

REFERENCES

- Ariffin, S., Yusof, J. M., Putit, L., & Shah, M. I. A. (2016). Factors Influencing Perceived Quality and Repurchase Intention Towards Green Products. *Procedia Economics and Finance*, 37(16), 391–396. [https://doi.org/10.1016/s2212-5671\(16\)30142-3](https://doi.org/10.1016/s2212-5671(16)30142-3)
- Casidy, R., & Shin, H. (2015). The effects of harm directions and service recovery strategies on customer forgiveness and negative word-of-mouth intentions. *Journal of Retailing and Consumer Services*, 27, 103–112. <https://doi.org/10.1016/j.jretconser.2015.07.012>
- Chung, E., & Beverland, M. (2006). An Exploration of Consumer Forgiveness Following Marketer Transgressions. *Advances in Consumer Research*, 33(1970), 98–99.
- Ghosh, T. (2017). Managing Negative Reviews: The Persuasive Role of Webcare Characteristics. *Journal of Internet Commerce*, 16(2), 148–173. <https://doi.org/10.1080/15332861.2017.1305254>
- Grégoire, Y., Salle, A., & Tripp, T. M. (2015). Managing social media crises with your customers: The good, the bad, and the ugly. *Business Horizons*, 58(2), 173–182. <https://doi.org/10.1016/j.bushor.2014.11.001>
- Hyllstam, A., Nordgren, J., & Pärson, I. (2017). *Factors Influencing Consumer Forgiveness*. May.
- It, C., & Commons, C. (2013). *Readers Evaluate Companies* '.
- Joireman, J., Grégoire, Y., & Tripp, T. M. (2016). Customer forgiveness following service failures. *Current Opinion in Psychology*, 10, 76–82. <https://doi.org/10.1016/j.copsyc.2015.11.005>
- Of, I. J. (2019). *INTERNATIONAL JOURNAL OF Examining the Effect of Webcare in the Online Buying Service Recovery Context*. 4, 68–77.
- Tantrabundit, P., Phothong, L., Chanprasitchai, O. (2018). The Effects of Negative Electronic Word-of-Mouth and Webcare on Thai Online Consumer Behavior. *Engineering and Technology International Journal of Economics and Management Engineering*, 12(September), 728–740.
- Tantrabundit, P. (2018). Influence of Online Review and Rating System towards Consumer Preferences in Hospitality Sector. *Journal of Business Diversity*, 18(4). <https://doi.org/10.33423/jbd.v18i4.248>
- Tsarenko, Y., & Tojib, D. R. (2011). A transactional model of forgiveness in the service failure context: A customer-driven approach. *Journal of Services Marketing*, 25(5), 381–392. <https://doi.org/10.1108/08876041111149739>
- van Noort, G., & Willemsen, L. M. (2012). Online Damage Control: The Effects of Proactive Versus Reactive Webcare Interventions in Consumer-generated and Brand-generated Platforms. *Journal of Interactive Marketing*, 26(3), 131–140. <https://doi.org/10.1016/j.intmar.2011.07.001>
- van Noort, G., Willemsen, L. M., Kerkhof, P., & Verhoeven, J. W. M. (2014). Webcare as an Integrative Tool for Customer Care, Reputation Management, and Online Marketing. *Integrated Communications in the Postmodern Era*, 77–99. <https://doi.org/10.1057/9781137388551.0008>

- Weitzl, W. J. (2019). Webcare's effect on constructive and vindictive complainants. *Journal of Product and Brand Management*, 28(3), 330–347. <https://doi.org/10.1108/JPBM-04-2018-1843>
- Wu, I. J. (n.d.). *How Webcare can Increase Consumers Repurchase Intention*. 5(4), 1–11.
- Zourrig, H., Chebat, J. C., & Toffoli, R. (2009). Exploring cultural differences in customer forgiveness behavior. *Journal of Service Management*, 20(4), 404–419. <https://doi.org/10.1108/09564230910978502>

