *Intangible Capital*. Vol 216-238
- Schuckert, M., Chen, Po-Ju., & Sung Tung, Vincent Wing. (2017). *Managing customer citizenship behavior: The Moderating Role of Employee responsiveness and Organizational Reassurance*. *Journal of Tourism Management*, Vol 59, pp. 23-35. Elsevier.
- Schiffman, G Leon dan Leslie Lazar Kanuk. (2012). *Consumer Behaviour a European Outlook*. Pearson: USA.

- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.
- Tabachnick, B. G., dan Fidel, L.S. 2013. *Using Multivariate Statistics*. Ed.6. Boston:Pearson
- Ulber, Silalahi. (2012). *Metode Penelitian Sosial*. Bandung: PT. Refika Aditama.
- Yi, Y., Natarajan, R. and Gong, T. (2011). *Customer participation and citizenship behavioral influences on employee performance, satisfaction, commitment, and turnover intention*". *Journal of Business Research*, Vol. 64 No. 1, pp. 87-95.
- Yi, Y., Gong, T., & Lee, H. (2013). *The impact of other customers on customer citizenship behavior*. *Psychology & Marketing*, 30(4), 341–356.

Lembaga

Badan Pusat Statistik 2017

Dinas Kebudayaan dan Pariwisata Provinsi Jawa Barat

Dinas Kebudayaan dan Pariwisata Kota Bandung

Front Office Department Hotel Mercure Bandung Setiabudi

Sales Marketing Separtment Hotel Mercure Bandung Setiabudi

Websiter

<https://www.tripadvisor.com/> diakses 27 Februari 2017