

DAFTAR REFERENSI

- Aaker, D.A. (1991). *Managing Brand Equity: Capitalizing on The Value of Brand Name*. New york: Free Press.
- Alma, B. (2005). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Amrullah, M.A. (2014). *Panduan Menyusun Proposal Skripsi, Tesis & Disertasi*. Edisi Revisi, Penerbit Smart Pustaka, Yogyakarta.
- Andreassen, T.W. & Lindestad, B. (1997). Customer Loyalty and Complex Services: The Impact of Corporate Image on Quality, Customer Satisfaction and Loyalty for Customer with Varying Degres of Service Expertise. *International Journal of Service Industry Management*.
- Bagozzi, R.P. & Yi, Yi. (1988). On the Evaluation of Structural Equation Models. *Journal of the Academy of Marketing Science*, 16 (Spring): 74-94.
- Berne, C. (1997). Modelizacion de la Poscompra: Satisfaccion y Lealtad. In J. M. Mugica Grijalva & S. Ruiz de Maya (Eds), *El Comportamiento del Consumidor*, Cap. 5, Ariel Economia, Barcelona, 163-180.
- Boshoff C. & Gray, B. (2004). The relationships between service quality, customer satisfaction and buying intentions in the private hospital industry. *South African Journal of Management*, 35(4): 27-37.
- Boulding, W., Kalra, A., Staelin, R. & Zeithaml, V.A. (1993). A dynamic process model of service quality: from expectation to behavioural intention. *Journal of Marketing Research*, 30(1) : 7-27.
- Chao,Chan Wu. (2011). The Impact of Hospital Brand Image on Service Quality, Patient Satisfaction and Loyalty. *African Journal of Business Management*, 5(12): 4873-4882.
- Cheng, T.C.E., Lai, L.C.F. & Yeung, A.C.L. (2008). The Driving Forces of Customer Loyalty : A Study of Internet Service Providers in Hong Kong. *International Journal of E-Business Research*, 4(4), 26-42.
- Cronin, J.J., Brady, M.K. & Hult, G.T.M. (2000). Assessing The Effects of Quality, Value and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, 76(2): 193-218.
- Da Silva, R.V. & Alwi, S.F.S. (2008). Online Corporate Brand Image, Satisfaction and Loyalty. *Journal of Brand Management*, 16(3): 119-144.
- Davies, G., Chun,R., da Silva, R. & Roper, S. (2003). *Corporate Reputation and Competitiveness*. London: Routledge.
- Davies, D.F., Susan, L.G., & Adam, M. (2009). Measuring Brand Equity for Logistics Services. *The International Journal of Logistics Management*, Vol. 20 No.2: 201-212.
- Dick, A. & Basu, K. (1994). Customer loyalty: towards an integrated framework. *Journal of the Academy of Marketing Science*, 22 (2), 99-113.
- Djojodibroto, D. (1997). *Kiat Mengelola Rumah Sakit*. Jakarta: Hipokrates
- Dutka, A. (1994). *AMA Hand Book for Customer Satisfaction*, NTC Bussiness Book, Lincolnwood, Illinois.
- Edwardson, M. (1998). Measuring Emotions in Service Encounters: An exploratory analysis. *Australasian Journal of Market Research*, 6,2, 34-48.

