

## DAFTAR PUSTAKA

Abedi G, Malekzadeh R, Moosazadeh M, Abedini E, Hasanpoor E. Nurses' Perspectives on the Impact of Marketing Mix Elements (7Ps) on Patients' Tendency to Kind of Hospital. *Ethiop J Health Sci.* 2019 Mar;29(2). doi: 10.4314/ejhs.v29i2.9. PMID: 31011270; PMCID: PMC6460454.

Adhikary, G., Shawon, S. R., Ali, W., Ahmed, S., Shackelford, K. A., Woldeab, A., Alam, N., Lim, S. S., Levine, A., Gakidou, E., & Uddin, J. (2018). Factors Influencing Patient's Satisfaction at Different Levels of Health Facilities in Bangladesh : Results from Patient Exit Interviews. *PloS One*.

Ahmad, Alaeddin & Al-Qarni, Abdullah & Alsharqi, Omar & Qalai, Dalia & Kadi, Najla. (2013). The Impact of Marketing Mix Strategy on Hospitals Performance Measured by Patient Satisfaction: An Empirical Investigation on Jeddah Private Sector Hospital Senior Managers Perspective. *International Journal of Marketing Studies.* 5. 10.5539/ijms.v5n6p210.

Alfianti, Kiki R., et al. "Hubungan Bauran Pemasaran (Marketing Mix) Dengan keputusan Pasien Rawat Inap Memilih Layanan Kesehatan di Rumah Sakit Umum Bahteramasprovinsi Sulawesi Tenggara Tahun 2016." *Jurnal Ilmiah Mahasiswa Kesehatan Masyarakat Unsyiah*, vol.2, no.5, 2017.

AlOmari, F. (2022). The mediating role of hospital image: The impact of care cost and service quality on patient satisfaction. *Journal of Innovation in Business and Economics*, 6(01). <https://doi.org/10.22219/jibe.v6i01.18475>

Amstrong, Gary & Philip, Kotler. (2012) *Dasar-Dasar Pemasaran*. Jilid I, Alih Bahasa Alexander Sindoro dan Benyamin Molan. Jakarta: Penerbit Prenhalindo.

Arikunto. 2006. *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta : PT. Rineka Cipta.

Armstrong, G., & Kotler, P. (2017). *Principles of Marketing*. 17th red. New York.

Arsita, R., & Idris, H. (2019). the Relationship of Hospital Cost, Service Quality and Patient Satisfaction. *Jurnal Ilmu Kesehatan Masyarakat*, 10(2).  
<https://doi.org/10.26553/jikm.2019.10.2.132-138>

Asriyani, R. (2015). *Analisis Pengaruh Bauran Pemasaran (Marketing Mix) Terhadap Kepuasan Pasien Di Instalasi Rawat Inap RSUD Tenriawaru Kabupaten Bone*. Universitas Hasanuddin.

Bitner, M. J., & Booms, B. H. (1981). Marketing strategies and organization structures for service firms. In Donnelly. JH. & George W.R (eds.). *Marketing services*. Chicago. American Marketing Association.

Buchari, Alma. 2008. *Manajemen Corporate dan Strategi Pemasaran Jasa Pendidikan*. Bandung : Alfabeta.

Bulut, M., & Zor, M. (2021). Swab Analysis, Its Importance and Applications in Personnel Hygiene and Business Sanitation Monitoring. *Journal of Agriculture*, 4(1).  
<https://doi.org/10.46876/ja.839181>

Bungin, Burhan. 2017. *Metodologi Penelitian Kuantitatif: Komunikasi, Ekonomi, dan Kebijakan Publik Serta Ilmu-Ilmu Sosial Lainnya (Edisi Kedua)*. Jakarta: Kencana

Chana, Pattanapong and Siripipatthanakul, Supaprawat and Nurittamont, Wasutida and Phayaphrom, Bordin, Effect of the Service Marketing Mix (7Ps) on Patient Satisfaction for Clinic Services in Thailand (October 17, 2021). *International Journal of Business, Marketing and Communication*, 1(2), No. 13, Oct 2021, Available at SSRN: <https://ssrn.com/abstract=3944080>

Cooper, Z., Craig, S., Gaynor, M., Harish, N. J., Krumholz, H. M., & Van Reenen, J. (2019). Hospital prices grew substantially faster than physician prices for hospital-based care in 2007-14. *Health Affairs*, 38(2). <https://doi.org/10.1377/hlthaff.2018.05424>

Damarjati, A. R., & Mustaruddin. (2022). Analysis of Treatment Service Quality, Price Competitiveness, and Skincare Product Quality toward Loyalty with Customer Satisfaction as Mediating Variable (Empirical Study at Ermust Dermatologist Clinic, Pontianak). *OPTIMISM Journal of Management Business Entrepreneurship and Organization*, 1(1).

