

Daftar Pustaka

1. Arab, M., Tabatabaei, S. G., Rashidian, A., Forushani, A. R., & Zarei, E. (2012). The effect of service quality on patient loyalty: A study of private hospitals in Tehran, Iran. *Iranian journal of public health*, 41(9), 71–77.
2. Arianto, N. (2017). Pengaruh kualitas pelayanan, harga dan kepuasan terhadap loyalitas pasien (Studi kasus pada pasien rawat jalan Rumah Sakit Premier Bintaro). *Jurnal Organisasi Dan Manajemen*, 13(1), 1-9. <https://doi.org/10.33830/jom.v13i1.13.2017>.
3. Al-Salamin,H., Al-Hassan,E. (2016). The impact of pricing on consumer buying behavior in Saudi Arabia: Al-Hassa case study. *European Journal of Business and Management*. 8(12), 62-73.
4. Costabile,M (2000). A dynamic model of customer loyalty. <https://www.semanticscholar.org/paper/A-dynamic-model-of-customer-loyalty-Costabile/338882478169171e161154195044562ac57735b9>
5. Chandrashekar, M., Rotte, K., Tax, S., Grewal, R. (2007). Satisfaction strength and customer loyalty. *Journal of Marketing Research*, 44(1), 153-163. www.jstor.org/stable/30162461.
6. Dehghan,A., Shahin,A. (2011). Customer loyalty assesment: A case study in MADDIRAN, the distributor of LG Electoinics in Iran. *Business Management and Strategy*. 2(1), 1-23.
7. Dimiyati,M., Subagio,N.A. (2016). Impact of service quality, price, and brand on loyalty with the mediation of customer satisfaction on Pos Eksespres in East Java. *Mediterranean Journal of Social Sciences*, 7(4), 74-86. <https://doi.org/10.5901/mjss.2016.v7n4p>.
8. Fang,J., Liu,L., Fang,P. (2019). What is the most important factor affecting patient satisfaction: A study based on gamma coefficient. *Patient Preference and Adherence*,13:515-525. <https://doi.org/10.2147/PPA.S197015>.
9. Gumussoy,C.A., Koseoglu,B. (2016). The effect of service quality perceived value, and price fairness on hotel customers' satisfaction and loyalty. *Journal of Economics,Business, and Management*,4(9). <http://www.joebm.com/vol4/446-MM0015.pdf>.
10. Ghozali,I., Latan,H.(2015). Partial least squares: Konsep, teknik dan aplikasi menggunakan program smartpls 3.0. Ed.2. Universitas Diponogoro Semarang.

11. Guha,S. (2013). The changing perception and buying behaviour of urban consumer in urban India. *IOSR Journal of Business and Management*. 11(6), 34-39.
12. Juhana,D., Manik,E., Febrinella,C., Sidharta,I. (2015). Empirical study on patient satisfaction and patient loyalty on public hospital in Bandung, Indonesia. *International Journal of Applied Business and Economic Research*. 13(6), 4305-4326.
13. Kumar,V&Reinartz,W.(2018).Customer relationship management: Concept,strategy,and tools. Springer-Verlag Berlin Heidelberg.
14. Kotler,P & Armstrong,G. (2018). Principles of marketing (17th ed). United Kingdom: Pearson.
15. Kim, C.E., Shin, JS., Lee, J. (2017). Quality of medical service, patient satisfaction and loyalty with a focus on interpersonal-based medical service encounters and treatment effectiveness: a cross-sectional multicenter study of complementary and alternative medicine (CAM) hospitals. *BMC Complement Altern Med*, 17(174). <https://doi.org/10.1186/s12906-017-1691-6>
16. Kiseleva,E.M., Nekrasova,M.L., Mayorova, M.A., Rudenko, M.N., Kankhva,V.S. (2016). The theory and practice of customer loyalty management and customer focus in the enterprise activity. *International Review of Management and Marketing*. 6(S6), 95-103.
17. Liu,L.,Fang,J.(2019).Study on potential factors of patient satisfaction:Based on exploratory factor analysis. *Patient Prefer Adherence*.13,1983-1994 <https://doi.org/10.2147/PPA.S228073>
18. Monroe,K.B., (1973). Buyers' subjective perception of price. *Journal of Marketing Research*. 10(1), 70-80. <http://www.jstor.com/stable/3149411>
19. Nordrum, J. T., & Kennedy, D. M. (2016). Seven principles for improving service and patient satisfaction. *Family practice management*, 23(3), 15–19. <https://www.aafp.org/fpm/2016/0500/p15.pdf>
20. Parasuraman, A., Zeithaml, V., & Berry, L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50. doi:10.2307/1251430.
21. Pantouvakis, A., Bouranta, N. (2014). Quality and price--impact on patient satisfaction. *International journal of health care quality assurance*, 27(8), 684–696. <https://doi.org/10.1108/ijhcqa-10-2013-0128>.

22. Pakasi,A., Tumiwa,J. (2016). Comparison analysis between male and female on consumer purchase behaviour of Yamaha Mio. *Jurnal EMBA*. 4(1), 1056-1067.
23. Safitri,D., Hidayat,W., & Dewi,R. (2015). Pengaruh kualitas pelayanan, lokasi, dan tarif terhadap kepuasan pasien rawat inap Rumah Sakit Lestari Raharja Kota Magelang (Studi kasus pada pasien rawat inap non asuransi). *Jurnal Ilmu Administrasi Bisnis*, 4(2), 325-331. <https://ejournal3.undip.ac.id/index.php/jiab/article/view/8316>.
24. Suliyanto.(2018). Metode penelitian bisnis : Untuk skripsi,tesis, dan disertasi. Ed.1.Yogyakarta:Andi.
25. Salehi,A., Janati,A., Nosratnejad,S., Heydari,L. (2018). Factors influencing the inpatients satisfaction in public hospitals: A systematic review. *Bali Medical Journal*. 7(1), 17-26.
26. Trisnantoro L.(2004).Memahami penggunaan ilmu ekonomi dalam manajemen rumah sakit.Gadjah Mada University Press.
27. Voss,G.B., Parasuraman,A., Grewal,D. (1998). The role of price, performance, and expectations in determining satisfaction in service exchanges. *Journal of Marketing*. 62(4), 46-61. <http://www.jstor.com/stable/1252286>.
28. Yuliantine,T., Indasah, Siyoto,S. (2018). Analysis of marketing mix characteristics of marketing factor 7P (product, price, place, promotion, people, process, physical building) to patient satisfaction of inpatient patient hospital Muhammadiyah Ahmad Dahlan Kediri City. *Journal for Quality in Public Health*, 1(2), 50-57. <https://www.jqph.org/index.php/JQPH/article/view/17/23>.
29. Yeung,M.C.H., Ennew,C.T., (2001). Measuring the impact of customer satisfaction on profitability: A sectoral analysis. *Journal of Targeting, Measurement and Analysis for Marketing*. 10(2), 106-116.
30. Wu,H.,Lu,N.(2018).Service provision,pricing,and patient satisfaction in online health communities. *International Journal of Medical Informatics*,110:77-89. <https://doi.org/10.1016/j.ijmedinf.2017.11.009>.
31. Zeithaml, V.A. Service quality, profitability, and the economic worth of customers: What we know and what we need to learn. *J. of the Acad. Mark. Sci.* **28**, 67 (2000). <https://doi.org/10.1177/0092070300281007>.
32. Zeithaml,V.A. Consumer perception of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*.1988;52:2-22. <https://jstor.com/stable/1251446>.