- Ferdinand, A.T. (2002). *Structural Equation Modelling dalam Penelitian Manajemen*. Seri Pustaka Kunci 03/ 2000, Badan Penerbit Universitas Diponegoro. Semarang.
- Fisk, T.A., Brown, C.J., Cannizzaro, K. & Naftal, B. (1990). Creating patient satisfaction and loyalty. *Journal of Healthcare Marketing*, 10(2): 5-15.
- Giese, J. L. & Cote, J. A. (2000). Defining Consumer Satisfaction. *Academy of Marketing Science Review*, Vol. 2000 No. 1.
- Gee, R., Coates, G. & Nicholson, M. (2008). Understanding and Profitably Managing Customer Loyalty. *Marketing Intelligence & Planning*, 26(4), 359-374.
- Ghozali, I. & Fuad . (2005), *Structural Equation Modeling, Teori, Konsep & Aplikasi dengan Program LISREL 8.54*, Semarang: Badan Penerbit Universitas Diponegoro.
- Griffin, J. (2002). *Customer Loyalty: How to Earn It, How to Keep It*, New and Revised Edition, Weekly publisher.
- Hart, A.E. & Rosenberger, P.J. (2004). Effect of Corporate image in The Formation of Customer Loyalty: an Australian replication. *Australasian Marketing Journal*, 12(3): 88-96.
- Hair, J. F., Jr., Money, A. H., Samouel, P. & Page, M. (2007). *Research Methods for Business*. Chichester: John Willey & Sons Ltd.
- Hartono, B. (2010), *Manajemen Pemasaran untuk Rumah Sakit*. Jakarta : Rineka Cipta.
- Halowell, R. (1996). The Relationship of Customer Satisfaction, Customer Loyalty, and Profitability: An Empirical Study. *International Journal of Service Industry Management*, Vol 7. No. 4. Hal 27-42. MCB University Press.
- Hekkert, K.D., Cihangir, S., Kleefstra, S.M. & Van Den Berg, B. (2009). Patient Satisfaction Revisited: a Multilevel Approach. *Social Science Medicine*, 69(1): 68-75.
- Hu, Yu-Jia. (2009). Service Quality as Mediator of the Relationship Between Marketing Mix Strategy and Customer Loyalty: The Case of Retailing Stores in Taiwan. *The International Journal of Organizational Innovation*, Vol 2 No 2. Hal. 278-289.
- Igbaria, M., Zinatelli, N., Cragg, P. & Cavaye, A.L.M. (1997). Personal Computing Acceptable Factors in Small Firms: A Structural Equation Model. *MIS Quarterly*, September, 279-299.
- Kim, Y.K., Cho, C.H., Ahn, S.K., Goh, I.H. & Kim, H.J. (2008). A Study on Medical Services Quality and Its Influence upon Value of Care and Patient Satisfaction – Focusing upon Outpatients in a Large-sized Hospital. *Total Qual. Management Business Excel.*, 19(11): 1155-1171.
- Keller, K.L. (2003). *Strategic Brand Management, Building Measurement and Managing Brand Equity*. Upper Sadle River. Pearson Education International.
- Keller, K.L. (2008). *Strategic Brand Management: Building, Measuring and Managing Brand Equity 3rd Edition*. Upper Sadle River. Pearson Education, Inc.
- Kotler, P. (1985), *Manajemen Pemasaran*, Edisi Keempat, Penerbit Erlangga, Bandung.

- Kotler, P. & Clarke, R.N. (1987). *Marketing for Health Care Organizations*. Englewood Cliffs: Prentice-Hall.
- Kotler, P. (2000). *Marketing Management: Analysis, Planning, Implementation and Control*, Ninth Edition, Prentice Hall, Inc, Upper Saddle River, New Jersey.
- Kotler, P. (2005). *Manajemen Pemasaran*. Jilid 1 dan 2. Jakarta: PT Indeks Kelompok Gramedia.
- Kotler, P. & Keller, K.L. (2006). *Marketing Management 12th ed.* New Jersey: Prentice Hall, Inc.
- Kotler, P. & Keller, K.L. (2007). *Manajemen Pemasaran*. Jilid 1 dan 2. Jakarta: PT Indeks.
- Kotler, P. & Keller, K.L. (2012). *Marketing Management*. Edinburgh Gate, Harlow, England (United Kingdom): Pearson Education Limited.
- Kode Etik Rumah Sakit Indonesia (KODERSI) tahun 2000.
- Lai, F., Griffin M. & Babin, B.J. (2009). How quality, value, image, and satisfaction create loyalty at a Chinese telecom. *Journal of Business Research*, 62(10): 980-986.
- Lee, W.I., Chen, C.W., Chen, T.H. & Chen, C.Y. (2010). The Relationship between Consumer Orientation, Service Value, Medical Care Service Quality and Patient Satisfaction: The Case of a Medical Center in Southern Taiwan. *African Journal of Business Management*, 4(4): 448-458.
- Lewis, R.C. & Booms, B.H. (1983). The Marketing Aspects of Service Quality. In: Berry et al. (Eds), *Emerging Perspective on Service Marketing*. New York: AMA.
- Lytle, R.S. & Mokva, M.P. (1992). Evaluating Health Care Quality: The Moderating Role of Outcomes. *Journal of Healthcare Marketing*, 12(1): 460-469.
- Lovelock, C.H. & Wright, L.K. (2007). *Manajemen Pemasaran Jasa. Edisi Bahasa Indonesia*. Jakarta: PT Indeks.
- Malhotra, N.K. (2007). *Marketing Research An Applied Orientation*. 5th edition. New Jersey: Pearson Education.
- Malik, F., Yaqoob, S. & Aslam, A.S. (2012). The Impact of Price Perception, Service Quality and Brand Image on Customer Loyalty (Study of Hospitality Industry in Pakistan). *Interdisciplinary Journal of Contemporary Research in Business*, Vol 4, No 5, Ppp. 487-505 September 2012.
- Malik, M.E., Ghafoor, M.M. & Iqbal, K.I., (2012). Impact of Brand Image, Service Quality and Price on Customer Satisfaction in Pakistan Telecommunication Sector. *International journal of Business and Social Science Vol. 3 No.23*. pp 123-129 December 2012.
- Meenaghan, T. (1995). The Role of Advertising in Brand Image Development. *Journal of Product & Brand Management*, 4(4): 23-34.
- Merrilees, B. & Fry, M. (2002). Corporate Branding: A Framework for E Retailers. *Corporate Reputation Review*, 5(2/3): 213-225.
- Napitupulu, P. (2007). *Pelayanan Publik dan Customer Satisfiction*. Bandung: PT. Alumni.

