

DAFTAR PUSTAKA

- Abbas, A. (2018). The effect of internal marketing on organizational commitment: An investigation among state-owned banks in Isfahan, Iran. *European Online Journal of Natural and Social Sciences*, 7(1), 147–165.
- Ahmad, A. (2018). The relationship among job characteristics organizational commitment and employee turnover intentions. *Journal of Work-Applied Management*, 10(1), 74–92.
- Al-Hawary, S., Al-Qudah, A., Abutayeh, P., Abutayeh, M., & Al-Zyadat, D. (2013). The impact of internal marketing on employee's job satisfaction of commercial banks in Jordan. *Interdisciplinary Journal of Contemporary Research in Business*, 4(9), 811–826.
- Amijaya, Dodi Tisna. 2014. Pengaruh *Internal Marketing* Terhadap Kepuasan Kerja Pegawai Kantor Pusat PT Bank Syariah Mandiri. Bogor: Institut Pertanian Bogor.
- Aydogdu, S & Asikgil, B. (2011). International Review of Management and Marketing An Empirical Study of the Relationship Among Job Satisfaction, Organizational Commitment and Turnover Intention. *International Review of Management and Marketing*, 1(3), 43–53.
- Baihaqi, Muhammad Fauzan. 2010. Pengaruh Gaya Kepemimpinan Terhadap Kepuasan Kerja Dan Kinerja Dengan Komitmen Organisasi Sebagai Variabel Intervening. Universitas Diponegoro: Semarang.
- Bailey, Ainsworth Anthony, et al. 2016. The Roles of Employee Job Satisfaction and Organizational Commitment in The Internal Marketing-Employee Bank

- Identification Relationship. *International Journal of Bank Marketing*, Vol. 34
Iss 6 pp. 821 – 840.
- Bansal, S. (2014). Employee retention strategies. *International Journal of Research in Management & Social Science*, 22, 62.
- Baran,E., & Arabelen, G. (2017). İÇSEL Pazarlamanın Gemi Acentelerininİ Tatmini Üzerindeki Etkisi: NicelBir Araştırma. *Dokuz Eylül Üniversitesi Denizcilik Fakültesi Dergisi*.
- Baron, A. R. & Greenberg, J. (2003). *Organizational Behaviour in Organization. Understanding and managing the human side of work*. Canada: Prentice Hall.
- Braimah, M. (2016). Internal marketing and employee commitment in the hospitality industry. *African Journal of Hospitality, Tourism and Leisure*, 5(2), 1–22.
- Caruana, Albert & Peter Calleyya (1998). The effect of internal marketing on organizational commitment among retail bank managers. *International Journal of Bank Marketing*. 16/3 108–116.
- Cho, S., Johanson, M. M., & Guchait, P. (2009). Employees intent to leave: A comparison of determinants of intent to leave versus intent to stay. *International Journal of Hospitality Management*, 28(3), 374–381.
- Dessler, Gary. 2015. *Manajemen Sumber Daya Manusia*, Jakarta: Salemba Empat.
- Duboff, R., & Heaton, C. (2011). *Strategy & Leadership*.
- Ferdinand, A. T. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen* (1st ed.). Semarang: Badan Penerbit Universitas Diponegoro

- Firman, Yogie. 2018. Analisis Pengaruh Manajemen Talenta Terhadap Retensi Karyawan melalui *Employee Engagement* sebagai Variabel Mediasi. Universitas Diponegoro: Semarang.
- Ghosh, P., Satyawadi, R., Joshi, J. P., & Shadman, M. (2013). Who stays with you? Factors predicting employees' intention to stay. *International Journal of Organizational Analysis*, 21(3), 288–312.
- Ghozali, Imam. (2013). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23* (8th ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2017). *Model Persamaan Struktural: Konsep dan Aplikasi dengan Program AMOS 24 Update Bayesian SEM ed.7*. Semarang: Badan Penerbit Universitas Diponegoro.
- Grace, D., & Lo Iacono, J. (2015). Value creation: an internal customers' perspective. *Journal of Services Marketing*, 29(6–7), 560–570.
- Guillermo Bermúdez-González Innan Sasaki Dolores Tous-Zamora, (2016), "Understanding the impact of internal marketing practices on both employees' and managers' organizational commitment in elderly care homes", *Journal of Service Theory and Practice*, Vol. 26 Iss 1 pp.
- Hinkin, T. and Tracey, B. (2000), "The cost of turnover", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 14 No. 1, pp. 14-21.
- Ineson, E. M., Benke, E., & László, J. (2013). Employee loyalty in Hungarian hotels. *International Journal of Hospitality Management*, 32(1), 31–39.
- Ishaque, A., & Shahzad, K. (2017). *Abasyn Journal of Social Sciences – Volume: 9 – Issue: 1*. 211–219.

