

THE EFFECT OF JUSTICE SERVICES ON CUSTOMER LOYALTY IN PKU MUHAMMADIYAH HOSPITAL, YOGYAKARTA

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ABSTRACT

The number of research samples, one of which is closely related to data analysis techniques. This study was designed using structural equation modeling (SEM). According to Bentler and Chou (1987) the total sample size of 200 has met the requirements for research using multivariate analysis tools, namely 5 times as many research parameters. Meanwhile, to use the AMOS Data Splitting Program, a sample size of 100 to 200 is required (Ghozali, 2013). Based on the results of data analysis that has been carried out, it can be concluded that the effect of justice services on consumer loyalty at Rsu Pku Muhammadiyah Yogyakarta Based on table 4.1 it can be seen that all indicators in the variables namely Procedural Justice, Interactional Justice, Complaint, Customer Satisfaction and Consumer Loyalty are declared valid, because it has a loading factor value above 0.5 (CFA > 0.5).

Keyword: procedural justice; interactional justice; complaint; customer satisfaction; customer loyalty.

INTRODUCTION

The realization of a healthy condition is the will of all parties. Not only by individuals, but also by families, groups and even by society. To be able to realize this healthy condition, many things need to be done. One of them that is considered to have an important role is the implementation of health services. To realize an optimal health degree for the community, health efforts are carried out with the approach of maintenance, health improvement (promotive), disease prevention (preventive), disease healing (curative), and health recovery (rehabilitatif) which are carried out comprehensively, integrated and sustainably. More and more people understand about health, both curative and preventive. The better the socioeconomic level and the higher the level public education (especially in big cities), the more critical it will be in assessing the services it gets compared to the value of the rupiah spent. They are not only looking for "cure or health" which is the

core product of the health care provider, but also convenience as an attribute of the product.

In manufacturing or service companies, accounting information is needed because this information is used to determine the cost of goods or the cost of services. Therefore, the accounting information must be accurate so that management can make the right decisions. In determining the cost of goods, management can. Hospital is an institution whose management is aimed at serving the community. As a private hospital, PKU Muhammadiyah Yogyakarta Hospital can be categorized as service provider organizations that also rely on the quality of services provided to the community. The speed of service, friendliness, effectiveness of action and comfort for patients and visitors will be key success factors in managing a hospital. But this will not happen without the support of adequate human resources. Employee commitment to the achievement of organizational goals can be a very effective driving factor towards the stages of progress of an organization, including the hospital. Therefore, what the patient really wants is comfort in service.

Concrete internal poly data at PKU Muhammadiyah Hospital from 2012-2013.

Year	Patient
2012	9822
2013	10796

Data source: PKU Muhammadiyah Hospital

PKU Muhammadiyah Yogyakarta General Hospital is one of the private hospitals in Yogyakarta which is a charity business of the Muhammadiyah Organization Center, which is an accredited hospital in 12 areas of service with type C plus. Apart from providing health services, it is also used as a place for doctor and nurse education. PKU Muhammadiyah Yogyakarta General Hospital is in the public spotlight regarding the declining quality of service. The length of waiting for the patient who is in service makes a complaint to the patient. The length of time the doctor's action service process is often a complaint for patients who want to use these services. The phenomenon occurred when the researcher

interviewed a visitor that the visitor complained because it was a long time waiting for the doctor to examine his sick child at PKU Muhammadiyah Yogyakarta Hospital. Based on the background that has been previously described, the following problems can be formulated:

1. Is there a positive effect of KP on C and KK?
2. Is there a positive influence on KI on C and KK?
3. Is there a positive effect of C on LK?
4. Is there a positive influence of the KK on LK?

Limitation of the problems carried out so that the research and discussion can be more in-depth and not widened. This research is limited by several things, namely:

1. The object of research is PKU Muhammadiyah General Hospital.
2. The dimensions of the product attributes which are research variables are procedural justice, interactional justice, compliance, customer satisfaction and consumer loyalty.
3. The subjects of the study were the respondents of poly patients at PKU Muhammadiyah Hospital in one or more times.

