

REFERENCES

Aaker, D.A. (1991). *Managing Brand Equity. Capitalizing on the Value of a Brand Name. The Free Press*, New York

Afrianti, D. (2015). Duka Mendalam Keluarga Pasien Meninggal karena Obat Bius di RS Siloam. Available at: <https://megapolitan.kompas.com/read/2015/02/18/1544450/Duka.Mendalam.Keluarga.Pasien.Meninggal.karena.Obat.Bius.di.RS.Siloam> . (Accessed: 2nd March 2020).

Agarwal, S. and Teas, K.R. (2001). Perceived value: The mediating role of perceived risk. *Journal of Marketing Theory and Practice* 9 (4): 1–14.

Aliaga, M. and Gunderson, B. (2002) *Interactive Statistics*. [Thousand Oaks]: Sage Publications.

Almossawi, M. (2001). Bank selection criteria employed by college students in Bahrain: an empirical analysis. *Int. J. Bank. Mark.* 19(3): 115-125

Alotaibi M, Alazemi T, Alazemi F and Bakir Y (2015) Patient satisfaction with primary health- care services in Kuwait. *International Journal of Nursing Practice* 21, 249–257.

Altiany, L. and Poudel, S. (2016) *Enhancing Customer Experience in the Service Industry: A Global Perspective*. *Google Books* [Online]. Available

at: <https://books.google.co.id/books?hl=id&id=s7IPCwAAQBAJ&q=hair#v=onepage&q&f=false> (Accessed: 28th April 2020)

Ambler, T.; Bhattacharya, C.B.; Edell, J.; Keller, K.L.; Lemon, K.N.; Mittal, V. Relating brand and customer perspectives on marketing management. *J. Serv. Res.* 2002, 5, 13–25.
<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.620.4659&rep=rep1&type=pdf>

Amin, M., Yahya, Z., Ismayatim, W.F.A., Nasharuddin, S.Z., and Kassim, E., (2013), Service Quality Dimension and Customer Satisfaction: An Empirical Study in the Malaysian Hotel Industry, *Services Marketing Quarterly*, 34(2), 115-125.

Andajani, E. (2015) 'Understanding Customer Experience Management in Retailing', *Erna Andajani / Procedia - Social and Behavioral Sciences*, 211(), pp. 629 - 633 [Online]. Available at: [10.1016/j.sbspro.2015.11.082](https://doi.org/10.1016/j.sbspro.2015.11.082) (Accessed: 28th April 2020)

Anderson W. (1998) 'Customer Satisfaction and Word of Mouth', *Journal of Service Research*, 1 (1), pp. 6. Sage Journals. Available at: <https://doi.org/10.1177/109467059800100102> (Accessed: 5th November 2019).

Apuke, O. D. (2017) 'QUANTITATIVE RESEARCH METHODS A SYNOPSIS APPROACH', *Arabian Journal of Business and Management*

Review (Kuwait Chapter), 6(10), pp. 42. Available at: [10.12816/0040336](https://doi.org/10.12816/0040336)
(Accessed: 14th February 2020).

Ariyanti, F. (2014) *OJK: Bank Mandiri Rugi Reputasi*, Available at:
<https://www.liputan6.com/bisnis/read/2050710/ojk-bank-mandiri-rugi-reputasi> (Accessed: 3rd February 2020).

Arndt, J. (1967) *Marketing Definitions: A Glossary of Marketing Terms*.
Chicago, IL.

Asrul. (2019). RS Siloam Tolak Layani Korban Lakalantas Petugas Kebersihan
karena Pakai BPJS. Retrieved 2 March 2020, from
<https://amp.sulsatsu.com/2019/10/13/makassar/rs-siloam-tolak-layani-korban-lakalantas-petugas-kebersihan-karena-pakai-bpjs.html>

Badenhausen, K. (2019) *The World's Best Banks 2019*, Available at:
<https://www.forbes.com/worlds-best-banks/#7f38a61f1295> (Accessed: 2nd
February 2020).

Bajpai, S. R. and Bajpai, R. C. (2014) 'Goodness of Measurement: Reliability
and Validity', *International Journal of Medical Science and Public Health*, 3(1),
pp. 173-176. Available
at: https://www.researchgate.net/publication/271186978_Goodness_of_Measurement_Reliability_and_Validty (Accessed: 19th April 2020).

Baumann, C., S. Burton, G. Elliott, and H.M. Kehr. 2007. Prediction of attitude and behavioural intentions in retail banking. *International Journal of Bank Marketing* 25 (2): 102–116.

Berli, A., J.D. Martin, and A. Quintana. 2004. A model of customer loyalty in the retail banking market. *European Journal of Marketing* 38 (1/2): 253–275.

