

BIBLIOGRAPHY

- Ajzen, I. (1991). The theory of planned behavior. *ORGANIZATIONAL BEHAVIOR AND HUMAN Decision Processes*, 50(2), 179–211.
- Al-Ansi, A., Olya, H. G. T., & Han, H. (2019). Effect of general risk on trust, satisfaction, and recommendation intention for halal food. *INTERNATIONAL JOURNAL of HOSPITALITY MANAGEMENT*, 83, 210–219.
- Albert, N., Merunka, D., & Valette-Florence, P. (2008). When consumers love their brands: Exploring the concept and its dimensions. *JOURNAL of Business RESEARCH*, 61(10), 1062–1075.
- Batra, R., Ahuvia, A., & Bagozzi, R. (2012). Brand love. *JOURNAL of MARKETING*, 76(2), 1–16.
- Baumgartner, R. J. (2014). Managing corporate sustainability and CSR: A conceptual framework combining values, strategies and instruments contributing to sustainable development. *CORPORATE SOCIAL Responsibility AND ENVIRONMENTAL MANAGEMENT*, 21(5), 258–271.
- Beckwith Neil, E., & Lehman, D. R. (1975). The importance of halo effects in multi-at-tribute models. *JOURNAL of MARKETING RESEARCH*, 12(3), 265–275 365-275.
- Bello, K. B., Jusoh, A., & Md Nor, K. (2020). Relationships and impacts of perceived CSR, service quality, customer satisfaction and consumer rights awareness. *SOCIAL Responsibility JOURNAL*. <https://doi.org/10.1108/SRJ-01-2020-0010> ahead-of-print.
- Bowen, H. (1953). *Social Responsibilities of the Businessman*. New York: Harper and Row Press.
- Brown, T. J., & Dacin, P. A. (1997). The company and the product: Corporate associations and consumer product responses. *JOURNAL of MARKETING*, 61(1), 68–84.
- Byun, J., & Jang, S. (2019). Can signaling impact customer satisfaction and behavioral intentions in times of service failure?: Evidence from open versus closed kitchen restaurants. *JOURNAL of HOSPITALITY MARKETING & MANAGEMENT*, 28(7), 785–806.

- Camilleri, M. (2014). Advancing the sustainable tourism agenda through strategic CSR perspectives. *Tourism PLANNING & Development*, 11(1), 42–56.
- Carroll, A. B. (1979). A three-dimensional conceptual model of corporate performance. *ACADEMY of MANAGEMENT review*, 4(4), 497–505.
- Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, 34(4), 39–48.
- Chao, P., Polonsky, M., & Jevons, C. (2009). Global branding and strategic CSR: An overview of three types of complexity. *INTERNATIONAL MARKETING Review*, 26(3), 327–347.
- Cheng, L.-J., Yeh, C.-C., & Wong, S.-L. (2014). Mediating effects between world games identification and licensed merchandise. *TOTAL QUALITY MANAGEMENT*, 24(4), 384–398.
- Chen, S. C., & Quester, P. G. (2015). The relative contribution of love and trust towards customer loyalty. *AUSTRALASIAN MARKETING JOURNAL*, 23(1), 13–18.
- Chua, B., Lee, S., Goh, B., & Han, H. (2015). Impacts of cruise service quality and price on vacationers' cruise experience: Moderating role of price sensitivity. *INTERNATIONAL JOURNAL of HOSPITALITY MANAGEMENT*, 44, 131–145.
- Crane, A., McWilliams, A., Matten, D., Moon, J., Siegel, D. (2008). *The Oxford Handbook of Corporate Social Responsibility*. OUP Oxford Press.
- Creyer, E. H., & Ross, W. T. (1996). The impact of corporate behavior on perceived product value. *MARKETING Letters*, 7(2), 173–185.
- Davis, K. (1960). “Can Business Afford to Ignore Social Responsibilities?” *California Management Review*, 2/3, 70–76.
- De Pelsmacker, P., Geuens, M., & Van den Bergh, J. (2007). *MARKETING COMMUNICATIONS: A EUROPEAN perspective*. London, UK: Pearson Education.
- Drennan, J., Bianchi, C., Cacho-Elizondo, S., Louriero, S., Guibert, N., & Proud, W. (2015). Examining the role of wine brand love on brand loyalty: A multi-country comparison. *INTERNATIONAL JOURNAL of HOSPITALITY MANAGEMENT*, 49, 47–55.