METHOD

In this study, the research method used is descriptive research method with a quantitative approach, the use of descriptive research is intended to obtain data in an effort to reveal "The Effect of Justice Services on Consumer Loyalty at PKU Muhammadiyah Yogyakarta General Hospital". With this research, it is hoped that it can become a recommendation for companies or other interested parties and as a reference for further researchers.

RESULTS AND DISCUSSION

This study aims to determine the effect of Procedural Justice and Interactional Justice on Complaints and Customer Satisfaction and the effect of Complaints and Customer Satisfaction on Consumer Loyalty. Respondents taken in this study were 200 people. In accordance with the problems and model formulation that has been stated, as well as the importance of hypothesis testing, the analysis techniques used in this study are descriptive statistical analysis and quantitative analysis. The contents of this chapter include validity and reliability tests, descriptive analysis, statistical analysis and discussion of research results.

Validity test

Used to measure whether a questionnaire is valid or not (Ghozali, 2005). The validity test is used to determine whether the instrument items are valid or not. In testing the validity of using Confirmatory Factor Analysis (CFA) analysis. If the factor loading value in the CFA is greater than 0.5, it can be declared valid, or in other words that the unobserved variable can be measured using each of the observed variable constructs. The results of the validity test can be shown in the following table:

Based on table 4.1 above, it can be seen that all indicators in the variables, namely Procedural Justice, Interactional Justice, Complaints, Customer Satisfaction and Consumer Loyalty are declared valid, because they have a factor loading value above 0.5 (CFA > 0.5).

Reliability Test

Reliability is a measure of the internal consistency of the indicators of a construct indicating the degree to which each of these indicators indicates a construct / common latent factor. In other words, how specific things help each other explain general phenomena. To test reliability, Composite Reliability analysis is used. The limit value used to assess an acceptable level of reliability is 0.7 (Ghozali, 2013). Reliability test results can be shown in the following table:

Based on the summary of the reliability test results as summarized in the table above, it can be seen that the value of Composite reliability on each variable is greater than 0.7. Thus, all the questions in the research variable are reliable. So that the items in the research variables can be used for further research.

Descriptive Analysis

Analysis by detailing and explaining the relationship between research data in the form of sentences. In this section, the descriptive analysis results will be presented, namely the characteristics of the respondents and the assessment of research variables which include the variables of procedural justice, service quality, satisfaction and loyalty.

Structural Equation Model Analysis

The quantitative analysis used in this research is path analysis and SEM assumption test. This path analysis model uses SEM (Structural Equation Model) analysis, which is a set of statistical techniques that allow testing a series of relatively complex relationships simultaneously. This analysis was chosen to determine the effect in stages, namely the effect of Procedural

Justice and Interactional Justice on Complaints and Customer Satisfaction and the effect of Complaints and Customer Satisfaction on Consumer Loyalty. This analysis is at the same time to prove the hypothesis of this study which has been described in the previous chapter.

To perform data analysis using the SEM method, testing steps are required, namely:

Model Goodness Test (Goodness of Fit)

To determine the criteria for a good model (Goodness of Fit) used: Absolute Fit Measured (absolute index measurement), Incremental Fit Measured (additional index measurement) and Parsimonious Fit Measured (index simplicity measurement). Test the goodness of this model using Amos software version 20.0.

Based on the analysis of goodness of fit - GFI reflects the level of suitability of the overall model. GFI's recommended acceptance rate > 0.90. The results show that the GFI value is $0.914 > 0.9$, so that the model has a good fit.

Tucker Lewis Index - TLI is an alternative to the incremental fit index that compares the tested model with the baseline. The recommended value as a good suitability level is > 0.90. The results showed that the TLI value was 0.972, so it could be stated that the level of conformity was in good criteria. Comparative Fit Index - CFI, is an incremental fit index that compares the tested model with the null model. The recommended value is $CFI > 0.9$. The test result is 0.977, indicating that the model is good

The Root Mean Square Error of Approximation - RMSEA, the index used to cover the Chi Square statistical slope in a large sample. The RMSEA value indicates the expected goodness of fit if the model is estimated in the population. The recommended acceptance value < 0.08, while the test results are 0.027 which indicates that the model is good.

From the results of the measurement of the Goodness of Fit Index above, it can be concluded that all parameters have met the expected requirements that have met the goodness of fit requirement.