Bernd Schmitt (1999): *Experiential Marketing*, *Journal of Marketing Management*, 15:1-3, 53-67. Available at: <http://dx.doi.org/10.1362/026725799784870496>, (accessed: 5th February 2020).

Berry, L. L., & Bendapudi, N. (2007). Health care: a fertile field for service research. *Journal of Service Research*, 10(2), 111–122.

Berry, L.L. and Parasuraman, A. (1991), *Marketing Services: Competing through Quality*, The Free Press, a division of Macmillan, Inc., New York, NY.

Berry, L.L., L.P. Carbone, and S.H. Haeckel (2002). Managing the total customer experience. *Sloan Management Review* 43 (3): 85–89.

Boulding, W., Kalra, A., Stalein, R. and Zeithaml, V.A. (1993), “A Dynamic Process Model of Service Quality: From Expectations To Behavioural Intentions”, *Journal of Marketing Research*, Vol. 30, February, pp. 7-27.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73, 52–68. doi:10.1509/jmkg.73.3.52

Business dictionary. (2020). Word of Mouth Marketing. Retrieved 2 March, 2020, from www.businessdictionary.com/definition/word-of-mouth-marketing.html.

Buttle, F. (1997), ISO 9000: Marketing motivations and benefits. *International Journal of Quality and Reliability Management*, 14(9),936-947.

Casalo', L.V., C. Flavia'n, and M. Guinali' u. 2008. The role of satisfaction and website usability in developing customer loyalty and positive word-of-mouth in the e-banking services. *International Journal of Bank Marketing* 26 (6): 399–417.

Cecic', I. and Musson, R.: Macro seismic surveys in theory and practice, *Nat. Hazards*, 31, 39–61, 2004.

Cengiz, E., & Kirkbir, F. (2007). Customer perceived value: The development of a multiple item scale in hospitals. *Problems and Perspectives in Management*, 5(3), 252.

Cengiz, E., Yayla, H.E. (2007) 'The Effect of Marketing Mix on Positive Word of Mouth Communication: Evidence From Accounting Offices in Turkey', *Innovatie Marketing*, 3(4), pp. [Online]. Available at: https://businessperspectives.org/images/pdf/applications/publishing/templates/article/assets/1968/im_en_2007_04_Cengiz.pdf(Accessed: 28th April 2020).

Cepeda, G., Nitzl, C., Roldan, J.L. (2018) 'Mediation Analyses in Partial Least Squares Structural Equation Modeling. Guidelines and Empirical Examples', , (), pp. [Online]. Available at: https://www.researchgate.net/publication/315697051_Mediation_Analyses_in_Partial_Least_Squares_Structural_Equation_Modeling_Guidelines_and_Empirical_Examples(Accessed: 24th February 2020).

Chan, K. W., Yim, C. K., & Lam, S. S. K. (2010). Is customer participation in value creation a double-edged sword?: evidence from professional financial services across cultures. *Journal of Marketing*, 74(3), 48-64. doi:10.1509/jmkg.74.3.48

Chandy, R., and O. Narasimhan. 2015. Millions of opportunities: An agenda for research in emerging markets. *Customer Needs and Solutions* 2 (4): 251–263. Available at: <https://doi.org/10.1007/s40547-015-0055-y> , (Accessed: 6th February 2020)

Chaniotakis, I. E. and Lymperopoulos, C. (2009) 'Service Quality Effect on Satisfaction and Word of Mouth in the Health Care Industry', *Managing Service Quality*, 19(2), pp. 229-242. Available at: <https://www.researchgate.net/publication/235293718>

Chapter 3 answers.

<https://www.sfu.ca/personal/archives/richards/Zen/Pages/Chap3.htm>.

(Accessed: 16th April 2020.)

Cheah, J-H., Memon M.A., Chuah, F., Ting, H., Ramayah, T. (2018) 'Assessing Reflective Models In Marketing Research: A Comparison Between PLS and PLSc Estimates', *International Journal of Business and Society*, Vol. 19 (No. 1), pp. 139-160 [Online]. Available at: <http://www.ijbs.unimas.my/index.php/content-abstract/current-issue/435-assessing-reflective-models-in-marketing-research-a-comparison-between-pls-and-plsc-estimates> (Accessed: 24th February 2020).

Choudhury, K. (2014) 'Service quality and word of mouth: a study of the banking sector', *International Journal of Bank Marketing*, 32(7), pp. 612 - 627 [Online]. Available at: <http://dx.doi.org/10.1108/IJBM-12-2012-0122> (Accessed: 19th February 2020).

Creswell, J. (2003). *Research design: Qualitative, quantitative, and mixed methods approaches*. Thousand Oaks, CA: Sage.