- Nguyen, N. & LeBlanc, G. (1998). The Mediating Role of Corporate Image on Customers' Retention Decisions: An Investigation in Financial Services. *International Journal of Bank Marketing*, 16(2): 52-65.
- Oliver, R.L.(1997). *Satisfaction: A Behavioral Perspective on The Consumer*. New York: McGraw-Hill.
- Oyeniya, O. & Joachim, A.A. (2008). Customer Service in the Retention of Mobile Phone Users in Nigeria. *African Journal of Business Management*, 2(2): 26-31.
- Parasuraman, A., Zeithaml, V.A. & Berry, L.L. (1985). A Conceptual Model of Service Quality and Its Implications for Further Research. *Journal of Marketing*. 49, 41-50.
- Parasuraman, A., Zeithaml, V.A. & Berry, L.L. (1988). SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality, *Journal of Retailing*, 64(1): 12-40.
- Peraturan Menteri Kesehatan Republik Indonesia nomor 1045/MENKES/XI/2006
- Peraturan Menteri Kesehatan Republik Indonesia nomor 56 tahun 2014 tentang Klasifikasi dan Perizinan Rumah Sakit.
- Potluri, R.M. & Zeleke, A.A. (2009). Evaluation of Customer Handling Competencies of Ethiopian Employees. *African Journal of Business Management*, 3(4): 131-135.
- Peterson, R.A. & Wilson, W.R. (1992). Measuring Customer Satisfaction : Fact and Artifact. *Journal of Academy Marketing Science*, Volume 20, Issue 1, pp 61-71.
- Rangkuti, F. (2006). *Measuring Customer Satisfaction*. Jakarta : PT Gramedia Pustaka Utama.
- Roberts, P.W. & Dowling, G.R. (2002). Corporate Reputation and Sustained Superior Financial Performance. *Strategic Management Journal*, 23(12): 1077-1093.
- Rust, R.T., Zahorik, A.J. & Keiningham, T.L.(1996). *Service Marketing*. New York : Harper Collin College Publisher.
- Santoso, S. (2014). *Panduan Lengkap SPSS versi 20 Edisi Revisi*. Jakarta : Gramedia.
- Sekaran, U. (2003). *Research Methods for Business*. 4th Edition. John Wiley & sons Inc. New York. (Kwan Men Yon, Penerjemah), (2006). *Metodologi Penelitian untuk Bisnis*. Edisi 4. Buku 1. Jakarta: Salemba Empat.
- Sekaran, U. & Bougie, R. (2010). *Research Methods for Business: A skill building approach (5th ed.)*. Chichester: John Willey & Sons Ltd.
- Schulz, R. & Johnson, A.C. (1976). *Management of Hospital*. New York. McGraw-Hill.
- Singh, J. & Sirdeshmukh, D. (2000). Agency and Trust Mechanisms in Consumer Satisfaction and Loyalty Judgments. *Journal of the Academy of Marketing Science*, 28(1): 150-167.
- Singh, H. (2006). The Importance of Customer Satisfaction in Relation to Customer Loyalty and Retention, Asia Pacific University College of Technology & Innovation Technology Park Malaysia, *UCTI Working Paper*, pp. 1-6.

