

REFERENCES

- Abdullah, M. F., Khan, N. R. M., & Ibrahim, M. A. (2022). Exploring the Influence of SERVQUAL Dimensions of Reliability, Responsiveness and Assurance towards Consumers Loyalty: The Mediating Effect of Commitment-Trust Relationship Marketing Theory. *International Journal of Academic Research in Business and Social Sciences*, 12(11), 1580-1591. <https://dx.doi.org/10.6007/IJARBS/v12-i11/15058>
- Achmad, T., Pratama, B., & Sari, D. (2023). Fraud detection in financial statements: Evidence from Indonesian banking industry. *Journal of Financial Crime*, 30(2), 411–427. <https://doi.org/10.1108/JFC-03-2023-0045>
- Adrai, R., & Perkasa, D. H. (2024). Penerapan etika bisnis dan tanggung jawab sosial perusahaan dalam International Human Resources Management. *Jurnal Manajemen Dan Bisnis Madani*, 6(2), 68-85. <https://doi.org/10.51353/jmbm.v6i2.950>
- Deng, D., Ye, C., Wu, F., Guo, Y., Li, H., & Wang, C. (2023). Effect of organizational ethical self-interest climate on unethical accounting behaviour with two different motivations in China: the moderating effect of Confucian ShiZhong Thinking. *Humanities and Social Sciences Communications*, 10(1), 525. <https://doi.org/10.1057/s41599-023-01995-2>
- Alharis, M. B. (2020). Tinjauan Etika Bisnis Islam Pada Strategi Marketing Bmih Kediri Di Tengah Pandemi Covid-19. *Istithmar*, 4(2). <https://doi.org/10.30762/istithmar.v4i2.10>
- Anand, A., Bowen, M., Spivack, A. J., Vessal, S. R., & Rangarajan, D. (2023). The role of ethics in business-to-business marketing: An exploratory review and research agenda. *Industrial Marketing Management*, 115, 421-438. <https://doi.org/10.1016/j.indmarman.2023.10.013>
- Andarwati, T., Hidayah, W. R., & Hasanah, N. (2023). Mengintegrasikan Etika Bisnis Islam Pada Manajemen Perusahaan . *Proceedings of Islamic Economics, Business, and Philanthropy*, 2(1), 24–32. Retrieved from <https://jurnalfebi.iainkediri.ac.id/index.php/proceedings/article/view/1012>
- Andayani, S. U., Eliza, E., Fachrurazi, F., Solikahan, E. Z., Syadzili, M. F. R., Ekowati, D., Reza, V., Gobel, L. V., Sari, Y. P., Khasanah, H. L. K., Murah, S., & Tri Cahyono, P. (Eds.). (2022). Konsep dasar etika bisnis. Cendikia Mulia Mandiri.
- Astuti, E., & Prabowo, T. J. W. (2023). Pengaruh implementasi e-procurement dan sistem pengendalian internal terhadap efektivitas pencegahan fraud pengadaan barang dan jasa. *Diponegoro Journal of Accounting*, 12(2). Retrieved from <https://ejournal3.undip.ac.id/index.php/accounting/article/view/38632>
- Ayala-Regalado, C. J. (2023). Satisfaction in Business Relationships Between Companies and Dark Side Behaviour: A Literature Review. *Cuadernos De*