Cronin, J.J. Jr and Taylor, S.A. (1992). "Measuring Service Quality: A Reexamination and Extension." *Journal of Marketing* 56(3): 55-68. Available at: https://www.researchgate.net/profile/J_Cronin_Jr/publication/225083621_Measuring_Service_Quality_A_Reexamination_And_Extension/links/54fbd7a70cf20700c5e7dc4c/Measuring-Service-Quality-A-Reexamination-And-Extension.pdf (Accessed: 1st March 2020)

Dabholkar, P., Thorpe, D. I. & Rentz, J. Q. (1995). A measure of service quality for retail stores. *Journal of the Academy of Marketing Science*, 24(1), 3-16.

Day, G. (1971). Attitude change, media, and word of mouth. *Journal of Advertising Research*, 11(6), 31-40.

East, R., Hammond, K., & Lomax, W. (2008). Measuring the impact of positive and negative word of mouth on brand purchase probability. *International Journal of Research in Marketing*, 25, 215-224.
<http://dx.doi.org/10.1016/j.ijresmar.2008.04.001>

Ennew, C.T., Banerjee, A.K. and Li, D. (2000), "Managing word of mouth communication: empirical evidence from India", *International Journal of Bank Marketing*, Vol. 18 No. 2, pp. 75-83.

Ernawati, U. S. (2014) 'Pengaruh Perceived Value Terhadap Words of Mouth Positive Konsumen Kedai Susu "Mom Milk" Surakarta Yang Dimoderasi Oleh Customer Delight ', *Eksplorasi*, 27(1), pp. 448-457 [Online]. Available at:
<http://ejournal.unisri.ac.id/index.php/Exsplorasi/article/view/854/713>

(Accessed: 2nd March 2020).

Evans, J. R. and Mathur, A. (2005) 'The value of online surveys', *Internet Research*, 5(2), pp. 195-219 [Online]. Available at:
https://www.researchgate.net/publication/220146842_The_Value_of_Online_Surveys (Accessed: 9th March 2020).

Farrell, A. M. (2010) 'Insufficient Discriminant Validity: a Comment on Bove, Pervan, Beatty, and Shiu (2009)', *Journal of Business Research*, 63(3), pp. 324–327.

Farris, P., P. Pfeifer, N. Bendle, and D. Reibstein. 2010. Metrics that matter— to marketing managers. *Journal of Research and Management* 6 (1): 18–23.

Forgas, S., Moliner, M. A., Sánchez, J., & Palau, R. (2010). Antecedents of airline passenger loyalty: Low-cost versus traditional airlines. *Journal of Air Transport Management*, 16(4), 229-233. doi: 10.1016/j.jairtraman.2010.01.001

Fornell, C. and Larcker, D. F. (1981) 'Evaluating Structural Equation Models with Unobservable Variables and Measurement Error', *Journal of Marketing Research*, pp. 39-50.

Fowler, F.J. (2009). *Survey Research Methods* (4th ed.). Thousand Oaks, CA: Sage.

Gentile, C., Spiller, N. and Noci, G. (2007), “How to sustain the customer experience: an overview of experience components that co-create value with the customer”, *European Management Journal*, Vol. 25 No. 5, pp. 397. <https://doi.org/10.1016/j.emj.2007.08.005>

Ghotbabadi, A.R, Feiz, S., Baharun, R. (2015) 'Service Quality Measurements: A Review', *International Journal of Academic Research in Business and Social Sciences*, 5(2), pp. 267-286 [Online]. Available at: <http://dx.doi.org/10.6007/IJARBS/v5-i2/1484>(Accessed: 4th February 2020).

Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). E-WOM scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences*, 27, 5-23. <http://dx.doi.org/10.1002/cjas.129>

Gremler, D.D. and Brown, S.W. (1996), "Service loyalty: its nature, importance, and implications", in Edvardsson, B., Brown, S.W. and Johnston, R. (Eds), *Advancing Service Quality: A Global Perspective*, International Service Quality Association, Jamaica, NY, pp. 171-80

Gunadi, A. P., and Sihombing, S. O. (2015). Prediksi Penggunaan Aktual E-Toll Card Dengan Pendekatan Persamaan Model Struktural. *Jurnal Manajemen Teknologi*, 14(2), 151-172.

Gupta P., Harris J. (2010). How e-WOM recommendations influence product consideration and quality of choice: a motivation to process information perspective. *J. Bus. Res.* 63 1041–1049.
<https://doi.org/10.1016/j.jbusres.2009.01.015>

Hair, J. F. Jr., Hult, G. T. M., Ringle, C. M. and Sarstedt, M. (2014). *A primer on partial least squares structural equation modeling (PLS- SEM)*. Thousand Oaks, CA: Sage Publications.

Hair, J. F., Ringle, C. M. and Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-152.

Hair, J. F., Ringle, C. M. and Sarstedt, M. (2013) 'Editorial - Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results

and Higher Acceptance', *Long Range Planning*, 46(1-2), pp. 1-12 [Online].

