

DAFTAR PUSTAKA

- Aditama, T. Y. 2003. *Manajemen Administrasi Rumah Sakit*. Edisi kedua. Jakarta: Universitas Indonesia.
- Amin, W. T. 2008. *Dasar-Dasar Customer Relationship Management (CRM)*. Jakarta: Harvindo.
- Aniroen, S. 1991. *Kebijaksanaan Departemen Kesehatan Dalam Upaya Peningkatan Mutu Pelayanan Rumah Sakit, Cerita Dunia Kedokteran Edisi Khusus (71)*. Jakarta: Departemen Kesehatan.
- Arab, M., Tabatabaei, SM. G., Rashidian, A., Forushani, A. R., and Zarei, E. 2012. The Effect of Service Quality on Patient loyalty: a Study of Private Hospitals in Tehran, Iran. *Iran Public Health*. Vol, 41(9): 71–77.
- Arsanam, P., and Yousapronpaiboon, K. 2014. The Relationship Between Service Quality and Customer Satisfaction of Pharmacy Departments in Public Hospitals. *International Journal of Innovation, Management and Technology*. Vol. 5, No. 4.
- Aykac, S., Aydin, S., Ates, M and Cetin, A.T. 2009. Effects of Service Quality on Customer Satisfaction and Customer Loyalty: Example of Marmara University Hospital. *International Congress on Performance and Quality in Health..* March 19-21, 2009, Antalya, Turkey.
- Azwar, S. 2012. *Metode Penelitian*. Yogyakarta: Pustaka Pelajar.
- Baloglu, S. 2002. *Dimentions of Customer Loyalty-Separating Friends from Well Wishers*. Cornell Hotel and Restaurants Administration Quarterly, Cornell University.
- Baron, R. M., and Kenny, D. A. 1989. The Moderator-Moderator Variable Distinction in Social Psychological Research: Conceptual, Strategic, Statistical Consideration. *Journal of Personality and Social Psychology*. Vol. 51, No 6, 1173-1182. American Psychological Assosiation, Inc.
- Crosby, L. A., Evans, K. R. and Cowles, D. 1990, Relationship quality in services selling: an interpersonal perspective. *Journal of Marketing*. Vol. 54. pp.68-81.
- Doll, W.J., Xia, W., and Torkzadeh, G. 1994. A Conformatory Factor Analysis of the end-user Computing Satisfaction Instrument. *MIS Quarterly*, 12(2): 159-174.
- Eq, Z. M., dan Wijaya, T. 2012. *Panduan Teknik Statistik SEM & PLS Dengan SPSS AMOS*. Yogyakarta: Cahaya Atma Pustaka.
- Ferdinand, A. 2002. *Structural Equation Modelling dalam Penelitian Manajemen*. Semarang: FE UNDIP.
- Ghozali, I., dan Fuad. 2008. *Structural Equation Modeling: Teori, Konsep dan Aplikasi Dengan Program Lisrel 8.0*. Semarang: Badan Penerbit UNDIP.
- Griffin, J. 2010. *Customer Loyalty, Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta: Erlangga.
- Grönroos, C. 2001. "The perceived service quality concept-a mistake?" Managing Service Quality, 11 (3), 150-152.
- Guiltinan, J.P., Paul, G. W and Madden, T. J. 1997. *Marketing Management: Strategies and Programs*, Sixth Edition. McGraw-Hill Companies, Inc.