Hypothesis Testing Results

As explained in chapter II, the hypothesis formulated in this study consists of 5 hypotheses. The research hypothesis was carried out a one-sided test, because the relationship between the independent variable and the dependent variable was hypothesized to have a positive effect. To find out whether the hypothesis is supported by data or not, the probability value of the Critical Ratio

(C.R) is compared with $\alpha = 5\%$. If the Standardized parameter coefficient is positive and the probability value of the Critical Ratio (C.R) is less than $\alpha = 5\%$, it can be concluded that the research hypothesis is supported by data (proven significantly).

Based on statistical analysis using the AMOS version 20.0 program, the results of the hypothesis test are obtained which are a test of the causality relationship of each research variable as presented in the following table.

Based on Table 4.14, the equation can be written:

$$C = 0.351KP + 0.451KI$$

$$KK = 0.404KP + 0.531KI$$

$$L = 0.324 C + 0.372 KK$$

The result of the coefficient of procedural justice pathway to Complaints is 0.351 which means that it is higher procedural justice with an increase of one unit, the Complaints will increase by 0.351. The results of the significance test found that the probability value was $0.002 < 0.05$, which means that procedural justice has a significant effect on Complaints. Thus the first hypothesis which is stated " **H1a: Procedural justice has a positive effect on Complaint** " is supported.

The result of the path coefficient of procedural justice on satisfaction is 0.404, which means that the higher the procedural justice with an increase of one unit, the customer satisfaction will increase by 0.404. The results of the significance test found that the probability value of $0.000 < 0.05$, means that procedural justice has a significant effect on customer satisfaction. Thus the first hypothesis which states " **H1b: procedural justice has a positive effect on customer satisfaction** " is supported.

The result of the coefficient of the pathway of interactional justice to Complaints is 0.451, which means that the higher the interactional justice with an increase of one unit, the Complaint will increase by 0.451. The results of the significance test found that the probability value is $0.000 < 0.05$, which means that interactional justice has a significant effect on Complaints. Thus the first hypothesis which states " **H2a: Procedural justice has a positive effect on Complaints** " is supported.

The result of the path coefficient of interactional justice on satisfaction is 0.531, which means that the higher the interactional justice with an increase of one unit, the customer satisfaction will increase by 0.531. The results of the significance test found that the probability value is $0.000 < 0.05$, which means that interactional justice has a significant effect on customer satisfaction. Thus the first hypothesis which states " **H2b: procedural justice has a positive effect on customer satisfaction** " is supported.

Based on the equation model, it can be explained that the Complaint coefficient on loyalty is 0.324, which means that for each increase in Complaint by one unit, consumer loyalty will increase by 0.324 assuming a constant variable. The significant test results found that the probability value is $0.007 < 0.05$, meaning that Complaint has a significant effect on consumer loyalty. Thus the third hypothesis which states "**H3: Complaint has a positive effect on Consumer Loyalty**" is supported.

The SEM test results show that the path coefficient of customer satisfaction on loyalty is 0.372, which means that for each one unit increase in satisfaction, consumer loyalty will increase by 0.372 assuming constant variables. The significant test results found that the probability value is $0.002 < 0.05$, which means that customer satisfaction has a significant effect on customer loyalty. Thus the fourth hypothesis which states "**H4: Customer satisfaction has a positive effect on Consumer Loyalty**" is supported.

Based on Table 4.14 regarding the direct effect, the indirect effect and the total effect, it can be seen that:

Direct effect of procedural justice à Loyalty: 0.000

Indirect effect of KPàL through C and KK: 0.264

Thus it can be seen that the indirect effect of procedural justice on consumer loyalty through Complaints and customer satisfaction is 0.264. This means that the higher the procedural fairness, the higher the Complaint and the level of customer satisfaction and this will increase consumer loyalty. When compared to the indirect effect is higher than the direct effect. This means that procedural justice that is felt by customers of Hasan Sadikin Hospital in Bandung will be able to increase customer loyalty after good Complaint handling and lead to customer satisfaction.