Available at: <https://ssrn.com/abstract=2233795> (Accessed: 18th April 2020).

Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E., & Tatham, R.L. (2006).

Multivariate data analysis (6th ed.). Upper Saddle River, NJ: Prentice-Hall

Hansen, H., B.M. Samuelsen and P.R. Silseth, 2008. Customer perceived value in B-t-B service relationships: Investigating the importance of corporate reputation. *Ind. Market. Manag.*, 37: 206-217.

Hennig-Thurau, T., Gwinner, K.P., Walsh, G., & Gremler, D.D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?. *Journal of interactive marketing*, 18(1), 38-52. (n.d.). Retrieved from <http://www.sfu.ca/personal/archives/richards/Zen/Pages/Chap3.htm>

Henseler, J., Ringle, C.M. and Sinkovics, R. (2009). The Use of Partial Least Squares Path Modeling in International Marketing. *Adv. Int. Mark.* 20, 277–319.

Hinz, V., Dreves, F. and Wehner, J. (2012) 'Electronic Word of Mouth About Medical Services', *Hamburg Center for Health Economics*. Available at: <https://www.hche.uni-hamburg.de/dokumente/research-papers/rp5-world-of-mouth.pdf> (Accessed: 9th April 2020).

Ho, R. (2013) *Handbook of Univariate and Multivariate Data Analysis with IBM SPSS*, 2nd edn., New York: Chapman and Hall/CRC.

Hohwü, L., Lyshol, H., Gissler, M., Jonsson, S. H., Petzold, M. and Obel, C. (2013) 'Web-Based Versus Traditional Paper Questionnaires: Mixed-Mode Survey With a Nordic Perspective', *Journal of Medical Internet Research*, 15(8), pp. 2 [Online]. Available at: https://www.researchgate.net/publication/256118851_Web-Based_Versus_Traditional_Paper_Questionnaires_A_MixedMode_Survey_With_aNordic_Perspective (Accessed: 9th March 2020).

Hulland, J. (1999) 'Use of Partial Least Squares (PLS) in Strategic Management Research: A Review of Four Recent Studies', *Strategic Management Journal*, 20(2), pp. 195-204 [Online]. Available at: [https://doi.org/10.1002/\(SICI\)1097-0266\(199902\)20:2<195::AID-SMJ13>3.0.CO;2-7](https://doi.org/10.1002/(SICI)1097-0266(199902)20:2<195::AID-SMJ13>3.0.CO;2-7) (Accessed: 17th April 2020).

Hussain, S., Fangwei, Z., Siddiqi, A. F., Ali, Z., & Shabbir, M. S. (2018). Structural Equation Model for evaluating factors affecting quality of social infrastructure projects. *Sustainability (Switzerland)*, 10(5). <https://doi.org/10.3390/su10051415>

Iacobucci, D., N. Saldanha, and X. Deng. 2007. A meditation on mediation: Evidence that structural equations models perform better than regressions. *Journal of Consumer Psychology* 17 (2):139–153.

Ismagilova, E., Dwivedi, Y., Slade, E., & Williams, M. (2017). *Electronic word-of-mouth in the marketing context: A state of the art analysis and future directions*. Springer.

Jan, M.T., Abdullah, K., Smail, M.H. (2013) 'Antecedents of Loyalty in the Airline Industry of Malaysia: An Examination of Higher-Order Measurement Model', *Proceedings of 3rd Asia-Pacific Business Research Conference*, (), pp. [Online]. Available at: https://www.academia.edu/2924171/Antecedents_of_Loyalty_in_the_Airline_Industry_of_Malaysia_An_Examination_of_Higher-Order_Measurement_Model (Accessed: 28th April 2020).

Jerry (2017). Manajemen Rumah-Sakit Siloam Diduga Berniat Menipu Keluarga Pasien, Begini Ceritanya. Retrieved 2 March 2020, from <https://beritamanado.com/manajemen-rumah-sakit-siloam-diduga-berniat-menipu-keluarga-pasien-begini-ceritanya/>

Johnson, B., & Christensen, L. (2008). Educational research: Quantitative, qualitative, and mixed approaches (p. 34). Thousand Oaks, CA: Sage Publications.

Johnston, R., and X. Kong. 2011. The customer experience: a road map for improvement. *Managing Service Quality* 21 (1): 5–24.

Kalajaa, R., Myshketab, R. and Scalera, F. (2016). 'Service quality assessment in health care sector: the case of Durres public hospital', *Procedia - Social and Behavioral Sciences*, 235, pp. 557 – 565 [Online]. Available at: <https://doi.org/10.1016/j.sbspro.2016.11.082> (Accessed: 1st March 2020).

Katz, E., & Lazarsfeld, P. (1955). *Personal Influence*. Glencoe, IL, USA, Free press.

