DAFTAR PUSTAKA

- Anderson, E.W. & Sullivan, M.W. (1993). The antecedents and consequences of customer satisfaction for firms. Marketing Science, 12(2), 125-143. DOI: 10.1287/mksc.12.2.125
- Anderson, Eugene W Class Fornell, Donald R Lehman (1994), Consumer Satisfaction, Market Share and Profitability Finding From Sweden, New York, *Journal of Marketing*, Volume 58.
- Agarwal, S., Erramilli, M.K. and Dev, C.S. (2003) 'Market orientation and performance in service firms: role of innovation', *Journal of Services Marketing*, Vol. 17, No. 1, pp.68–82.
- Arikan. 2012. Linking corporate social responsibility to corporate reputation: a study on understanding behavioral consequences. *International Strategic Management Conference*. Procedia.
- Barnett, M, Jermier, J, and Lafferty, B 2006. "Corporate Reputation: The Definitional Landscape". *Corporate Reputation Review*, 9 (1): 26 38
- Bitner, M. J. (1990). Evaluating Service Encounters: The Effect of Physical Surrounding and Employee Responses, *Journal of Marketing*, 54, 69-82.
- Bontis N., Booker, L.D., and Serenko A. 2007. *The mediating effect of organizational reputation on customer loyalty and service recommendation in banking industry*. Management Decision, 45 (9), 1426-1445.
- Caruana A. 1997. "Corporate Reputation: concept and measurement". *Journal of Product and Brand Management*, 6 (2), 109-118.
- Chaston, I. .1998. 'Evolving "new marketing" philosophies by merging existing concepts: Application of process within small high-technology firms', *Journal of Marketing Management*, 14 (4), 273–291.
- Chun, R. 2005. Corporate reputation: meaning and measurement. *International Journal of Management Reviews* 7 (2): 91–109
- Dennet't, C., Ineson, E.M., Stone, G.J. and Colgate, M. 2000. 'Pre-bookable services in the chartered airline industry: Increasing satisfaction through differentiation', *The Service Industries Journal*, 20 (2), 82–94.
- Den Hertog, P., van der Aa, W. and de Jong, M. W. (2010) 'Capabilities for managing service innovation: towards a conceptual framework', *Journal of Service Management*, Vol. 21, No. 4, pp. 490-514.
- Drejer, I.2004. *Identifying Innovation in Surveys of Services: A Schumpeterian Perspective.* Research Policy, 33(3), 551-562.
- Dowling, G.R. 1993. "Developing your company image into a corporate asset", Long Range Planning, Vol. 26 No. 2, pp. 101-9.
- Fombrun, Charles J. 1996, *Reputation: Realizing Value from the Corporate Image*. Boston: Harvard Business School Prsisteress.
- Ganesan Palanesamy, Manohar sridhar. 2016. Service innovation and Customer Performance of Telecommunication Service Provider: A Study on Mediation Effect of Corporate Reputation. *Corporate Reputation Review*, Vol. 19, No. 1, pp. 77–101.
- García-Madariaga, J. & Rodríguez-Rivera, F. (2017). Corporate social responsibility, customer satisfaction, corporate reputation, and firms' market value: Evidence from the automobile industry. *Spanish Journal of Marketing*, 21(S1): 39-53. DOI: 10.1016/j.sjme.2017.05.003

- Gholamreza Askarpour Daragahi. 2017. The Impact of Innovation on Customer satisfaction: A Study of the Cosmetics Producer in Tehran. *International Review*. (2017 No.1-2).
- Gianfranco Walsh, Keith Dinnie, Klaus-Peter Wiedmann, (2006) "How do corporate reputation and customer satisfaction impact customer defection? A study of private energy customers in Germany", *Journal of Services Marketing*, Vol. 20 Issue: 6, pp.412-420, https://doi.org/10.1108/08876040610691301
- Grace Chen, Y., Chen, Z.H., Ho, J.C. and Lee, C.S. 2009. 'In-depth tourism' influences on service innovation', International Journal of Culture, *Tourism and Hospitality Research*, 3 (4), 326–336.
- Helm, S. 2005. Designing a formative measure for corporate reputation. *Corporate Reputation Review* 8 (2): 95–109
- Hung-Tai Tsou, Ja-Shen Chen & Shih-Wen (Jolie) Liao (2016) Enhancing intellectual capital for e-service innovation, Innovation, 18:1, 30-53
- Jan, V., & Christian, Z. 2005. Introduction: Innovation in services, Industry and Innovation. 12 (2), 147-152.
- Kong YuSheng, Masud Ibrahim, (2019) "Service innovation, service delivery and customer satisfaction and loyalty in the banking sector of Ghana", *International Journal of Bank Marketing*.
- Mahmoud Abdulai Mahmoud, Robert Ebo Hinson, Patrick Amfo Anim, 2017. "Service innovation and customer satisfaction: the role of customer value creation", *European Journal of Innovation Management*.
- Miremadi A, Babakhani N, Yousefian M, and Fotoohi H, 2011. Importance of the Corporate Reputation in B2B Context in Iran: An Empirical Study. *International Journal of Marketing Studies*, Vol. 3, No. 4, pp. 146-157
- M. Porter, *Competitive advantage: creating and sustaining superior performance*, in: M.E. Porter (Ed.), Competitive Advantage: Creating and Sustaining Superior Performance, Free Press, New York, 1985, p. 38.
- Moon, H., Miller, D.R. and Kim, S.H. 2013. 'Product design innovation and customer value: Cross-cultural research in the United States and Korea', *Journal of Product Innovation Management*, 30(1), 31–43.
- Nanda, N., Kuruvilla, S.J. and Murty, B.V.R. 2013. 'Role of service innovation in customer satisfaction and customer loyalty: A study on organized retail in India', *International Journal of Business Insights and Transformation*, 6(2), 53–63.
- Oh, H. (1999), "Service quality, customer satisfaction and customer value: a holistic perspective", *International Journal of Hospitality Management*, Vol. 18 No. 1, pp. 67-82.
- Oliver, Richard L (1993), A Conceptual Model of Service Quality and Service Satisfaction : Compatible Goal, Different Concept, In Advance in Service Marketing and Management, Volume 2
- Ostrom, A.L., Bitner, M.J., Brown, S.W., Burkhard, K.A., Goul, M., Smith-Daniels, V., Rabinovich, E. (2010). Moving forward and making a difference: Research priorities for the science of service. *Journal of Service Research*, 18 (2), 127–159.

