

## DAFTAR PUSTAKA

- Aaker, Jennifer L. "Dimensions of brand personality." *Journal of marketing research* (1997): 347-356.
- Amine, A. (1998). Consumers' true brand loyalty: The central role of commitment. *Journal of Strategic Marketing*, 6(4), 305–319.
- "Arti Etika". [https://id.wikipedia.org/wiki/Etika\\_bisnis](https://id.wikipedia.org/wiki/Etika_bisnis) (25 Oktober 2016).
- Becker, L. C., & Becker, C. B. (1992). *Encyclopedia of ethics*. New York: Garland Publishing.
- Blain, Carmen, Stuart E. Levy, and JR Brent Ritchie. "Destination branding: Insights and practices from destination management organizations." *Journal of travel research* 43.4 (2005): 328-338.
- Boon, Susan D., et al. "Cooperation and prosocial behavior." *Cooperation and prosocial behavior* (1991).
- "Brand Management". [https://en.wikipedia.org/wiki/Brand\\_management](https://en.wikipedia.org/wiki/Brand_management) (25 Oktober 2016)
- "Brand They Believed Are Unethical". <http://www.mintel.com/press-centre/social-and-lifestyle/56-of-americans-stop-buying-from-brands-they-believe-are-unethical> (25 Oktober 2016).
- Brunk, K. H. (2010a). Exploring origins of ethical company/brand perceptions—a consumer perspective of corporate ethics. *Journal of Business Research*, 63(3), 255–262.
- Brunk, K. H. (2010b). Exploring origins of ethical company/brand perceptions—reply to Shea and Cohn's commentaries. *Journal of Business Research*, 63(12), 1364–1367.
- Brunk, K. H. (2011). Un/ethical company and brand perceptions: Conceptualising and operationalising consumer meanings. *Journal of Business Ethics* (submitted).
- Brunk, Katja H. "Un/ethical company and brand perceptions: Conceptualising and operationalising consumer meanings." *Journal of business ethics* 111.4 (2012): 551-565.
- Bussey, N. (2006). Is it important to be an ethical brand? *Campaign*, 11, 17.
- Carrigan, M., & Attalla, Ahmad. (2001). The myth of the ethical consumer—do ethics matter in purchase behaviour? *Journal of Consumer Marketing*, 18(7), 560–578.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93.
- Cooper, D.R. & Schindler, P.S. (2011). *Business research methods* (10th ed.). New York: McGraw Hill.

- "Definisi Etika Bisnis". <http://sarungpreneur.com/teori-dan-pengertian-etika-bisnis/> (25 Oktober 2016)
- "Definisi Tujuan Etika Bisnis". <http://bisnisi.com/pengertian-definisi-tujuan-dan-fungsi-etika-bisnis/> (25 Oktober 2016)
- "Definition of Ethical Brand". [www.ethicalbrand.com/docs/definition\\_of\\_an\\_ethical\\_brand.pdf](http://www.ethicalbrand.com/docs/definition_of_an_ethical_brand.pdf) (25 Oktober 2016)
- Delgado-Ballester, E., & Munuera-Alema ´n, J. L. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 35(11), 1238–1258.
- Delgado-Ballester, Elena, Jose Luis Munuera-Aleman, and Maria Jesus Yague-Guillen. "Development and validation of a brand trust scale." *International Journal of Market Research* 45.1 (2003): 35-54.
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113.
- Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61(2), 35.
- Duncan, Tom. *"Principles of Advertising & IMC", Second Edition*. McGraw, Inc. Bab 5. 2005
- Dunn, Jennifer R., and Maurice E. Schweitzer. "Feeling and believing: the influence of emotion on trust." *Journal of personality and social psychology* 88.5 (2005): 736.
- "Ethicalbrand". <http://www.ethicalbrand.com/> (25 Oktober 2016).
- Fan, Y. (2005). Ethical branding and corporate reputation. *Corporate Communications*, 10(4), 341–350.
- Geller, Lois K. *Direct marketing techniques*. Crisp Publications, 1998.
- Ghozali, Imam. "Analisis Multivariate dengan program SPSS." *Edisi ke 2* (2001).
- Ghozali, Imam. "Analisis Multivariate Lanjutan dengan Program SPSS." (2006).
- Ghozali, imam. "Aplikasi Analisis Multivariate dengan Program SPSS." (2007).
- Ghozali, Imam. "Aplikasi Analisis Multivariate dengan Program IBM SPSS 19-5/E." (2011).
- Glomb, T. M., Bhave, D. P., Miner, A. G., & Wall, M. (2011). Doing good, feeling good: Examining the role of organizational citizenship behaviors in changing mood. *Personnel Psychology*, 64(1), 191–223.
- Goldstein, 2009 p.5-7
- Gregory, Richard. "Perception" in Gregory, dan Zangwill, 1987 p.598-601