Kertajaya, H. (2004). *Hermawan Kertajaya On Brand*. Bandung: Media Utama. p.115-116.

Khan, M.A., & Mahmood, Z. (2012). Impact of Brand Loyalty Factors on Brand Equity. *International Journal of Academic Research*, 4(1), 33.

Kitapci, O., Akdogan, C. and Dortyol, I. T. (2014) 'The Impact of Service Quality Dimensions on Patient Satisfaction, Repurchase Intentions and Word-of-Mouth Communication in the Public Healthcare Industry', *Procedia - Social and Behavioural Sciences*, 148(), pp. 161 - 169 [Online]. Available at: <https://doi.org/10.1016/j.sbspro.2014.07.030> (Accessed: 9th April 2020).

Lechintan, A. (2017) *April's smartKPI: % Hospital Bed Occupancy Rate*, Available at: <https://www.performancemagazine.org/smartkpi-hospital-bed-occupancy-rate/>(Accessed: 28th February 2020).

Li, M.H (2011) 'The Influence of Perceived Service Quality on Brand Image, Word of Mouth, and Repurchase Intention: A Case Study of Min-Sheng General Hospital in Taoyuan, Taiwan', , 4(1), pp. [Online]. Available at: <http://www.assumptionjournal.au.edu/index.php/AU-GSB/article/viewFile/433/384>(Accessed: 28th April 2020).

Liang, B., & Scammon, D. L. (2011). E-word-of-mouth on health social networking sites: an opportunity for tailored health communication. *Journal of Consumer Behaviour*, 10(6), 322–331.

Lin, Chien-Hsin; Kuo, Beryl Zi-Lin. (2013). Escalation of Loyalty and The Decreasing Impact of Perceived Value and Satisfaction Over Time. *Journal of Electronic Commerce Research*, 14(4), 348-362.

Lovelock, C., Vandermerwe, S. & Lewis, B. (1996). *Services Marketing: A European Perspective*. New Jersey: Prentice-Hall. Malhotra, AK. (2009). *Hospital Management: An Evaluation*. New Delhi: Global India Publications.

Maheshwari, V., Lodorfos, G., Jacobsen, S. (2014) 'Determinants of Brand Loyalty: A Study of the Experience-Commitment-Loyalty Constructs', *International Journal of Business Administration*, 5(6), pp. [Online]. Available at: <http://dx.doi.org/10.5430/ijba.v5n6p13> (Accessed: 28th April 2020).

Martin, S. (2017) 'Toward a Model of Word-of-Mouth in the Health Care Sector', *Journal of Nonprofit & Public Sector Marketing*, 29(4), pp. 434–449 [Online]. Available at: <http://dx.doi.org/10.1080/10495142.2017.1326344> (Accessed: 28th February 2020).

Matos, C.A., and C.A.V. Rossi. 2008. Word-of-mouth communications in marketing: A meta-analytic review of the antecedents and moderators. *Journal of the Academy of Marketing Science* 36 (4): 578–596.

McKee, D., C.S. Simmers, and J. Licata. 2006. Customer self-efficacy and response to service. *Journal of Service Research* 8 (3): 207–220.

Mitra Keluarga (2017) *Mitra Keluarga Membukukan Pendapatan 1,8 Triliun dengan Marjin Ebitda 37,5% sampai dengan Kuartal Ketiga 2017*, Available at: <https://mitrakeluarga.com/investor-relation/id/berita/mitra-keluarga-membukukan-pendapatan-18-triliun-dengan-marjin-ebitda-375-sampai-dengan-kuartal-ketiga-2017>(Accessed: 2nd March 2020).

Mitra Keluarga (2018) *Mitra Keluarga Pertahankan Kinerja 9M18 dengan 10,1% Pertumbuhan Pendapatan*, Available at: <https://mitrakeluarga.com/investor-relation/id/berita/mitra-keluarga-pertahankan-kinerja-9m18-dengan-101-pertumbuhan-pendapatan> (Accessed: 2nd March 2020).

Mitra Keluarga (2019) *Mitra Keluarga Mencatatkan Pertumbuhan Pendapatan Yang Kuat Sebesar 17%*, Available at: <https://mitrakeluarga.com/investor-relation/id/berita/mitra-keluarga-mencatatkan-pertumbuhan-pendapatan-yang-kuat-sebesar-17> (Accessed: 2nd March 2020).

Mohamad, R., Yulianeu, Haryono, A.T., Mukeri, M (2013) 'Analysis The Effect Of Brand Image, Service Quality, Perceived Value On Brand Equity Of Mandiri Bank with Brand Loyalty As Intervening Variable (Case Study on Customers Mandiri Bank Semarang Sronдол)', , (), pp. [Online]. Available at: (Accessed: 28th April 2020).