- Hair, J. F., Anderson, R. E., Tatham, R. L., and Black, W. C. 2006. *Multivariate Data Analysis, Fifth Edition*. USA: Prentice Hall International.
- Hisyam, A. S. Si., M. Si. 2009. *Aplikasi Metode Structural Equation Modeling Dengan LISREL 8.54*. (Edisi Kedua). Jakarta: Olah Data Konsultan Statistika dan Pengolahan Data.
- Hutt, M. D., and Spehh, T. W. 2012. *Business Marketing Management*, 11th Edition. ed. Cengage Learning. South Wetern.
- Kesuma, I. A. W., Hadiwidjojo, D., Wiagustini, N. L. P., and Rohman, F. 2013. Service Quality Influence on Patient Loyalty: Customer Relationship Management as Mediation Variable. *International Journal of Business and Commerce*. Vol. 2, No.12.
- Kim, W.G., and Cha, Y. 2002. Antecedents and Consequences of Relationship Quality in Hotel Industry. *Hospitality Management*. Vol. 21. No.3. pp 321-338.
- Kotler, P and Amstrong, G. 2010. *Principles Of Marketing*. 13 Edition. New Jersey. Upper Saddle River: Pearson Prentice Hall.
- Kotler, P., and Keller. 2009. *Marketing Management* (13th ed). Upper Saddle River: New Jersey.
- Kurniawan, H., dan Yamin, S. 2011. *Generasi Baru Mengolah Data Penelitian dengan Partial Least Square Path Modeling, Aplikasi dengan Software XLSTAT, Smart PLS dan Visual PLS*. Salemba Empat. Jakarta.
- Lewis R.C., and Booms B.H. 2007. Marketing Aspects in Quality and Product Differentiation. *Jurnal of Marketing*, Vol 15, pp 99-107.
- Lin, C. P., and Ding, C. G. 2006. Evaluating the Group Differences in Gender During the Formation of Relationship Quality and Loyalty in ISP Service. *Journal of Organizational and End User Computing*. Vol. 18, 38-62.
- Lovelock, C. 2002. *Service Marketing In Asia*. Singapore: Prentice Hall Inc.
- Malhotra, N. 2007. *Marketing Research: an applied orientation*. Pearson education, inc., fifth edition. New Jearsey: USA.
- Markovic, S., Loncaric, D., and Loncaric, D. 2014. *Service Quality and Customer Satisfaction in The Health Care Industry-Towards Health Tourism Market. Tourism and Hospitality Management*. Vol. 20, No. 2, pp. 155-170.
- Mendoza, A. M. 2014. Correlation Analysis of Customer Satisfaction and Loyalty in Carlito Peña Reyes Hospital. *Asia Pacific Journal of Multidisciplinary Research*. Vol. 2, No. 4.
- Noor, J. 2011. *Metodologi Penelitian*. Jakarta: Kencana Prenada Media Group.
- Oliver, R. L. 2010. *Satisfaction, A Behavioral Perspective on The Customer*. New York: Mc Graw-Hill. Companies Inc.
- Parasuraman, A., Zeithaml, V. A and Berry, L. L. 1985. A Conceptual Model of Service Quality and It's Implications for Future Research. *Journal of Marketing*. Vol.4. pp. 41-50.
- Parasuraman, A., Zeithaml, V. A and Berry, L. L. 1988. Servqual A. Multiple item for Measuring Customer Perception of Service Quality. *Journal of Retailing*. Vol.64. p.12-40.

- Pouragha, B., and Zare, E. 2016. The Effect of Outpatient Service Quality on Patient Satisfaction in Teaching Hospitals in Iran. *Mater Sociomed.* Feb: 28(1): 21–25.
- Sabarguna, B. S. 2003. *Sistem Informasi Pemasaran Rumah sakit*. Yogyakarta: Gajah Mada University Press.
- Saleh, A.M. 2010. *Public Service Communication*. Malang: UMM Press.
- Santoso, S. 2014. *Panduan Lengkap SPSS 20*. (Edisi Revisi). Jakarta: PT. Elex Media Komputindo.
- Sarwono, J. 2010. Pengertian Dasar Structural Equation Model (SEM). *Jurnal Ilmiah Manajemen Bisnis*. Vol 10, No 3.
- Smith, S., and Wheeler, J. 2002. *Managing The Customer Experience*. London: Prentice Hall.
- Srivastava, M. 2015. Influencers of Customer Satisfaction-Customer Loyalty Relationship: A Conceptual Research Model. *IMJ*. Vol, 7 Issue, 1.
- Sugiyono. 2011. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sukmadinata, N. S. 2010. *Metode Penelitian Pendidikan*. Bandung: PT Remaja Rosdakarya.
- Supriyanto, S., dan Ernawati. 2010. *Pemasaran Industri Jasa Kesehatan*. Yogyakarta: CV Andi Offset.
- Syah, T. Y. R. 2014. *Fasilitas Partisipasi Provider Sebagai Pembentuk Loyalitas Pelanggan, dengan Mediasi Kualitas Relasional, dan Dimoderasi Implicit Self Theorist*. Disertasi pada Program Doktoral Universitas Indonesia. Depok.
- Tjiptono, F. 2012. *Servis Manajemen Mewujudkan Layanan Prima*. Yogyakarta: Penerbit Andi.
- Tuckman, B. W. 1978. *Conducting Educational Research*. New York: Hardcourt Brace Jovanovich, Inc.
- Trisniantoro, L. 2004. *Memahami Penggunaan Ilmu Ekonomi dalam Manajemen Rumah Sakit*. Cetakan Pertama. Penerbit Gajah Mada University Press.
- Wyckof. 2002. Prinsip Pemasaran. Edisi Ketujuh, Jilid Satu. Jakarta: Erlangga.
- Wijanto, S. H. 2008. *Structural Equation Modeling dengan Lisrel, Konsep dan Tutorial*. Jakarta: Graha Ilmu.
- Wijaya, T. 2009. *Analisis SEM untuk Penelitian Menggunakan AMOS*. Penerbit Universitas Atmajaya. Yogyakarta.
- Zeithaml, V. A., and Bitner, M. J. 2002. *Service Marketing*, First edition. Mc Graw Hill. New York.