Djalante, R., Lassa, J., Setiamarga, D., Sudjatma, A., Indrawan, M., Haryanto, B., Mahfud, C., Sinapoy, M. S., Djalante, S., Rafliana, I., Gunawan, L. A., Surtiari, G. A. K., & Warsilah, H. (2020). Review and analysis of current responses to COVID-19 in Indonesia: Period of January to March 2020. *Progress in Disaster Science*, 6 (January). <https://doi.org/10.1016/j.pdisas.2020.100091>

Elviani R, Anwar C, Januar R. GAMBARAN USIA PADA KEJADIAN COVID-19. Program Studi Magister Ilmu Kesehatan, Fakultas Kesehatan Masyarakat, Universitas Sriwijaya. Ilmu Kesehatan Masyarakat, Fakultas Kedokteran Universitas Sriwijaya. Program Studi Ilmu Kesehatan Masyarakat, Fakultas Kesehatan Masyarakat, Universitas Sriwijaya

Farzianpour, F., Byravan, R., & Amirian, S. (2015). Evaluation of Patient Satisfaction and Factors Affecting It: A Review of the Literature. *Health*, 07(11). <https://doi.org/10.4236/health.2015.711160>

Fatihudin, D., & Firmansyah, A. (2019). Pemasaran Jasa:(Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan). Deepublish.

Frakt, A. B. (2014). The end of hospital cost shifting and the quest for hospital productivity.

Fuad, Lu'luatul & Tamtomo, Didik & Sulaeman, Endang. (2019). Multilevel Analysis on the Effect of Marketing Mix Strategy toward Patient Satisfaction in Magelang, Central Java. *Journal of Health Policy and Management*. 4. 10.26911/thejhpm.2019.04.01.05.

Furdova, A., Vesely, P., Trnka, M., Novakova, E., Stubna, M., Furda, R., Branikova, L., & Pridavkova, Z. (2022). Conjunctival Swab Findings in 484 COVID-19 Patients in Four Hospital Centers in Slovakia. *Vision*, 6(3), <https://doi.org/10.3390/vision6030046>

Garnett, L., Bello, A., Tran, K. N., Audet, J., Leung, A., Schiffman, Z., Griffin, B. D., Tailor, N., Kobasa, D., & Strong, J. E. (2020). Comparison analysis of different swabs and transport mediums suitable for SARS-CoV-2 testing following shortages. *Journal of Virological Methods*, 285 (January). <https://doi.org/10.1016/j.jviromet.2020.113947>

Gary W. Mullins and Betsy L. 1997. Schultz Spetich. IMPORTANCE-PERFORMANCE ANALYSIS. Fall 1987. School of Natural Resources. Volume II Number 3.

Ghozali, I., & Latan, H. (2015). Partial least squares: Konsep, teknik, dan aplikasi menggunakan program SmartPLS3.0, Universitas Diponegoro Semarang, ed. 2, Badan Penerbit Undip.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1). <https://doi.org/10.1108/eb11-2018-0203>

Haque, R., Rahman, A., & Kow, A. P. A. (2020). Factors Affecting Customer's Satisfaction and Loyalty in Hospitals in China. *Asian Journal of Technology & Management Research [ISSN: 2249-0892]*, 10(01). *Health Services Research*, 49(1). <https://doi.org/10.1111/1475-6773.12105>

Heizer, J. dan Render, B. 2006. Operations Management. Edisi Ketujuh. Jakarta: Salemba Empat.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1). <https://doi.org/10.1007/s11747-014-0403-8>

Kesuma, I., Hadiwidjojo, D., Wiagustini, N. L., & Rohman, F. (2013). Service Quality Influence on Patient Loyalty : Customer Relationship Management as Mediation Variable ( Study on Private Hospital Industry in Denpasar ). *International Journal of Business and Commerce*, 2(12).

