

## DAFTAR PUSTAKA

Undang-undang Kesehatan Tahun 2004 tentang Praktek Kedokteran

A Meesala, J. P. (2018-Elsevier). Journal of Retailing and Consumer Services. *Zero defections: Quality Comes to Services.*

Ajarmah, B. S. (2017). The Effect of 5Q model on Patient's satisfaction in military hospitals in Jordan. *Int.J Productivity and Quality Management. Vol.20.No.3.*

Burhanettin Uysal, M. Y. (2020). How patient loyalty affect patient satisfaction. *Athens Journal of Health & Medical Sciences*, 19-36.

Danang, A. (2010) Pengaruh Kualitas Pelayanan terhadap loyalitas nasabah dengan Kepuasan dan Komplain (Studi kasus pada nasabah asuransi Jiwa Di AJB Bumiputera 1912 kantor cabang magelang).*J.Universitas Sebelas Maret- Surakarta*

Danang Sunyoto (2013) Metodelogi penelitian akutansi. PT Refika Aditama  
bandung

El-Manstrly, D. (2016). Springer Marketing Challenges in a Turbulent Business ...., *An Improved Understanding of the Moderator Effects of Switching Costs Types on the Relationships Between Customer-Perceived Value, Trust, and Customer Loyalty.*

Frederick F. Reichheld and W. Earl Sasser, J. (2000). "Beyond relationship marketing: technologicalship marketing". *Marketing intelligence & Planning, Vol. 18 No. 1*, 9-23.

Ghozali, I. &. (2014). Partial Least Squares Konsep. *Teknik dan aplikasi menggunakan program smartPLS 3.0.*, Ed Ke-2.

JF Hair, M. S. (2012). Springer - Journal of the academy of ...., *An assessment of the use of partial least squares structural equation modeling in marketing Research , JA Mena.*

Kotler, P (2008) Strategic Marketing for healthcare organization: building a customers driven healthcare,-books.google.com

Lee, S (2012) The Impact of high performance work systems in health care industry : employee reaction, service quality, customer satisfaction, and customer. *Serv. Ind. J.32(1) 17-36*

Leisen Pollack, B. (2009). "Linking the hierarchical service quality model to customer satisfaction and loyalty". *Journal of Services Marketing*  
<https://doi.org/10.1108/08876040910933084>, 23 No.1.

Liu, S. L. (2021). The Impact of patient satisfaction on patient loyalty with the mediating effect of patient trust. *Inquiry (United States)* <https://doi.org/10.1177/00469580211007221.>, 58.

- M Arab, 1. S. (2012). The Effect of Service Quality on Patient loyalty: a Study of Private Hospitals in Tehran, Iran. *Iran J Public Health*, 71-77.
- Mortazavi, S (2009) The relationship between Patient Satisfaction and Loyalty in the privat hospital industry. *Iranian journal of public health*, vol 38 (3) pp 60-69
- Ndubisi, N. O. (2007). Marketing intelligence & planning. *Relationship marketing and customer loyalty- emerald.com*.
- Prateek, K (2021) Determining the role of service quality, trust, commitment to customers loyalty for telecome service users : a PLS-SEM approach, The TQM Journal vol 7, 2021 pp 377-39
- Parasuraman, A ( 1988) Servqual- a multiple item scale for measuring consumer perceptions of service quality. *J.Retail* 64 (1), 12-40
- Popp, C. H. (2019). Determining customer satisfaction and loyalty from a value co-creation perspective Herbert Woratschek. *The services international jurnal* <https://doi.org/10.1080/02642069.2019.1606213>, 777-799.
- PS Raju, S. L. (2002). The impact of service quality and marketing on financial performance in the hospital industry. *an empirical examination, Journal of Retailing and Consumer Services*,*The Effect of Service Quality on Patient loyalty: a Study of Private Hospitals in Tehran, Iran, M. Arab,1 SM Ghazi Tabatabaei,2 A Rashidian,1 A Rahimi Forushani,3 and E Zarei1,\*.*
- Sekaran, U. B. (2013). Research method for Business: . *A skill Building appriach. Jhon Wiley dan son Inc.*
- Shah, S. Z.-u.-A. (2012). Patient Satisfaction - A Comparison between Public & Private Hospital of Peshawar. *International Journal of Collaborative Research on Internal Medicine & Public Health Vol.4 No.5.*
- Sharma, V. (2017). The Effect of Service Quality on Patient loyalty:. *a Study of Private Hospitals in Tehran, Iran, M. Arab,1 SM Ghazi Tabatabaei,2 A Rashidian,1 A Rahimi Forushani,3 and E Zarei1,\*.*
- Siregar, S. (2013). Metode Penelitian Kuantitatif dilengkapi dengan perbandingan perhitungan manual & SPSS,Jakarta. *Kencana Prenada.*
- Studies, V. S.-J. (2017). *Patient satisfaction and brand loyalty in health-care organizations in India.*
- Sugiyono. (2013). Metode Penelitian kuantitatif , Kualitatif dan R&D ,Bandung. *Alfabeta.*

- Swastha, B (2009) Azas-azas marketing, Yogyakarta: Liberty
- Tjiptono. (2007). Service. *Quality, Satisfaction*.Yogyakarta, Andi Offset
- TS Dagger, T. O. (2010). European Journal of Marketing Does experience matter? Differences in relationship benefits. *satisfaction, trust, commitment and loyalty for novice and experienced service users - emerald.com*.
- WM Hur, J. P.-T. (2010). Taylor & Francis The role of commitment on the customer benefits– loyalty relationship in mobile service industry.
- Yorulmaz, B. U. (2017). Athens Journal of Health & Medical Sciences - Volume 7, Issue 1 – Pages 19-36 <https://doi.org/10.30958/ajhms.7-1-2>. *Athens Journal of Health & Medical Sciences - Volume 7, Issue 1 – Pages 19-36* <https://doi.org/10.30958/ajhms.7-1-2>, 19-36.
- Zeithaml, V. B. (1988). “Communication and control prosesses in the delivery of service quality” *The Journal of marketing. The Journal of marketing*, 35-48.
- Zeithaml, (2009) Services Marketing: Integrating. Customer Focus across the Firm.  
<https://doi.org/10.1002/9781444316568.wiem01055>
- Zhou, W. J. (2018 -Elsevier). Determinants of patient loyalty to healthcare providers: An integrative review. *International Journal for Quality in Health Care*, 29(4), <https://doi.org/10.1093/intqhc/mzx058>. *Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future*.
- Zineldin, M. (2000). “Beyond relationship marketing: tecnologicalship marketing”. *Marketing intelligence & Planning*, Vol. 18 No. 1, pp. 9-23.