- Sugihartono, J. (2009), *Analisis Pengaruh Citra, Kualitas Pelayanan dan Kepuasan Terhadap Loyalitas Pelanggan (Studi Kasus pada PT. PUPUK KALIMANTAN TIMUR, Sales Representative Kabupaten Grobogan)*. Tesis Program Studi Magister Manajemen Universitas Diponegoro.
- Selnes, F. (1993). An Examination of The Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty. *European Journal of Marketing*, 27(9), 19-35.
- Sugiono, (2005). *Metode Penelitian Bisnis*. Bandung: CV. Alfabeta.
- Sprengh, R.A., MacKenzie, S.B. & Olshavsky, R.W. (1996). A Reexamination of The Determinants of Consumer Satisfaction. *Journal of Marketing*, 60(3): 15-32.
- Szymanski, D.M. & Henard, D.H.(2001). Customer Satisfaction: A Meta Analysis of The Empirical Evidence. *Journal of the Academy of Marketing Science*, 29(1): 16-35.
- Tjiptono, F.(2001). *Strategi Pemasaran*. Edisi Pertama. Yogyakarta: Andi Offset.
- Tjiptono, F. (2007). *Manajemen Jasa*. Edisi Keempat. Yogyakarta: Andi Offset.
- Tjiptono, F. (2011). *Management & Strategi Merek*. Yogyakarta: Penerbit ANDI.
- Tjiptono, F. (2014). *Pemasaran Jasa – Prinsip, Penerapan, dan Penelitian*. Edisi Pertama, Penerbit Andi, Yogyakarta.
- Tjiptono, F. & Chandra, G. (2007). *Service Quality & Satisfaction*. Yogyakarta : Penerbit ANDI.
- Trasorras. R., Weinstein, A. & Abrat, R. (2009). Value, Satisfaction, Loyalty and Retention in Professional Services, *Marketing Intelligence & Planning*, Vol. 27, No. 5, pp. 615-632
- Undang-undang Republik Indonesia nomor 44 tahun 2009 tentang Rumah Sakit.
- Sadu, W. (1991). *Bahan Penataran Metode Penelitian Sosial*. Jakarta : PPS MIP Universitas Satyagama.
- Widayat, R. (2009). *Being A Great and Sustainable Hospital: Beberapa Pitfall Manajemen yang Harus Dihadapi*. Gramedia Pustaka Utama : Jakarta
- Wijanto, S.H. (2008). *Structural Equation Modeling dengan LISREL 8.8 Konsep dan Tutorial*. Yogyakarta : Graha Ilmu.
- Woodside, A.G., Frey, L. & Daly, R.T. (1989). Linking Service Quality, Customer Satisfaction, and Behavioral Intension. *Journal of Healthcare Marketing*, 9(4): 5- 17.
- Wyckoff, D.D. (1988). *New Tools fo Achieving Service Quality*, in : Lovelock, C.(Hrsg). *Managing Service*, London u.a., S.226-239.
- Yagci, M.I., Biswas, A. & Dutta, S. (2009). Effects of Comparative Advertising Format on Consumer Responses: The Moderating Effects of Brand Image and Attribute Relevance. *Journal of Business Research*, 62(8): 768-774.
- Yi, Y. (1990). A Critical Review of Customer Satisfaction. In Zeithaml, V.A. (Ed), *Review of marketing* (pp 68 -123) Chicago : American Marketing Association.
- Zeithaml, V.A., Parasuraman, A. & Berry, L.L. (1990). *The Nature and Determinants of Customer Expectations of Service*. Press. New York.
- Zeithaml, V.A., Berry, L.L. & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*. 60: 31-46.

- Zeithaml, V.A. & Bitner, M.J. (2002). *Service Marketing*. New York: McGraw Hill, International Edition.
- Zeithaml, V.A. & Bitner, M.J. (2003). *Service Marketing: Integrating Customer Focus Accross the Firm*, Edisi 3. New York. McGraw-Hill.