Moliner, M. A. (2006). Hospital perceived value. *Health care Management Review*, 31(4), 328 – 336.

Moliner, M. A. (2009). Loyalty, perceived value and relationship quality in healthcare services. *Journal of Service Management*, 20(1), 76–97.

Mols, N.P. 1998. The behavioral consequences of PC banking. *International Journal of Bank Marketing* 16 (5): 195–201.

Monecke, A. and Leisch, F. (2012). semPLS: Structural Equation Modeling Using Partial Least Squares.

Morash, E. A., & Ozment, J. (1994). Toward management of transportation service quality. *Logistics and Transportation Review*, 30(2), 115–140.

Morin, S. (1983). Influential advising their friends to sell lots of high-tech gadgetry. *Wall Street Journal*.

Morrison, S., and F.G. Crane. 2007. Building the service brand by creating and managing an emotional brand experience. *Journal of Brand Management* 14 (5): 410–421.

Mukerjee, K. (2018). 'The impact of brand experience, service quality and perceived value on word of mouth of retail bank customers: investigating the mediating effect of loyalty', *Journal of Financial Services Marketing*, 23(1), pp. 1-2 and 12–24. Available at: <https://doi.org/10.1057/s41264-018-0039-8> (Accessed: 21st January 2020).

Murray, K.B. (1991), "A test of services marketing theory: consumer information acquisition activities", *Journal of Marketing*, Vol. 55, January, pp. 10-25.

Nababan, B. (2012) *Analisis Hubungan Pelayanan Kesehatan dengan Bed Occupancy Ratio (BOR) di Rumah Sakit Umum Daerah Sukamara Kalimantan Tengah*, Jakarta: Koleksi Perpustakaan Universitas Terbuka.

Niehues, S. M., Emmert, M., Haas, M., Schöffski, O. and Hamm, B. (2012). The impact of the emergence of internet hospital rating sites on patients' choice: a quality evaluation and examination of the patterns of approach. *International Journal of Technology Marketing*, 7(1), 4–19.

Oliver, R.L. 1999. Whence customer loyalty? *Journal of Marketing* 63: p.34.

Matos, C.A., and C.A.V. Rossi. 2008. Word-of-mouth communications in marketing: A meta-analytic review of the antecedents and moderators. *Journal of the Academy of Marketing Science* 36 (4): 578–596.

Omni Hospitals (2017) *Annual Report 2017*, Available at: <https://www.omni-hospitals.com/uploads/pdf/ad3f467f5dce0bafb0586748ebefccd6.pdf> (Accessed: 2nd March 2020).

Omni Hospitals (2018) *Annual Report 2018*, Available at: <https://www.omni-hospitals.com/uploads/pdf/dfdf5dd7a06ee9e97d28c287af04138.pdf> (Accessed: 2nd March 2020).

Ong, C. H., Lee, H. W. and Ramayah, T. (2018) 'Impact of brand experience on loyalty', *Journal of Hospitality Marketing & Management*, (), pp. 1-20 [Online]. Available at: <https://doi.org/10.1080/19368623.2018.1445055> (Accessed: 2nd March 2020).

Parasuraman, A., L.L. Berry, and V.A. Zeithaml. 1991. Refinement and reassessment of the SERVQUAL Scale. *Journal of Retailing* 67 (4): 420–450.

Prasetyaningsih, E., Yuhalfiy, G., Susanto, H. (2014) 'Internal Control System Weakness and Non- Compliance to the Provision of Legislation in Practicing Audit of Local Government in Indonesia', *Open Journal of Political Science*, 4, pp. 257 -264 [Online]. Available at: <http://dx.doi.org/10.4236/ojps.2014.44028> (Accessed: 28th April 2020).

Prof. Trochim, W. M. K. (2020) *Unit of Analysis*, Available at: <https://socialresearchmethods.net/kb/unit-of-analysis/>(Accessed: 15th February 2020).

Ramaseshan, B., & Stein, A. (2014). Connecting the dots between brand experience and brand loyalty: The mediating role of brand personality and brand relationships. *Journal of Brand Management*, 21(7/8), 664–683. doi:10.1057/bm.2014.23

Rehaman, B. and Husnain, M. (2018) 'The Impact of Service Quality Dimensions on Patient Satisfaction in the Private Healthcare Industry in

Pakistan', *Journal of Hospital & Medical Management*, 4(1:4), pp. 1-8.

DOI:10.4172/2471-9781.100048 (Accessed: 9th April 2020).

Reichheld, F. F., & Sasser, W. E., Jr. (1990). Zero defections: Quality comes to services. *Harvard Business Review*, 68, 105–111.

Richter, N.F., Cepeda Carrion, G., Roldan, J.L. and Ringle, C.M. 2016. European Management Research Using Partial Least Squares Structural Equation Modeling (PLS-SEM): Editorial. *European Management Journal* 34(6): 589-597.