Administración, 39(77), e2211798. <https://doi.org/10.25100/cdea.v39i77.11798>

- Badrinarayanan, V., & Ramachandran, I. (2024). Relational exchanges in the sales domain: A review and research agenda through the lens of commitment-trust theory of relationship marketing. *Journal of Business Research*, 177, 114644. <https://doi.org/10.1016/j.jbusres.2024.114644>
- Bimawan, F. (2021). Faktor-Faktor Yang Mempengaruhi Fraud Pengadaan Barang Dan Jasa di Kota Semarang. *Serat Acitya*, 10(2), 114. <https://doi.org/10.56444/sa.v10i2.638>
- Cao, G., & Weerawardena, J. (2023). Strategic use of social media in marketing and financial performance: The B2B SME context. *Industrial Marketing Management*, 111, 41-54. <https://doi.org/10.1016/j.indmarman.2023.03.007>
- Cook, K. S., & Hahn, M. (2021). Social exchange theory: current status and future directions. *Theoretical Sociology*, 179-205.
- Deepika, Singh, S. V. P., & Paul, M. (2023). Does relationship marketing have a dark side? A theoretical perspective. *International Journal of Business Innovation and Research*, 30(3), 389-406. <https://doi.org/10.1504/IJBIR.2023.129372>
- Ferro-Soto, C., Padin, C., Roberts-Lombard, M., Svensson, G., & Høgevoid, N. (2024). Economic and non-economic satisfaction as interlocking constructs in B2B sales relationships. *South African Journal of Business Management*, 55(1), 3956. <https://doi.org/10.4102/sajbm.v55i1.3956>
- Francesco, I. M. and Hastuti, H. (2022) “Pengaruh Penerapan E-Procurement Dan Sistem Pengendalian Internal Pemerintah Terhadap Pencegahan Fraud Pengadaan Barang/Jasa Pemerintah (Survei pada Pejabat Pengadaan di Kota Cimahi)”, *Indonesian Accounting Research Journal*, 2(3), pp. 237–243. <https://doi.org/10.35313/iarj.v2i3.4126>
- Hochstein, B., Voorhees, C. M., Pratt, A. B., Rangarajan, D., Nagel, D. M., & Mehrotra, V. (2023). Customer success management, customer health, and retention in B2B industries. *International Journal of Research in Marketing*, 40(4), 912-932. <https://doi.org/10.1016/j.ijresmar.2023.09.002>
- Homburg, C., & Tischer, M. (2023). Customer journey management capability in business-to-business markets: Its bright and dark sides and overall impact on firm performance. *Journal of the Academy of Marketing Science*, 51(5), 1046-1074. <https://doi.org/10.1007/s11747-023-00923-9>
- Jeong, M., & Oh, H. (2017). Business-to-business social exchange relationship beyond trust and commitment. *International Journal of Hospitality Management*, 65, 115-124. <https://doi.org/10.1016/j.ijhm.2017.06.004>
- Kang, M., Dai, F., Liu, J., Um, K. H., & Li, S. (2026). Unethical behaviors in buyer-supplier relationships: an integrative review and future research agenda. *Journal of Business-to-business Marketing*, 33(1), 95-132. <https://doi.org/10.1080/1051712X.2025.2548797>

- Kikumori, M., & Ishii, R. (2023). Does B2B WOM usage matter to channel relationship performance? The roles of organizational culture and psychic distance. *Industrial Marketing Management*, 114, 286-296. <https://doi.org/10.1016/j.indmarman.2023.08.015>
- Kuo, C., & Tsang, S. S. (2023). Detection of price manipulation fraud through rational choice theory: evidence for the retail industry in Taiwan. *Security Journal*, 36(4), 712-731. <https://doi.org/10.1057/s41284-022-00360-3>
- Maryani, E., & Rianindita, N. (2024). Analisis manfaat penerpan prinsip dan kode etik dalam bisnis. *Journal of Development Economics and Digitalization, Tourism Economics*, 1(1), 20-25. <https://doi.org/10.35313/iarj.v2i3.4126>
- Meyer, K.Z., Luiz, J.M. & Fedderke, J.W. Rules of the Game and Credibility of Implementation in the Control of Corruption. *J Bus Ethics* 194, 145–163 (2024). <https://doi.org/10.1007/s10551-024-05612-3>
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2020). *Qualitative Data Analysis: A Methods Sourcebook* (4th ed.). SAGE Publications.
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.2307/1252308>
- Pires, P. B., Santos, J. D., & Silva, R. (2024). Relationship marketing in the age of digital marketing. In *Digital marketing* (pp. 131-156). CRC Press.
- Primastiwi, A., Kusuma Wardani, D., & Hanisah, H. (2020). Pengaruh Penerapan E-Procurement dan Sistem Pengendalian Internal Pemerintah Terhadap Pencegahan Kecurangan Pengadaan Barang dan Jasa di sektor publik. *Jurnal Sosial Ekonomi dan Humaniora*, 6(1), 30–36. Retrieved from <https://jseh.unram.ac.id/index.php/jseh/article/view/269>
- Rahardjo, M. (2017). Studi kasus dalam penelitian kualitatif: konsep dan prosedurnya.
- Rapanna, P. (2022, February 23). Menembus globalisasi di pusaran kearifan lokal. <https://doi.org/10.31219/osf.io/5d8qh>
- Rifa'i, Y. (2023). Analisis Metodologi Penelitian Kulitatif dalam Pengumpulan Data di Penelitian Ilmiah pada Penyusunan Mini Riset. *Cendekia Inovatif Dan Berbudaya*, 1(1), 31-37.
- Rinaldi, K., Junaidi, S. H., C, M. H., Awom, S. B., Lubis, P. H., Ernayani, R., ..., & Kom, M. (2023). Pendidikan anti korupsi. *Cendikia Mulia Mandiri*.
- Rohmaniyah, R., Syaiful, S., & Pranata, M. F. (2022). Fraud pemberian fee pada pengadaan barang dan jasa perspektif rekanan. *Kabilah: Journal of Social Community*, 7(1), 87-104. Retrieved from: <https://ejournal.iainata.ac.id/index.php/kabilah/article/view/168>
- Romaissah, R., Imtikhanah, S., & Hidayah, R. (2019). Pengaruh Implementasi Sistem E-Procurement Dan Pengendalian Internal Terhadap Pencegahan