- Owano, Lucy Atieno et al. "Relationship between Customer Service Innovation and Customer Satisfaction in the Banking Industry: A Case Study of Kenya Commercial Bank." (2014). *IOSR Journal of Business and Management*.
- Parasuraman, A. & Berry, L. L. 1991. *Marketing for Services: Competing through Quality*. The Free Press, New York, NY.
- Parasuraman, A., Berry, L.L & Zeithaml, V. 1985. A conceptual model of service quality and the implications for future research. *Journal of Marketing Management*, 49, 41-51.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. 1988. SERVQUAL: A multi-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64, 12-40.
- Sabrina Helm, Ina Garnefeld, dan Julia Tolsdorf .2009. Perceived corporate reputation and consumer satisfaction An experimental exploration of causal relationships. *Australasian Marketing Journal*. 69-74.
- Schumpeter, J.A. (1934). The theory of economic development: An inquiry into profits, capital, credit, interest, and the business cycle. Vol. 55, Transaction Publishers.
- Spence, M. 1974. *Market signaling: informational transfer in hiring and related screening processes*. Cambridge: Harvard University Press.
- Sundbo, J. & Gallouj, F. (2000). Innovation as a loosely coupled system in services. *International Journal of Services Technology and Management*, Vol. 1, No. 1, pp. 15-36.
- Toivonen, M., Smedlund, A., & Tuominen, T. (2006). Development of Knowledge Intensive Business Service Innovations and Innovation Networks. International Journal Management, *Journal for Management Theory and Practice*, 40, 4-11.
- Tsai, M.-T., Tsai, C.-L., & Chang, H.-C. (2010). The effect of customer value, customer satisfaction, and switching costs on customer loyalty: An empirical study of hypermarkets in Taiwan. Social Behavior and Personality: An international journal, 38, 729-740
- Voss, C. A. 1992 ."Measurement of Innovation and Design Performance in services," *Design Management Journal*, 3 (1), 40-46.
- Wang, Y., G. Berens, and C.B. Van Riel. 2012. Competing in the Capital Market with a Good Reputation. *Corporate Reputation Review* 15 (3): 198–221
- Wang, C.L. and Ahmed, P.K. (2004) 'The development and validation of the organizational innovativeness construct using confirmatory factor analyses', *European Journal of Innovation Management*, Vol. 7, No. 4, pp.303–313.
- Walsh G. et al. 2006. How do corporate reputation and customer satisfaction impac customer defection? A study of private energy customer in Germany. *Journal* of Service Marketing, 20 (6), 412-420.
- Weng, M., et al. "A study of the relationship among service innovation, customer value and customer satisfaction: an empirical study of the hotel industry in Taiwan." *International Journal of Organizational Innovation 4.3* (2012): 98-112.
- Woodruff, R.B. (1997), "Customer value: the next source for competitive advantage", *Journal of the Academy of Marketing Science*, Vol. 25 No. 2, pp. 139-153.

- Yoon, E., H.J. Guffey, and V. Kijewski. 1993. The Effects of Information and Company Reputation on Intentions to Buy a Business Service. *Journal of Business Research* 27 (3): 215–228.
- Zabkar et al. 2003. The Impact of Corporate Reputation and Information Sharing On Value Creation For Organizational Customers. *South East European Journal of Economics and Business*. Volume 8 (2) 2013, 42-52.
- Zeithaml, Valarie A., Parasuraman, A., & Berry, L.L. 1990. *Delivering quality service: balancing customer perceptions and expectations*. New York, The Free Press.