While the direct and indirect effects of interactional justice on consumer loyalty through Complaints and customer satisfaction can be shown as follows

Direct Effects of interactional justice à Loyalty: 0.000

Indirect effect of KI àL through C & KK: 0.344

Thus it can be seen that the indirect effect of interactional justice on consumer loyalty through Complaints and customer satisfaction is 0.344. This means that the higher the interactional justice, the higher the Complaint and the level of customer satisfaction and this will increase customer loyalty. When compared

Direct effect with indirect effect, indicating that the direct effect is lower than the indirect effect. This means that the interactional justice felt by customers of PKU Muhammadiyah

Yogyakarta Hospital will encourage good Complaint snacks and lead to customer satisfaction so that consumer loyalty will increase.

Effect of procedural justice on Complaints and Customer Satisfaction

The results of testing the first hypothesis found that procedural justice had a positive and significant effect on Complaints and customer satisfaction at PKU Muhammadiyah Yogyakarta Hospital. This means that the better the procedural justice is felt by consumers, the handling of Complaint PKU Muhammadiyah Yogyakarta Hospital will be better and the satisfaction felt by consumers will also be higher.

As for procedural justice in the form of fairness perceptions of policies, methods and measures used by decision makers to negotiate or resolve disputes, (Blodgett, Hill and Tax, 1997), the reasonableness of formal procedures to achieve work results (Kwun And Alshare, 2007). Procedural justice contains the following characteristics: security in application, process efficiency and speed of completion time (Wang, 2008). Procedural justice relates to the procedures that an organization uses to distribute organizational resources to its members. Two theoretical explanations put forward by researchers relating to the psychological processes that underlie the effects of procedural justice are process control and relational attention (Taylor et al, 1995). The process control perspective argues that the procedures used by the organization will be perceived as fairer when individuals who are affected by a decision have the opportunity to offer input in the decision-making process (Taylor et al, 1995). Meanwhile, the structural component states that procedural justice is a function of the extent to which a number of procedural rules are met or violated by policy makers (Gilliland, 1993).

Conceptually, individuals who perceive procedural injustice will tend to show reactions both positive and negative. Positive reactions can take the form of the emergence of behaviors outside the official role (extrarole behavior), such as issue selling (Dutton and Ashford, 1993), voice (LePine and Van Dyne, 2001), OCB (Van Dyne et al., 1994) , whistle blowing (Near and Miceli, 1995) and others. This behavior appears in order to improve conditions of injustice that occur. Meanwhile, negative reactions can appear in the form of decreased complaints and customer satisfaction. When individuals who perceive procedural injustice feel that efforts to improve the situation are too risky, the consumer's perceived satisfaction will decrease.

The tendency for service assessment provided by an organization to its consumers is no longer just starting from an

assessment of service quality as published by Parasuraman, Zeithaml and Berry (1988) and then developed by other researchers, from the research of Huang and Lin, (2005).). And Albari. Explaining people's reactions to conflict situations, research from Whiteman and Mamen (2002), namely the rights to society or consumers in all aspects of life without any uncompromising reason and also this research upholds treating someone to others, therefore the researcher is careful about and fertilize the results by examining several studies that what researchers take is procedural justice.

The results of this study support the research of Aryee, Budhwar and Chen (2002) who found that distributive and procedural justice can affect job satisfaction.

Effect of Interactional Justice on Complaints and Consumer Satisfaction

The results of the AMOS analysis found that interactional justice has a positive and significant effect on Complaints and customer satisfaction. This means that the greater the interactional justice, the higher the complaints and satisfaction felt by consumers of PKU Muhammadiyah Yogyakarta Hospital. This is because interactional justice is the reasonableness of how to treat someone with high respect and courtesy (Blodgett, Hill and Tax, 1997). The characteristics of interactional justice include familiarity in communicating, sensitive to situations, empathic, and providing assurance (Wang, 2008), honest, kind, respectful, polite. The results of the study support the research of Kwun and Alshare (2007) as well as Tax, Brown and Chandrashekar (1998), which have proven that interactional justice has a better effect than other justice. The results of the research by Masterson et al. (1997) show that the results of interactional justice are mediated by the leader-employee exchange variable. The good, balanced, mutually beneficial relationship created between the leader-employee will give rise to a positive perception of interactional justice.