- Gundlach, G. T., Achrol, R. S., & Mentzer, J. T. (1995). The structure of commitment in exchange. *Journal of Marketing*, 59(1), 78–92.
- Hair, Joseph F., et al. "Black (1998), Multivariate data analysis." (1998): 577-664.
- Hair, Joseph F., et al. "Multivariate data analysis (Vol. 6)." (2006): 98-166
- Huber, F., Vollhardt, K., Matthes, I., & Vogel, J. (2010). Brand misconduct: Consequences on consumer–brand relationships. *Journal of Business Research*, 63(11), 1113–1120.
- Indriantoro, Nur dan Bambang Supomo. 1999. *Metodologi Penelitian Bisnis*. Yogyakarta : BPFY Yogyakarta
- Jacoby, J., & Chestnut, R. W. (1978). *Brand loyalty: Measurement and management*. New York: Wiley.
- Jacqueline Payne, "Ethical Consumerism and Conservatism: Hand in Glove," *The Heinz Journal*, Carnegie Mellon University, 2012
- JatinderShaw, D., & Shiu, E. (2002). The role of ethical obligation and selfidentity in ethical consumer choice. *International Journal of Consumer Studies*, 26(2), 109–116.
- Jogiyanto. 2004. *Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-pengalaman*. Yogyakarta: BPFY-Yogyakarta.
- Kamus Besar Bahasa Indonesia (KBBI) Th.2008
- Kincaid, Judith. *Customer Relationship Management: Getting it Right*. Prentice-Hall, Inc. Page 298. 2003
- Kotler, Philip, and Waldemar Pfoertsch. *B2B brand management*. Springer Science & Business Media, 2006
- Kotler, Philip, and Gary Armstrong. *Principles of marketing*. pearson education, 2010
- Kumar, S., & Advani, J. (2005). Factors affecting brand loyalty: A study in an emerging market on fast moving consumer goods. *Journal of Customer Behavior*, 4, 251–275.
- Lau, Geok Theng, and Sook Han Lee. "Consumers' trust in a brand and the link to brand loyalty." *Journal of Market-Focused Management* 4.4 (1999): 341-370.
- Matzler, K., Bidmon, S., & Grabner-Krautner, Sonja. (2006). Individual determinants of brand affect: The role of the personality traits of extraversion and openness to experience. *Journal of Product and Brand Management*, 15(7), 427–434.
- Matzler, K., Grabner-Krautner, S., & Bidmon, S. (2008). Risk aversion and brand loyalty: The mediating role of brand trust and brand affect. *Journal of Product & Brand Management*, 17(3), 154–162.
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709–734.

- "Intel's Research" <http://www.intel.com/press-centre/social-and-lifestyle/56-of-americans-stop-buying-from-brands-they-believe-are-unethical>
- Moorman, Christine, Gerald Zaltman, and Rohit Deshpande. "Relationships between providers and users of market research: The dynamics of trust within and between organizations." *Journal of marketing research* 29.3 (1992): 314.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20.
- Myers, D., & Tingley, D. (2011). The influence of emotion on trust.<http://scholar.harvard.edu/dtingley/files/emotionmanipulationm11.pdf> (submitted).
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4), 33–44.
- Payne, A., Storbacka, K., Frow, P., & Knox, S. (2009). Co-creating brands: Diagnosing and designing the relationship experience. *Journal of Business Research*, 62(3), 379–389.
- "Pengertian Fair Trade". <http://forumfairtradeindonesia.org/fair-trade/what-is-fair-trade/> (25 Oktober 2016)
- Procopio, Michael and Spielvogel "42 Rules for B2B Social Media Marketing: Learn Proven Strategies and Field-Tested Tactics Through Real World Success," 2012
- Reichheld, F. F., & Scheffer, P. (2000). E-loyalty. *Harvard Business Review*, 78(4), 105–113.
- Schacter, Daniel. *Psychology*. Worth Publishers 2011
- Schoorman, F. D., Mayer, R. C., & Davis, J. H. (2007). An integrative model of organizational trust: Past, present, and future. *Academy of Management Review*, 32(2), 344–354.
- Shanahan, Kevin J., and Michael R. Hyman. "Motivators and enablers of SCORing: A study of online piracy in the US and UK." *Journal of Business Research* 63.9 (2010): 1095–1102.
- Shaw, D., & Shiu, E. (2002). The role of ethical obligation and selfidentity in ethical consumer choice. *International Journal of Consumer Studies*, 26(2), 109–116.
- Shea, L. J. (2010). Using consumer perceived ethicality as a guideline for corporate social responsibility strategy: A commentary essay. *Journal of Business Research*, 63(3), 263–264.
- Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*, 66(1), 15–37.
- Sugiyono. 2011. *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta.
- Sung, Y., & Kim, J. (2010). Effects of brand personality on brand trust and brand affect. *Psychology & Marketing*, 27(7), 639–661.

- Shea, L. J. (2010). Using consumer perceived ethicality as a guideline for corporate social responsibility strategy: A commentary essay. *Journal of Business Research*, 63(3), 263–264.
- Singh, J.; Iglesias, O.; Batista-Foguet, J. M. 2012. Does Having an Ethical Brand matter? The influence of Consumer Perceived Ethicality on Trust, Affect and Loyalty, *Journal of Business Ethics*, 541–549.
- Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*, 66(1), 15–37.
- Sung, Y., & Kim, J. (2010). Effects of brand personality on brand trust and brand affect. *Psychology & Marketing*, 27(7), 639–661.
- Szmigin, I., Carrigan, M., & O’Loughlin, D. (2007). Integrating ethical brands into our consumption lives. *Journal of Brand Management*, 14(5), 396–409.
- “*The Meaning of Brand Management*”. <http://www.investopedia.com/terms/b/brand-management.asp> (25 Oktober 2016).
- Trout, Jack, and Al Ries. *Positioning: The battle for your mind*. Replay Radio, Radio New Zealand, 1982.
- Wood, Lisa. “*Brands and brand equity: definition and management*.” *Management decision* 38.9 (2000): 662-669.
- “World Fair Trade Organization”. <http://wfto.com/fair-trade/10-principles-fair-trade> (25 Oktober 2016)