- European Commission (2017). Retrieved from: http://ec.europa.eu/growth/industry/corporate-social-responsibility_pl (11.01.2017)
- Fornell, C., & Larcker, D. F. (1981). STRUCTURAL EQUATION models with UNOBSERVABLE VARIABLES AND MEASUREMENT error: ALGEBRA AND STATISTICS.
- Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *INTERNATIONAL JOURNAL of HOSPITALITY MANAGEMENT*, 76, 271–285.
- Gelbmann, U. (2010). Establishing strategic CSR in SMEs: An Austrian CSR quality seal to substantiate the strategic CSR performance. *SUSTAINABLE Development*, 18(2), 90–98.
- Ghozali, I. (2005). *Aplikasi Analisis Multivariate dengan SPSS*. Semarang: Badan Penerbit UNDIP.
- Ghozali, I. & Latan, H. (2015) *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan Penerbit Universitas Diponegoro.
- Goyder, G. (1961). *The responsible company*. Oxford: Blackwell Press.
- Guerard, J. B. (1997). Additional evidence on the cost of being socially responsible in investing. *JOURNAL of Investing*, 6 (4), 31–36.
- Guerrero, K. K., & Andersen, P. A. (2000). *Emotions in close RELATIONSHIPS. Close Relationships: A sourcebook*. Thousand Oaks, CA: Sage 171–183.
- Ha, D. (2017). The effect of foodservice company's corporate social responsibility (CSR) activities on value through customer satisfaction. *KOREAN JOURNAL of HOSPITALITY AND Tourism*, 26(6), 103–122.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *MULTIVARIATE DATA ANALYSIS*. Upper Saddle River, NJ: Prentice-Hall.
- Han, H., & Hyun, S. (2017). Impact of hotel-restaurant image and quality of physical- environment, service, and food on satisfaction and intention. *INTERNATIONAL JOURNAL of HOSPITALITY MANAGEMENT*, 63, 82–92.
- Han, H., Meng, B., & Kim, W. (2017). Emerging bicycle tourism and the theory of planned behavior. *JOURNAL of SUSTAINABLE Tourism*, 25(2), 292–309.

- Han, H., Yu, J., & Kim, W. (2019). Environmental corporate social responsibility and the strategy to boost the airlines' image and customer loyalty intentions. *JOURNAL of TRAVEL & Tourism MARKETING*, 36(3), 371–383.
- Han, H., Yu, J., Lee, K., & Baek, H. (2020). Impact of corporate social responsibility on customer responses and brand choices. *JOURNAL of TRAVEL & Tourism MARKETING*, 37(3), 302–316.
- Henning-Thurau, T. (2004). Customer orientation of service employees: Its impact on customer satisfaction, commitment, and retention. *INTERNATIONAL JOURNAL of Service Industry MANAGEMENT*, 15(5), 460–478.
- Huang, C. C., Yen, S. W., Liu, C. Y., & Huang, P. C. (2014). The relationship among corporate social responsibility, service quality, corporate image and purchase intention. *The INTERNATIONAL JOURNAL of ORAL IMPLANTOLOGY*, 6(3), 68–84.
- Hwang, J., Cho, S., & Kim, W. (2019). Consequences of psychological benefits of using eco-friendly services in the context of drone food delivery services. *JOURNAL of TRAVEL & Tourism MARKETING*, 36 (7), 835–846.
- Hwang, J., Kim, I., & Gulzar, M. A. (2020). Understanding the ecofriendly role of drone food delivery services: Deepening the theory of planned behavior. *SUSTAINABILITY*, 12(4), 1440–1452.
- Hwang, J., & Lyu, S. O. (2019). Relationships among green image, consumer attitudes, desire, and customer citizenship behavior in the airline industry. *INTERNATIONAL JOURNAL of SUSTAINABLE TRANSPORTATION*, 14 (6), 437–447.
- Inoue, Y., Funk, D. C., & McDonald, H. (2017). Predicting behavioral loyalty through corporate social responsibility: The mediating role of involvement and commitment. *JOURNAL of Business RESEARCH*, 75, 46–56.
- Inoue, Y., Kent, A., & Lee, S. (2011). CSR and the bottom line: Analyzing the link between CSR and financial performance for professional teams. *JOURNAL of Sport MANAGEMENT*, 25 (6), 531–549.
- Jahmane, A., & Gaies, B. (2020). Corporate social responsibility, financial instability and corporate financial performance: Linear, non-linear and spill-over effects—the case of the CAC 40 companies. *FINANCE RESEARCH Letters*, 34, 101483.
- Jiang, Y., & Wang, C. L. (2006). The impact of effect on service quality and satisfaction: The moderation of service contexts. *JOURNAL of Services MARKETING*, 20(4), 211–218.

