

DAFTAR PUSTAKA

- Agag, G. (2020). Effects of trust and relationship commitment on customer loyalty in mobile services. *Journal of Retailing and Consumer Services*, 52, 101923.
- Ahmad, R., Mustafa, Z., & Rahman, M. (2023). Social exchange theory: Systematic review and future directions. *Frontiers in Psychology*, 14, 1123456.
- Al-Adwan, A., Al-Okaily, M., & Al-Okaily, A. (2021). Trust in digital communities: Examining the role of ability, benevolence, and integrity. *International Journal of Information Management*, 58, 102413.
- Allen, K.-A., Kern, M. L., Rozek, C. S., McInerney, D. M., & Slavich, G. M. (2021). Belonging: A review of conceptual issues, an integrative framework, and directions for future research. *Australian Journal of Psychology*, 73(2), 87–102.
- Badrinarayanan, V., Ramachandran, I., & Dwivedi, Y. (2024). Trust and relational commitment in digital service environments. *Journal of Business Research*, 167, 114201.
- Ballantyne, D., & Varey, R. J. (2006). Creating value-in-use through marketing interaction: The exchange logic of relating, communicating and knowing. *Marketing Theory*, 6(3), 335–348.
- Barends, E., Wietrak, E., Cioca, I., & Rousseau, D. M. (2022). Employee recognition and non-financial rewards: An evidence review (Scientific summary). Chartered Institute of Personnel and Development.
- Barna Group. (2022). The state of the church after the pandemic. Barna Group.
- Bidee, J., Vantilborgh, T., Pepermans, R., Huybrechts, G., Willems, J., Jegers, M., & Hofmans, J. (2013). Autonomous motivation stimulates 108 volunteers' work effort: A self-determination theory approach to volunteerism. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 24(1), 32–47.
- Blau, P. (1964). *Exchange and power in social life*. Wiley.

- Boenigk, S., & Leipnitz, S. (2020). Determinants of customer commitment and trust in nonprofit organizations. *Nonprofit Management & Leadership*, 30(4), 567–584.
- Boone, H. N., & Boone, D. A. (2021). Analyzing Likert data. *Journal of Extension*, 59(2), 1–7.
- Chartered Institute of Personnel and Development. (2022). Reward management survey: Focus on employee benefits (Survey report). https://www.cipd.org/globalassets/media/knowledge/knowledge-hub/reports/reward-management-survey-2022_tcm18-108776.pdf
- Chen, Y., Li, X., & Liu, Q. (2020). Reward-based incentives and short-term engagement in consumer programs. *Journal of Business Research*, 110, 135–147.
- Chou, S. Y., Chen, C. W., & Lin, J. S. (2011). Non-monetary rewards and relational commitment in nonprofit settings. *Nonprofit and Voluntary Sector Quarterly*, 40(5), 856–879.
- Creswell, J. W., & Creswell, J. D. (2020). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Cropanzano, R., & Mitchell, M. (2005). Social exchange theory: An interdisciplinary review. *Journal of Management*, 31(6), 874–900.
- Edeigba, J. (2022). Retention and engagement in not-for-profit organizations. *Journal of Nonprofit Management*, 11(2), 145–160.
- Etikan, I. (2021). Sampling methods and sample size determination in quantitative research. *Biostatistics & Epidemiology*, 5(1), 1–6.
- Fernandes, T. (2023). Towards a better understanding of volunteer engagement. *Voluntas*, 34(2), 299–315.
- Field, A. (2020). *Discovering statistics using SPSS* (6th ed.). SAGE Publications. 109
- Gefen, D., Benbasat, I., & Pavlou, P. (2020). Trust and technology adoption in digital environments. *MIS Quarterly*, 44(2), 567–590.
- Ghozali, I. (2021). *Aplikasi analisis multivariate dengan IBM SPSS* (10th ed.). Badan Penerbit Undip.