Roscoe, J. T. (1975). *Fundamental Research Statistics for the Behavioral Sciences*, 2nd ed. New York: Holt, Reinhart and Winston.

Research, 63(3), 324–Roscoe, J. T. (1975). *Fundamental Research Statistics for the Behavioral Sciences*, 2nd ed. New York: Holt, Reinhart and Winston.

Rossiter, J. R., & Percy, L. (1987). *Advertising and Promotion Management*. New York, USA: NY: McGraw-Hill.

Roth, M. (2018) *BUILD BRAND LOYALTY BY FOCUSING ON PATIENT*

EXPERIENCE, Available at:

<https://www.healthleadersmedia.com/innovation/build-brand-loyalty->

[focusing-patient-experience](https://www.healthleadersmedia.com/innovation/build-brand-loyalty-focusing-patient-experience) (Accessed: 1st March 2020).

Rouse, M. (2018) *brand experience*, Available at: <https://whatis.techtarget.com/definition/brand-experience> (Accessed: 2nd February 2020).

Rumsey, D. J. (2020) *How to Calculate Standard Deviation in a Statistical Data Set*, Available at: <https://www.dummies.com/education/math/statistics/how-to-calculate-standard-deviation-in-a-statistical-data-set/> (Accessed: 26th April 2020).

Rundle-Thiele, S. and Russell-Bennett R. (2010) 'Patient Influences on Satisfaction and Loyalty for GP Services', *Health Marketing Quarterly*, 27(2), pp. 1-30 [Online]. Available at: <https://doi.org/10.1080/07359681003745162> (Accessed: 18th April 2020).

Ryandani, N. *Level Sehat Industri Kesehatan*. Produced and directed by Indonesia: CNBC Indonesia TV. 5 min. Indonesia, 2018.

Sanchez, J., Callarisa, L., Rodriguez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism Management*, 27(3), 394–409.

Schmitt, B.H. 2003. *Customer experience management: A revolutionary approach to connecting with your customers*. Hoboken, NJ: Wiley.

Segawa, T. (2013) 'Hospital valuation in emerging countries'. pp. 1-30. Available

at: <https://dspace.mit.edu/bitstream/handle/1721.1/81021/857790446-MIT.pdf?sequence=2> (Accessed: 18th April 2020).

Sekaran, U. and Bougie, R. (2009). *Research Methods for Business*. 5th ed. Chichester: John Wiley & Sons

Sekaran, U. and Bougie, R. (2013). *Research Methods for Business: A skill building approach*. John Wiley & Sons.

Sekaran, U. and Bougie, R. (2016) *Research Method for Business: A Skill-Building Approach*, 7th edn., Chichester: John Wiley & Sons.

Siloam Hospitals Group (2015) *SILO Annual Report 2015*, Available at: <https://www.siloamhospitals.com/-/media/Siloam/Files/Investor-Relation/Annual-Report/2015/SILO-Annual-Report-2015-ENG.pdf> (Accessed: 28th February 2020).

Siloam Hospitals Group (2016) *SILO Annual Report 2016*, Available at: <https://www.siloamhospitals.com/-/media/Siloam/Files/Investor-Relation/Annual->

Siloam Hospitals Group (2016) *SILO Company Presentation FY 2016*, Available at: <https://www.siloamhospitals.com/-/media/Siloam/Files/Investor-Relation/Company-Presentation/2016/SILO-Company-Presentation-FY-2016.pdf>(Accessed: 28th February 2020).

Siloam Hospitals Group (2017) *SILO Company Presentation FY 2017*, Available at: <https://www.siloamhospitals.com/-/media/Siloam/Files/Investor-Relation/Company-Presentation/2017/SILO-Company-Presentation-FY-2017.pdf>(Accessed: 28th February 2020).

Siloam Hospitals Group (2018) *About Us*, Available at: <https://www.siloamhospitals.com/id/Contents/About-Us>(Accessed: 1st March 2020).

Siloam Hospitals Group (2018) *Siloam Presentation 4QFY18*, Available at: <https://www.siloamhospitals.com/-/media/Siloam/Files/Investor-Relation/Company-Presentation/2018/Siloam-Presentation-4QFY18-28022019-new.pdf>(Accessed: 28th February 2020).

Siloam Hospitals Group (2019) *Siloam 3Q19 Results Presentation*, Available at: <https://www.siloamhospitals.com/-/media/Siloam/Files/Investor-Relation/Company-Presentation/2019/v6-Siloam-IR-Deck--External-3Q19.pdf> (Accessed: 28th February 2020).