- Jung, H. S., & Yoon, H. H. (2013). Do employees' satisfied customers respond with an satisfactory relationship? The effects of employees' satisfaction on customers' satisfaction and loyalty in a family restaurant. *INTERNATIONAL JOURNAL of HOSPITALITY MANAGEMENT*, 34, 1–8.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *JOURNAL of MARKETING*, 57, 1–22.
- Keller, K. L. (2003). Brand synthesis: The multidimensionality of brand knowledge. *JOURNAL of Consumer RESEARCH*, 29(4), 595–600.
- Kim, W., Kim, H., & Hwang, J. (2020). Sustainable growth for the self-employed in the retail industry based on customer equity, customer satisfaction, and loyalty. *JOURNAL of RETAILING AND Customer Services*, 53, 101963.
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *JOURNAL of RETAILING AND Consumer Services*, 50, 103–110.
- Lee, E. M., Park, S., & Lee, H. J. (2013). Employee perception of CSR activities: Its antecedents and consequences. *JOURNAL of Business RESEARCH*, 66, 1716–1724.
- Lii, Y. S., & Lee, M. (2012). Doing right leads to doing well: When the type of CSR and reputation interact to affect consumer evaluations of the firm. *JOURNAL of Business Ethics*, 105(1), 69–81.
- Li, Y., Liu, B., & Huan, T. C. T. C. (2019). Renewal or not? Consumer response to a renewed corporate social responsibility strategy: Evidence from the coffee shop in- dustry. *Tourism MANAGEMENT*, 72, 170–179.
- Lo, A. (2020). Effects of customer experience in engaging in hotels' CSR activities on brand relationship quality and behavioral intention. *JOURNAL of TRAVEL & Tourism MARKETING*, 37 (2), 185–199.
- Low, G. S., & Lamb, J. C. W. (2000). The measurement and dimensionality of brand associations. *The JOURNAL of Product AND BRAND MANAGEMENT*, 9(6), 350–368.
- Manosuthi, N., Lee, J., & Han, H. (2020). Impact of distance on the arrivals, behaviors and attitudes of international tourists in Hong Kong: A longitudinal approach. *Tourism MANAGEMENT*, 78, 103963.

- McColl-Kennedy, J. R., & White, T. (1997). Service provider training programs at odds with customer requirements in five-star hotels. *JOURNAL of Services MARKETING*, 11(4), 249–264.
- McWilliams, A., & Siegael, D. (2001). Corporate social responsibility: A theory of the firm perspective. *ACADEMY of MANAGEMENT Review*, 26(1), 117–127.
- Nejati, M., Nejati, M., & Shafaei, A. (2009). Ranking airlines' service quality factors using a fuzzy approach: Study of the Iranian society. *INTERNATIONAL JOURNAL of QUALITY & RELIABILITY MANAGEMENT*, 26(3), 247–260.
- Oliver, R. L. (2010). *SATISFACTION: A BEHAVIORAL perspective on the consumer* (2nd ed.). New York, NY: Routledge.
- Palihawadana, D., Oghazi, P., & Liu, Y. (2016). Effects of ethical ideologies and perceptions of CSR on consumer behavior. *JOURNAL of Business RESEARCH*, 69(11), 4964–4969.
- Palmer, A., & O'Neill, M. (2003). The effects of perceptual processes on the measurement of service quality. *JOURNAL of Services MARKETING*, 17(3), 254–274.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perceptions of service quality. *JOURNAL of RETAILING*, 64 (1), 12–40.
- Park, E. (2019). Corporate social responsibility as a determinant of corporate reputation in the airline industry. *JOURNAL of RETAILING AND Consumer Services*, 47, 215–221.
- Poolthong, Y., & Mandhachitara, R. (2009). Customer expectations of CSR, perceived service quality and brand effect in Thai retail banking. *INTERNATIONAL JOURNAL of BANK MARKETING*, 27(6), 408–427.
- Rashid, N. R. N. A., Khalid, S. A., & Rahman, N. I. A. (2015). Environmental corporate social responsibility (ECSR): Exploring its influence on customer loyalty. *PROCEDIA – Economics AND FINANCE*, 31, 705–713.
- Rivera, J. J., Bigne, R., & Curras-Perez, R. (2016). Effects of corporate social responsibility perception on consumer satisfaction with the brand. *SPANISH JOURNAL of MARKETING – ESIC*, 20, 104–114.
- Roberts, K. (2005). *LOVEMARKS: The future beyond BRANDS* (2nd ed.). New York, NY: Powerhouse Books.