- Ismail, W., & Sheriff, N. M. (2017). the Effect of Internal Marketing on Organizational Commitment: an Empirical Study in Banking Sector in Yemen. *Polish Journal of Management Studies*, 15(1), 88–98.
- Jati Ariati. (2010). Subjective Well-Being (Kesejahteraan Subjektif) Dan Kepuasan Kerja Pada Staf Pengajar (Dosen) Di Lingkungan Fakultas Psikologi Universitas Diponegoro. *Jurnal Psikologi Undip*, 8(2), 117–123.
Jersey: Prentice Hall.
- Joung, H. W., Goh, B. K., Huffman, L., Yuan, J. J., & Surlis, J. (2015). Investigating relationships between internal marketing practices and employee organizational commitment in the foodservice industry. *International Journal of Contemporary Hospitality Management*, 27(7), 1618–1640.
- Khalaf Ahmad, A. M., & Al-Borie, H. M. (2012). Impact of Internal Marketing on Job Satisfaction and Organizational Commitment: A Study of Teaching Hospitals in Saudi Arabia. *Business and Management Research*, 1(3), 82–94.
- Kim, J., Song, H. J., & Lee, C. K. (2016). Effects of corporate social responsibility and internal marketing on organizational commitment and turnover intentions. *International Journal of Hospitality Management*, 55, 25–32.
- Kotler, P. dan Keller, K.L. (2012). *Marketing Management, 14 Edtion*. New
- Kwenin, Daisy Ofosuhene et al. (2013). The Influence of Rewards and Job Satisfaction on Employees in the Service Industry And Key words. *The Business & Management Review*, 3(2), 22–32.

- Luthans, Fred. 2006. *Perilaku Organisasi Edisi Sepuluh*. Yogyakarta: Penerbit Andi.
- Marcus, A. S. O. (2015). Citizenship-behavior, cooperation and job satisfaction of medical and nursing teams in an Israeli hospital. *An International Journal Journal of Managerial Psychology an International Journal*, 17(12).
- Mas'ud, F. (2004). *Survai Diagnosis Organsasional*. Semarang: Badan Penerbit Universitas Diponegoro.
- Mathis, R. L. dan Jackson, J. H. (2011). *Human resource management: Essential perspectives*. Cengage Learning.
- Mowday, R. T et al (1979). The Measurement of Organizational Commitment. *Journal of Vocational Behavior* 14, 224-247
- Narteh, B. (2012). Internal marketing and employee commitment: Evidence from the Ghanaian banking industry. *Journal of Financial Services Marketing*, 17(4), 284–300.
- Narteh, B., & Odoom, R. (2015). Does Internal Marketing Influence Employee Loyalty? Evidence from the Ghanaian Banking Industry. *Services Marketing Quarterly*, 36(2), 112–135.
- Noe, Raymond A, et al. 2015. *Manajemen Sumber Daya Manusia: Mencapai Keunggulan Bersaing Edisi 6 Buku 1*. Jakarta: Salemba Empat.
- Permata, Parenda Rizkya, Edy Rahardja. 2016. Analisis Pengaruh Sistem Reward, Motivasi Kerja, dan Komitmen Organisasional terhadap Retensi Karyawan. *Diponegoro Journal of Management Vol 5*, 1–11.

- Puspita, I. A. Y. U. (2018). *Analisis pengaruh stres kerja dan motivasi eksistensi terhadap kinerja pegawai melalui kepuasan kerja sebagai variabel intervening*. Universitas Diponegoro: Semarang.
- Ramalho Luz, C. M. D., Luiz de Paula, S., & de Oliveira, L. M. B. (2018). Organizational commitment, job satisfaction and their possible influences on intent to turnover. *Revista de Gestão*, 25(1), 84–101.
- Robbins, Stephen P dan Timothy A. Judge. 2015. *Perilaku Organisasi*. Jakarta: Salemba Empat.
- Robbins, Stephen P. 2003. *Perilaku Organisasi*. Jakarta: Indeks.
- Rustilah, S. (2018). Pengaruh Gaya Kepemimpinan Dan Kompensasi Terhadap Kepuasan Kerja Dan Kinerja Pegawai Tenaga Kontrak. *Journal of Management Review*, 2(2), 219.
- Saputra, I., & Sudharma, I. (2017). Pengaruh Promosi Jabatan, Pelatihan Dan Lingkungan Kerja Terhadap Kepuasan Kerja Karyawan. *E-Jurnal Manajemen Universitas Udayana*, 6(2), 1030–1054.
- Sarker, M. A. R., & Ashrafi, D. M. (2018). The relationship between internal marketing and employee job satisfaction: A study from retail shops in Bangladesh. *Journal of Business and Retail Management Research*, 12(3), 149–159.
- Schulz, S. A., Martin, T., & Meyer, H. M. (2017). Factors influencing organization commitment: Internal marketing orientation, external marketing orientation, and subjective well-being. *Journal of Management Development*, 36(10), 1294–1303.

- Sekaran, U., & Bougie, R. (2017). *Metodologi Penelitian untuk Bisnis Edisi 6*. Jakarta: Salemba Empat.
- Sharma, S., Mukherjee, S., Kumar, A., & Dillon, W. R. (2005). A simulation study to investigate the use of cutoff values for assessing model fit in covariance structure models. *Journal of Business Research*, 58(7), 935–943.
- Sugiyono. (2008). *Metode Penelitian Bisnis*. Bandung: CV. Alfabeta.
- Ting, S. C. (2011). The effect of internal marketing on organizational commitment: Job involvement and job satisfaction as mediators. *Educational Administration Quarterly*, 47(2), 353–382.
- Yao, T., Qiu, Q., & Wei, Y. (2019). Retaining hotel employees as internal customers: Effect of organizational commitment on attitudinal and behavioral loyalty of employees. *International Journal of Hospitality Management*, 76(September 2017), 1–8.
- Yenti, Veny. 2018. Analisis Pengaruh Motivasi Pertumbuhan dan *Organization-Based Self Esteem* terhadap Kinerja Karyawan melalui Komitmen Organisasional sebagai Variabel *Intervening*. Universitas Diponegoro: Semarang.
- Yuniawan, Ahyar. 2002. Model Persamaan Struktural (*Structural Equation Model*) untuk Desain dan Pengembangan Produk Baru. Universitas Gadjah Mada. Yogyakarta.