Sinaga, Eri Komar. (2015). "Pelayanan Dokter Di Indonesia Lebih Buruk Dibandingkan Di Malaysia." *Tribunnews.com*, *Tribunnews*, www.tribunnews.com/nasional/2015/03/21/pelayanan-dokter-di-indonesia-lebih-buruk-dibandingkan-di-malaysia. (Accessed: 28th February 2020).

Sugiyono (2017) *Metode Penelitian: Kuantitatif, Kualitatif dan R&D*, Bandung: Alfabeta.

Sukamolson, S. (2007). Fundamentals of quantitative research. Language Institute Chulalongkorn University, 1-20. Available at: https://www.academia.edu/28089300/Fundamentals_of_quantitative_research (Accessed: 14th February 2020)

Suryani and Hendryadi (2015) 'A Developing Model of Relationship Among Service Quality, Customer Satisfaction, Loyalty and Word of Mouth in Islamic Banking', *Al-Iqtishad*, 7(1), pp. 46-58. Available at: [DOI: 10.15408/aiq.v7i1.1357](https://doi.org/10.15408/aiq.v7i1.1357) (Accessed: 2nd March 2020).

Swan, J. E., & Oliver, R. L. (1989). Postpurchase communications by consumers. *Journal of Retailing*, 65(4), 516–533.

Sweeney, J.C., and G.N. Soutar. 2001. Consumer-perceived value: The development of a multiple item scale. *Journal of Retailing* 77 (2): 203–220.

Talib, M.S.A., Rubin, L., Zhengyi, V.K (2013) 'Qualitative Research on Critical Issues In Halal Logistics', *Mohamed Syazwan Ab Talib/ Journal of Emerging Economies and Islamic Research*, 1(2), pp. [Online].

Available

at: <https://www.researchgate.net/publication/261803774> *Qualitative Research on Critical Issues In Halal Logistics* (Accessed: 28th April 2020)

Taylor, D. G., Strutton, D., & Thompson, K. (2012). Self-Enhancement as a Motivation for Sharing Online Advertising. *Journal of interactive marketing*, 12(2), 28.

Teke, A., Cengiz, E., C, etin, M., Demir, C., Kirkbir, F., & Fedai, T. (2012). Analysis of the multi- item dimensionality of patients' perceived value in hospital services. *Journal of Medical Systems*, 36(3), 1301–1307.

The World Bank (2018) *Population, total - Indonesia*, Available at: <https://data.worldbank.org/indicator/SP.POP.TOTL?end=2018&locations=ID&start=1960> (Accessed: 12th February 2020).

Trigg, L. (2011). Patients' opinions of health care providers for supporting choice and quality improvement. *Journal of Health Services Research & Policy*, 16(2), 102–107.

Truong, y. and McColl, R. (2011) 'Intrinsic motivations, self-esteem, and luxury goods consumption', *Journal of Retailing and Consumer Services*, 18(6), pp. 555-561 [Online]. Available at: https://www.researchgate.net/publication/251630401_Intrinsic_motivations_selfesteem_and_luxury_goods_consumption (Accessed: 17th April 2020).

Usman, G., Memon, K.N., Shaikh, S. (2015) 'Bed Occupancy Ratio and Length of Stay of Patients in Medical and Allied Wards Of A Tertiary Care Hospital', *J Ayub Med Coll Abbottabad*, 27(2), pp. 367-70 [Online]. Available at: https://www.researchgate.net/publication/280476340_BED_OCCUPANCY

RATE AND LENGTH OF STAY OF PATIENTS IN MEDICAL AND ALLIED WARDS OF A TERTIARY CARE HOSPITAL(Accessed: 29th February 2020).

Vidgen, B. and Yasseri, T. (2016) 'P-Values: Misunderstood and Misused', *Frontiers in Physics*, 4(6), pp. [Online]. Available at: <https://doi.org/10.3389/fphy.2016.00006>(Accessed: 17th April 2020).

Wilson, A. and Laskey, N. (2003), "Internet-based marketing research: a serious alternative to traditional research methods?", *Marketing Intelligence & Planning*, Vol. 21 No. 2, pp. 79-84

Woodruff, R.B. (1997). Customer value: the next source of competitive advantage. *Journal of Academy of Marketing Science*, 25(2):139-153.

World Population Review (2020) *Indonesia Population*, Available at: <http://worldpopulationreview.com/countries/indonesia-population/> (Accessed: 15th February 2020).

Yi, Y. and La, S. (2004). What influences the relationship between customer satisfaction and repurchase intention? Investigating the effects of adjusted expectations and customer loyalty. *Psychology & Marketing* 21 (5): 351–373.

Zeithaml, V. A., Berry, L. L. & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31-47.

Zeithaml, V.A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing* 52 (3): 2–22.

Zeithaml, V.A., Parasuraman, A., Berry, L.L. (1990) *Delivering Quality Service: Balancing Customer Perceptions and Expectations*, New York: The Free Press.