The Effect of Complaint on Consumer Loyalty

The results of the study found that Complaint had a significant effect on consumer loyalty at PKU Muhammadiyah Yogyakarta Hospital. This means that the better Complaint handling will have a positive and significant effect on consumer loyalty. If seen from the value of the direct influence weight which is positive, it shows that the better the handling of Complaints that consumers feel towards PKU Muhammadiyah Yogyakarta Hospital, the more loyal consumers are in using these services.

Identifying the needs and wants of customers is the cornerstone of the marketing concept. Increased customer satisfaction will lead to an increase in customer retention, market share and profitability, as revealed by Ivan Minavia Putra (2005) when customers are dissatisfied, companies can retain unsatisfied customers and maintain market share if they can apply effective complaint handling techniques. Meanwhile, Cengis, Er and Kurtaran (2007) argue that customers who are unwilling to make complaints have the potential to eliminate valuable feedback about service / customer quality and interfere with the ability to recognize quality differences, make improvements, and reduce opportunities to fix problems and retain customers. , thus allowing a reduction in current and potential customers.

The Influence of Customer Satisfaction on Consumer Loyalty

The results of testing the fourth hypothesis found that customer satisfaction has a positive and significant effect on consumer loyalty at PKU Muhammadiyah Yogyakarta Hospital. This means that the greater the satisfaction felt by consumers, the greater the customer loyalty of PKU Muhammadiyah Yogyakarta Hospital.

The results of this study are consistent with the results of research by Zeithaml et al., (1996) and Fornel (1992) who found that high loyalty is influenced by high customer satisfaction. This means that if customer satisfaction increases, consumer loyalty will also increase. This is because satisfaction is formed on the fulfillment of performance with one's expectations. If performance exceeds expectations, consumers are very satisfied or happy. Many companies focus on high satisfaction because customers whose satisfaction is only within the "fit" criteria, it is easy to change their mind about getting a better deal. Those who are very satisfied have a harder time changing their choices. High satisfaction or highest pleasure creates emotional attachment to certain services or products, not just rational preferences / preferences, the result is high consumer loyalty.

According to Mclorry and Barnet (2000) in Laura (2011) states that an important concept that must be considered when building a loyalty program is customer satisfaction. According to Assael (1995) in Laura (2011) The satisfaction felt by consumers can increase the intensity of buying from these consumers. With the creation of an optimal level of customer satisfaction, it encourages the creation of loyalty in the minds of consumers who feel satisfied.

CONCLUSION

Based on the analysis and discussion of the effect of justice services on consumer loyalty at PKU Muhammadiyah Yogyakarta Hospital, the following conclusions can be drawn:

1. Procedural justice has a significant and positive effect on Complaints and consumer satisfaction. This means that the better the procedural justice felt by consumers, the greater the complaints and customer satisfaction.
2. Interactional justice has a significant and positive effect on Complaints and consumer satisfaction. This means that the better the interactional justice felt by consumers, the greater the complaints and customer satisfaction
3. Complaint has a positive and significant effect on consumer loyalty at PKU Muhammadiyah Yogyakarta Hospital. This means that the better the handling of complaints felt by consumers, the higher the consumer loyalty.
4. There is a positive and significant effect of customer satisfaction on consumer loyalty at PKU Muhammadiyah Yogyakarta Hospital. This means that the higher the satisfaction felt by consumers, the greater the customer loyalty.

Suggestion

Based on the above conclusions, then suggestions can be proposed which are expected to be useful for the managers of PKU Muhammadiyah Yogyakarta Hospital, namely as follows:

1. For PKU Muhammadiyah Yogyakarta Hospital, it should improve procedural justice for consumers, especially the indicators of improvement that are considered the lowest by consumers. Efforts to correct mistakes are one of the important goals that need to be upheld to lead to justice. Therefore, fair procedures also contain rules that aim to correct existing mistakes or errors that may arise, even if these mistakes are just minor mistakes.

For PKU Muhammadiyah Yogyakarta Hospital, it should also improve interactional justice, especially on the neutralist indicator as the lowest assessed indicator. Neutrality in decisions on conflicts between the two parties can be achieved when the basics of decision making use more facts and not opinions, moreover the facts that are displayed have a high objectivity value and also have a high validity value. The procedures and norms that already exist in PKU Muhammadiyah Yogyakarta Hospital should be implemented properly, and if there is a misunderstanding between consumers and hospital employees, the management will be neutral in solving the problem.

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