- Fraud Pengadaan Barang/Jasa Pemerintah. *Neraca*, 15(2), 65-80. Retrieved from: <https://jurnal.umpp.ac.id/index.php/neraca/article/view/485>
- Sidharta, G. (2020). *Teori pertukaran sosial (Social Exchange Theory) Thibaut & Kelley*. ResearchGate. Retrieved from: https://www.researchgate.net/publication/344774544_Teori_Pertukaran_Sosial_Social_Exchange_Theory_Thibaut_Kelley
- Simeon, B., & Hamiton–Ibams, E. (2022). Relationship Marketing and Customer Satisfaction of Deposit Money Banks in Port Harcourt, Rivers State. *RIK International Journal of Business and Management*, 6(1), 58-77. Retrieved from: <https://www.researchgate.net/publication/361102876>
- Tripopsakul, S., & Puriwat, W. (2023). Exploring the relationship between ESG, trust, brand reputation, and brand equity. *International Journal of Advanced and Applied Sciences*, 10(10), 71-77. <https://doi.org/10.21833/ijaas.2023.10.008>
- Sugiyono, P. D. (2019). Metode penelitian bisnis: pendekatan kuantitatif, kualitatif, kombinasi, dan R&D. Penerbit CV. Alfabeta: Bandung, 225(87), 48-61.
- Supriyanto, D. (2022). Faktor-Faktor yang Mempengaruhi Pencegahan Fraud Pada Pengadaan Barang dan Jasa: Sistem Pengendalian Internal, E-Procurement, Sistem dan Prosedur. *Jurnal Ekonomi Manajemen Sistem Informasi*, 4(2), 131-141. <https://doi.org/10.31933/jemsi.v4i2.1200>
- Thibaut, J. W. and Kelley, H. H. 1959. *The social psychology of groups*, New York: Wiley.
- Wahjono, S. (2023). Perilaku Individu Dalam Membentuk Prinsip Etika Bisnis. *Universitas Muhammadiyah Surabaya* (April), 1-10.
- Ginting, J., Talbot, P., & Darryl, E. (2023). Legal Pluralism Perspective in Prosecuting Perpetrators of Bribery and Gratuities Corruption Crimes: Perspektif Pluralisme Hukum dalam Penindakan Pelaku Tindak Pidana Korupsi Suap dan Gratifikasi. *Jurnal Konstitusi*, 20(4), 721–736. <https://doi.org/10.31078/jk2049>
- Razak, N. A., Marmaya, N. H., Othman, M. Z., Osman, I., Kassim, S., Maskuri, F. A., & Mat Tahir, N. K. (2023). Capabilities and Reputation Risks Towards Firm Performance. *Journal of Risk and Financial Management*, 16(2), 125. <https://doi.org/10.3390/jrfm16020125>
- Wallenburg, C. M., & Handfield, R. (2022). Social exchange theory. In *Handbook of theories for purchasing, supply chain and management research* (pp. 267-282). Edward Elgar Publishing.
- Yakubu, M. M. A., Abbas, U. I., & Zubairu, U. (2021). Two Decades of Organizational Ethics: A Systematic Review. *Sriwijaya International Journal of Dynamic Economics and Business*, 157-172. <https://doi.org/10.29259/sijdeb.v1i2.157-172>