

What is the Meaning Customer Citizenship Behavior? A Review

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Abstract: *This article gives information approximately the definition of meaning in Customer Citizenship Behavior (CCB) according to a few researchers who have been there and carried out before and as additional information. This article gives the conclusions of preceding researchers from the writer's angle.*

Keywords: Meaning and Customer Citizenship Behaviour (CCB)

1. Introduction

The idea of customer citizenship behavior (CCB) became in particular derived from organizational citizenship behavior (OCB), which refers to "this person's behavior is discretionary, not without delay or explicitly diagnosed by using the formal praise machine and that, inside the aggregate, promote the powerful functioning of the enterprise "(Organ, 1988). Generally CCB as a person's self-willingness to interact in unsolicited, helpful, and positive behaviors in the direction of other customers and a company. Every researcher offers a different definition of CCB, this article summarizes all CCB defenses with the aid of previous researchers who have and have accomplished

2. Materials and Methods

Presenting reference records about CCB defenses from preceding researchers by way of summarizing it and giving conclusions about the overall which means of CCB sourced from several research articles.

3. Results and Discussion

Here is s the conclusion some definition Customer Citizenship Behavior (CCB) of some existing researchers; According to Jaydeep and Kataria (2015) customer citizenship behavior is consumers' willingness to provide recommendations, help other customers and provide feedback to the company while customer citizenship behavior is the willingness of consumers voluntarily for recommendations, help other customers and provide feedback based on previous experience (Groth, 2005; Bove, Pervan, Beatty and Shiu, 2009; Bartikowski and Walsh, 2011; Y i, Gong and Lee, 2013) and according to Johnson and Rapp (2010) as consumers' willingness to engage in helping other customers Chen, Chen, and Farn (2010) Customer citizenship behavior as community citizen behavior which helps other consumers. So it can be concluded customer citizenship behavior as voluntary behavior to help other customers, give recommendations and give feedback to a mutually beneficial company based on previous experience. Based on the definitions of

Customer Citizenship Behavior (CCB) above, it can be summarized in Table 1.

Tabel 1: Definition Customer Citizenship Behavior

No.	Author	Definition
1	Jaydeep and Kataria (2015)	Willingness consumer give out recommendations, help other customers and provide feedback to the company
2	(Groth, 2005; Bove, Pervan, Beatty and Shiu, 2009; Bartikowski and Walsh, 2011; Y i, Gong and Lee, 2013)	Customer citizenship behavior is voluntary consumer willingness to recommendations, helm other customers and give our feedback based on previous experience.
3	Johnson and Rapp (2010)	Willingness of consumers to engage in helping other customers.
4	Chen, Chen and Farn (2010)	Behavior of community members who help other consumers.
5	Conclusion	Voluntary behavior to help customers others, give recommendations and give feedback to mutual companies profitable based on experience previous.

4. Conclusions

From the various definitions available, it can be concluded that CCB is voluntary behavior help other customers, provide recommendations and provide feedback to companies mutual benefit based on previous experience customer.

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