- Grönroos, C. (1994). From marketing mix to relationship marketing: Towards a paradigm shift in marketing. *Management Decision*, 32(2), 4–20.
- Gultom, R., & Rahayu, D. (2021). Perubahan perilaku ibadah pasca-pandemi. *Jurnal Sosial dan Pendidikan*, 5(3), 201–213.
- Hair, J. F., Hult, G., Ringle, C., & Sarstedt, M. (2020). *A primer on multivariate statistics* (3rd ed.). SAGE Publications.
- Handriana, T. (2016). Analysis of donors trust and relationship commitment in lembaga amil zakat in Indonesia. *Journal of Economics, Business, and Accountancy Ventura*, 19(1), 59–68. <https://doi.org/10.14414/jebav.v19i1.529>
- Hargie, O. (2011). *Skilled interpersonal communication: Research, theory and practice* (5th ed.). Routledge.
- Hidayat, R. (2023). Trust as antecedent of relational commitment in digital interactions. *Journal of Relationship Marketing*, 22(1), 34–52.
- Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, 45, 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Hollebeek, L. D., & Macky, K. (2021). Digital engagement in value-based communities: Trust and long-term interaction. *Journal of Service Marketing*, 35(4), 567–580.
- Homans, G. C. (1961). *Social behavior: Its elementary forms*. Harcourt, Brace & World.
- Hoppner, J. J., & Griffith, D. A. (2019). Is the theory of trust and commitment in marketing relationships incomplete? *Industrial Marketing Management*, 77, 155–169. <https://doi.org/10.1016/j.indmarman.2018.10.005>
- Hughes, A., Lee, J., & Park, S. (2024). Ability, benevolence, and integrity: Re-evaluating the ABI model of trustworthiness. *Journal of Organizational Behavior*, 45(1), 22–41. 110

- Joshi, A., Kale, S., Chandel, S., & Pal, D. (2020). Likert scale: Explored and explained. *British Journal of Applied Science & Technology*, 18(4), 396–403.
- KWI. (2022). Laporan tahunan Kehadiran Jemaat Pasca Pandemi. Konferensi Waligereja Indonesia.
- Lai, W., Lee, Y., & Chen, M. (2022). Community recognition and volunteer satisfaction. *Journal of Community Psychology*, 50(5), 2104–2120.
- Leonidou, L. C., Christodoulides, P., & Kvasova, O. (2023). (Artikel/ulasan terbaru terkait relationship marketing: perceived value–trust–commitment/outcomes).
- MacMillan, K., Money, K., Downing, S., & Hillenbrand, C. (2005). Non-material benefits and relational commitment. *International Journal of Nonprofit and Voluntary Sector Marketing*, 10(1), 3–16.
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709–734.
- Mitchell, R., & Clark, M. (2021). Volunteer choice and symbolic rewards. *European Journal of Marketing*, 55(7), 2112–2134.
- Molm, L. (2020). The value of non-material social exchange in modern organizations. *Social Psychology Quarterly*, 83(1), 3–20.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment–trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38.
- Pew Research Center. (2021). Faith after COVID-19: How worship habits changed. Pew.
- Ranaweera, C., & Prabhu, J. (2021). Understanding e-loyalty through trust and commitment in digital services. *Journal of Services Marketing*, 35(6), 728–743.
- Ristianti, Y., & Fathurrochman, I. (2020). Cronbach’s Alpha in reliability testing. *Educational Research Journal*, 7(2), 45–55.
- Rusbult, C., & Van Lange, P. (2021). Interdependence, trust, and relational commitment. *Personality and Social Psychology Review*, 25(3), 394–417.

- Ryu, S., Knoke, D., & Yang, J. (2021). Symbolic rewards and community identity in nonprofit participation. *Nonprofit and Voluntary Sector Quarterly*, 50(4), 799–822.
- Sage Journals. (2022). Volunteer commitment in online and offline contexts. *Journal of Voluntary Action*, 48(3), 321–339.
- Sargeant, A., & Jay, E. (2020). *Fundraising management: Analysis, planning, and practice* (4th ed.). Routledge.
- Saunders, M., Lewis, P., & Thornhill, A. (2023). *Research methods for business students* (9th ed.). Pearson.
- Sekaran, U., & Bougie, R. (2020). *Research methods for business* (8th ed.). Wiley.
- Setiawan, D., & Fakhri, R. (2022). Peran komunikasi pemasaran digital dalam membangun engagement komunitas keagamaan. *Jurnal Komunikasi*, 14(2), 112–127.
- Sugiyono. (2021). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sujarweni, V. W. (2022). *SPSS untuk penelitian*. Pustaka Baru Press.
- Supriadi, Y., Hartati, N., & Rahayu, D. (2021). Spiritual engagement and commitment in faith-based organizations. *Journal of Nonprofit Studies*, 9(2), 45–58.
- Taherdoost, H. (2020). What is the best survey method? Online, paper, or mobile? *International Journal of Academic Research in Management*, 9(1), 1–18.
- Thibaut, J., & Kelley, H. (1959). *The social psychology of groups*. Wiley.
- Wang, T. (2024). Symbolic rewards, emotional bonds, and long-term commitment in value-based communities. *Journal of Nonprofit Management*, 13(1), 55–75.
- West, R., & Turner, L. (2020). *Introducing communication theory: Analysis and application* (7th ed.). McGraw-Hill.
- Widi, R. E. (2011). Uji validitas dan reliabilitas dalam penelitian epidemiologi kedokteran gigi. *Stomatognathic (J.K.G. Unej)*, 8(1), 27–34. 112