

- d. Memberdayakan sumber daya manusia di unit rawat jalan dengan memberikan pelatihan-pelatihan untuk meningkatkan kompetensinya maupun pelatihan tentang informasi produk apa saja yang ada di unit rawat jalan SHKJ.

- e. Harus dilakukan evaluasi secara berkesinambungan terhadap jasa pelayanan unit rawat jalan SHKJ dimana nantinya dapat digunakan untuk membuat rencana pengembangan unit rawat jalan SHKJ.

- f. Perlu dibuat KPI (Key Performance Indikator) unit rawat jalan yang dapat digunakan untuk memberi penilaian secara obyektif kinerja perawat di unit rawat jalan sehingga dapat memberikan imbalan kepada kualitas jasa yang unggul dan melakukan koreksi atas jasa yang buruk.

DAFTAR PUSTAKA

- Blankson, C. and S.P.Kalafatis, 1999, Issues and Challenges in the Positioning of Service Brands : A Review, *Journal of Product & Brand Management* , vol.8, no.2, pp. 106-118
- Collier, D.A. and S.M.Meyer, 1998, A Service Positioning Matrix, *International Journal of Operations & Production Management*, vol.18, no.12, pp.1223-1244
- Evans M., 2003, Market Segmentation in Baker, M.J.(ed.), *The Marketing Book*, 5th ed., Oxford : Butterworth-Heinemann
- Fandy Tjiptono, 2003, Understanding Consumer Behavior in a Service Context, *Internal Discussion Paper, MARKLogic*, Sydney, 11 Oktober
- Fandy Tjiptono, 2004, *Pemasaran Jasa*, Bayumedia Publishing
- Fandi Tjiptono, Gregorius Chandra, dan Dadi Adriana, 2008, *Pemasaran Strategik*, Andi Yogyakarta Publishing
- Fandy Tjiptono, 2008, *Service Management Mewujudkan Layanan Prima*, Andi Publishing
- Fornell, C. et al, 1996, The American Customer Satisfaction Index : Nature, Purpose, and Findings, *Journal of Marketing*, vol.60, no.4 (October), pp.7-18
- Freddy Rangkuti, 2003, *Measuring Customer Satisfaction*, Jakarta : PT Gramedia Pustaka Utama
- Gronroos, C., 1990, *Service Management and Marketing : Managing the Moments of Truth in Service Competition*, New York : Lexington Books
- Guiltinan, J.P., G.W.Paul, and T.J.Maiden, 1997, *Marketing Management : Strategies and Programs*, New-York : The McGraw-Hill Companies, Inc
- Hair, Anderson, Tatham & Black, 1998, *Multivariate Data Analysis* 5th edition, Prentice Hall International
- Jackovist, D.S., 2000, Ambulatory Patient Satisfaction : A Systematic Approach to Collecting and Reporting Information, *Journal for Healthcare Quality*
- Kotler P., 2000, *Marketing Management : The Millenium Edition*, Upper Saddle River, N.J. : Prentice Hall International, Inc
- Kotler, P., et al, 2004, *Marketing*, 6th edition, Frenchs Forest, NSW : Pearson Education Australia
- Kotler P. And K.L.Keller, 2009, *Marketing Management*, 12th edition, Upper Saddle River, N.J. : Pearson Education