

DAFTAR PUSTAKA

- Azheri, B. (2012). *Corporate Social Responsibility: Dari Voluntary menjadi Mandatory*. Jakarta: PT Raja Grafindo Persada.
- Binu Raj, A., Akbar Jan, N., & Subramani, A. K. (2022). Building corporate reputation through corporate social responsibility: the mediation role of employer branding. *International Journal of Social Economics*, 49(12), 1770–1786. <https://doi.org/10.1108/IJSE-09-2021-0541>
- Brady, A. K. O. (2002). *Research Papers in Management Studies PROFILING CORPORATE IMAGERY: A SUSTAINABILITY PERSPECTIVE*. Diambil dari www.jims.cam.ac.uk
- Cabrera-Luján, S. L., Sánchez-Lima, D. J., Guevara-Flores, S. A., Millones-Liza, D. Y., García-Salirrosas, E. E., & Villar-Guevara, M. (2023). Impact of Corporate Social Responsibility, Business Ethics and Corporate Reputation on the Retention of Users of Third-Sector Institutions. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15031781>
- Cravens, K. S., & Oliver, E. G. (2006). Employees: The key link to corporate reputation management. *Business Horizons*, 49(4), 293–302. <https://doi.org/10.1016/j.bushor.2005.10.006>
- Cravens, K. S., Oliver, E. G., & Ramamoorti, S. (2003). The reputation index: Measuring and managing corporate reputation. *European Management Journal*, 21(2), 201–212. [https://doi.org/10.1016/S0263-2373\(03\)00015-X](https://doi.org/10.1016/S0263-2373(03)00015-X)
- David, C. (2008). *Corporate Social Responsibility*. Guler Aras & Ventus Publishing .
- Doorley, J., & Gracia, H. F. (2007). *Reputation Management: The Key to Successful Public Relations and Corporate Communication*. New York: Routledge.
- Dowling, G. (2002). *Creating Corporate Reputations: Identity, Image, and Performance*. England, UK: Oxford University Press.
- Engizek, N., & Yasin, B. (2017). How CSR and overall service quality lead to affective commitment: Mediating role of company reputation. *Social Responsibility Journal*, 13(1), 111–125. <https://doi.org/10.1108/SRJ-09-2015-0135>
- Fahmi, I. (2014). *Etika Bisnis Teori, Kasus, dan Solusi*. Bandung: Alfabeta.
- Fombrun, C. (1996). *Reputation: Realizing Value from the Corporate Image*. Cambridge, MA: Harvard Business School Press.

- Fombrun, C. J. (2005). *Reputation Management: Framework for Measurement and Valuation*. Henley Management College.
- Fombrun, C., & Shanley, M. (1990). *What's in a Name? Reputation Building and Corporate Strategy*. Source: *The Academy of Management Journal* (Vol. 33). Diambil dari <https://www.jstor.org/stable/256324>
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gjerde, K. A. P., & Slotnick, S. A. (2004). "Quality and reputation: the effects of external and internal factors over time." *International Journal of Production Economics*, 89, 1–20.
- Gotsi, M., & Wilson, A. M. (2001). Corporate reputation: Seeking a definition. *Corporate Communication. An International Journal*, 6(1), 24–30.
- Hadi, N. (2014). *Corporate Social Responsibility*. Yogyakarta: Graha Ilmu.
- Hendrik, B. U. (2008). *Corporate Social Responsibility*. Jakarta: Sinar Grafika.
- Kasali, R. (2005). *Manajemen Public Relations*. Jakarta: Ghalia Indonesia.
- Kasmir. (2005). *Pemasaran Bank* (2 ed.). Jakarta: Kencana.
- Kasmir. (2017). *Customer Service Excellent Teori dan Praktik*. Jakarta: Raja Grafindo Persada.
- Kotler, P., & Nancy, L. (2005). *Corporate Social Responsibility: Doing the Most Good for Your Company & Your Cause*. New Jersey: John Wiley and Sons, Inc.
- Kotler, Philip. (2000). *Marketing Management - Terjemahan bahasa Indonesia* (10 ed.). Jakarta: Prenhalindo.
- Kotler, Philip, & Amstrong, G. (2008). *Prinsip-prinsip Pemasaran* (Vol. 1). Jakarta: Erlangga.
- Kotler, Philip, & Keller, K. L. (2009). *Manajemen Pemasaran* (13 ed.). Jakarta: Erlangga.
- Kotler, Philip, & Keller, K. L. (2016). *Manajemen Pemasaran* (12 ed., Vol. 1 & 2). Jakarta: PT Indeks.
- Lee, S. R., Park, J. W., & Chung, S. (2022). The Effects of Corporate Social Responsibility on Corporate Reputation: The Case of Incheon International Airport. *Sustainability* (Switzerland), 14(17). <https://doi.org/10.3390/su141710930>

- Malau, H. (2017). *Manajemen Pemasaran*. Bandung: Alfabeta.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994). *Alternative Scales for Measuring Service Quality: A Comparative Assessment Based on Psychometric and Diagnostic Criteria Principal, Partners for Service Excellence* (Vol. 70).
- Park, J., Lee, H., & Kim, C. (2014). "Corporate social responsibilities, consumer trust and corporate reputation: South Korean consumers' perspectives". *Journal of Business Research*, 67, 295–302.
- Rahayu, D., Eka, N., Djamhari, A., Nurmansyah, R., Medio, F., Adella, Y., ... Fanggidae, V. (t.t.). *Report Banks' Policy Assessment 2022: Tracking Progress on Sustainable Finance in Indonesia*. Diambil dari www.walhi.or.id
- Sangadji, E. M., & Sopiah. (2013). *Perilaku Konsumen, Pendekatan Praktis Disertai: Himpunan Jurnal Penelitian*. Yogyakarta: Andi Offset.
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian*. Jakarta: Salemba Empat.
- Song, Ruan, & Park. (2019). Effects of Service Quality, Corporate Image, and Customer Trust on the Corporate Reputation of Airlines. *Sustainability*, 11(12), 3302. <https://doi.org/10.3390/su11123302>
- Stanton, W. J., Michel J. Etzel, & Bruce J. Walker. (2004). *Marketing* (13 ed.). New York: Macmillan Publishing.
- Sugiarto. (2017). *Metodologi Penelitian Bisnis*. Yogyakarta: Andi.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sunyoto, D., & Susanti, E. F. (2015). *Manajemen Pemasaran Jasa: Merencanakan, Mengelola, dan Membidik Pasar Jasa*. Yogyakarta: CAPS.
- Wahjono, S. I. (2010). *Manajemen Pemasaran Bank*. Yogyakarta: Graha Ilmu.
- Warta, W. (2017). *Manajemen Reputasi*. Bandung: Remaja Rosdakarya Offset.