- Ryu, K., Roy, P. A., Kim, H. A., & Ryu, H. (2020). The resident participation in endogenous rural tourism projects: A case study of kumbalangi in Kerala, India. *JOURNAL of TRAVEL & Tourism MARKETING*, 37 (1), 1–14.
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *JOURNAL of MARKETING COMMUNICATIONS*, 22(2), 189–214.
- Sen, S., & 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.
- Shaver, P. R., Morgan, H. J., & Wu, S. (1996). Is love a ‘basic’ emotion? *PERSONAL RELATIONSHIPS*, 3(1), 81–96.
- Shaver, P. R., Schwartz, J., Kirson, D., & O'Connor, C. (1987). Emotion knowledge: Further explorations of a prototype. *JOURNAL of PERSONALITY AND SOCIAL Psychology*, 52(6), 1061–1086.
- Song, H., Bae, S. Y., & Han, H. (2019). Emotional comprehension of a name-brand coffee shop: Focus on Lovemarks theory. *INTERNATIONAL JOURNAL of CONTEMPORARY HOSPITALITY MANAGEMENT*, 31, 1046–1065.
- Sternberg, R. J. (1986). A triangular theory of love. *Psychology Review*, 93, 119–135.
- Su, L., Wang, L., Law, R., Chen, X., & Fong, D. (2017). Influences of destination social responsibility on the relationship quality with residents and destination economic performance. *JOURNAL of TRAVEL & Tourism MARKETING*, 34(4), 488–502.
- Suranto, E. (2007). *Pekerjaan Sosial di Dunia Industri: Memperkuat Tanggungjawab Sosial Perusahaan (Corporate Social Responsibility)*. Bandung: Refika Aditama.
- Tariq, B., & Mat, N. K. N. (2018). Understanding the moderating role of government regulations in telecom sector of Pakistan. *JOURNAL of TELECOMMUNICATION, Electronic AND Computer Engineering*, 10(1–11), 103–107.
- Tariq, B., Najam, H., Maat, N. K. N., & Han, H. (2020). Moderating effect of government regulations on the determinants of customer loyalty for cellular service providers in Pakistan. *The JOURNAL of CONTEMPORARY Issues in Business AND Government*, 26(1), 1–22.

- Tuan, L. T. (2014). Clinical governance, corporate social responsibility, health service quality, and brand equity. *CLINICAL GOVERNANCE: An INTERNATIONAL JOURNAL*, 19(3), 215–234.
- Vishwanathan, P., van Oosterhout, H., Heugens, P. P., Duran, P., & Van Essen, M. (2020). Strategic CSR: A concept building meta-analysis. *JOURNAL of MANAGEMENT Studies*, 57(2), 314–350.
- Vlachos, P., & Vrechopoulos, A. P. (2012). Consumer-retailer love and attachment: Antecedents and personality moderators. *JOURNAL of RETAILING AND Consumer Services*, 19(2), 218–228.
- Vogel, D. (2005). *The Market for Virtue: The Potential and Limits of Corporate Social Responsibility*. Brookings Institution Press.
- Wang, X.-W., Cao, Y.-M., & Park, C. (2019). The relationships among community experience, community commitment, brand attitude, and purchase intention in social media. *INTERNATIONAL JOURNAL of HOSPITALITY MANAGEMENT*, 49, 475–488.
- Wang, S., & Han, H. (2017). The effect of airlines' CSR activities on corporate image and brand preference: From the perspectives of job seekers. *KOREAN JOURNAL of HOSPITALITY AND Tourism*, 26(6), 69–85.
- Wibisono, Yusuf. 2007. *Membedah Konsep & Aplikasi CSR*. Gresik: Fascho Publishing.
- Wu, S. I., & Wang, W. H. (2014). Impact of CSR perception on brand image, brand attitude and buying willingness: A study of a global café. *INTERNATIONAL JOURNAL of MARKETING Studies*, 6(6), 43.
- Yang, D. (2010). The effect of perceived quality and value in brand love. *INTERNATIONAL Conference on MANAGEMENT AND Service Science MANAGEMENT AND Service Science*, 8, 1–3.
- Yang, T. (2012). The decision behavior of Facebook users. *JOURNAL of Computer INFORMATION Systems*, 52(3), 59–68.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *JOURNAL of MARKETING*, 52(3), 2–22.