Kotler, Philip & Gary Amstrong. (2011). *Principle Of Marketing*. New Jersey: Prentice Hall.

Kotler, Phillip dan Kevin Lane Keller.(2016). *Manajemen Pemasaran edisi 12 Jilid 1 & 2*. Jakarta: PT. Indeks.

Kulsum, U., & Syah, T. Y. R. (2017). The Effect of Service Quality on Loyalty with Mediation of Patient Satisfaction. *International Journal of Business and Management Invention ISSN*, 6(3). [www.ijbmi.org](http://www.ijbmi.org)

Kurnianingrum, A. F., & Hidayat, A. (2020). The Influence of Service Quality and Price Perception on Consumer Trust and Revisit Intention at Beauty Care Clinic in Indonesia. *Archives of Business Research*, 8(6). <https://doi.org/10.14738/abr.86.8489>

Limakrisna, N. dan Purba, T.P, (2017). *Manajemen Pemasaran, Teori dan Aplikasi dalam Bisnis di Indonesia*, jilid 2, Mitra Wacana Media. Bogor

Lee, R. A., Herigon, J. C., Benedetti, A., Pollock, N. R., Denking, C. M., & Scholar, G. (2021). Performance of Saliva , Oropharyngeal Swabs , and Nasal Swabs. *J Clin Microbiol*, 59(5), e0288. <https://doi.org/10.1128/JCM.01082-21>.

Lim, J. S., Lim, K. S., Heinrichs, J. H., Al-Aali, K., Aamir, A., & Qureshi, M. I. (2018).

The role of hospital service quality in developing the satisfaction of the patients and hospital performance. *Management Science Letters*, 8(12).

<https://doi.org/10.5267/j.msl.2018.9.004>

Lovelock, C, dan John Wirtz, 2011. "Pemasaran Jasa Perspektif edisi 7". Jakarta : Erlangga.

Machli, Imam & Hidayat, Ara. *The Handbook of Education Management*, Jakarta: Kencana, 2018.

Mahendradhata, Y., Andayani, N. L. P. E., Hasri, E. T., Arifi, M. D., Siahaan, R. G. M., Solikha, D. A., & Ali, P. B. (2021). The Capacity of the Indonesian Healthcare System to Respond to COVID-19. *Frontiers in Public Health*, 9(July).

<https://doi.org/10.3389/fpubh.2021.649819>

Neliwati. (2018). *Metodologi Penelitian Kuantitatif (Kajian Teori Dan Praktek)*. CV. Widya Puspita

Nguyen, D. T., Pham, V. T., Tran, D. M., & Pham, D. B. T. (2020). Impact of service quality, customer satisfaction and switching costs on customer loyalty. *Journal of Asian Finance, Economics and Business*, 7(8).

<https://doi.org/10.13106/JAFEB.2020.VOL7.NO8.395>

Noeng Muhadjir, 2002. *Metodologi Penelitian Kualitatif Edisi IV*. Yogyakarta: Penerbit Rake Sarasin

Nugroho, R.,& Japarianto, E. (2013). Pengaruh Product, Promotion, Place, Price, People, dan Physical Evidence Terhadap Tingkat Kunjungan di Coffee Cozies Surabaya. *Jurnal Manajemen Pemasaran Petra*, Volume 1, No. 2,

Quah, L. J. J., Tan, B. K. K., Fua, T. P., Wee, C. P. J., Lim, C. S., Nadarajan, G., Zakaria, N. D., Chan, S. E. J., Wan, P. W., Teo, L. T., Chua, Y. Y., Wong, E., & Venkataraman, A.

(2020). Reorganising the emergency department to manage the COVID-19 outbreak. *International Journal of Emergency Medicine*, 13(1).

RADFAN, Nasar; DJUMAHIR, .; HARIYANTI, Tita. Pengaruh Bauran Pemasaran Terhadap Loyalitas Pasien di Poliklinik Paru Rumah Sakit Paru Batu. **Jurnal Aplikasi Manajemen**, [S.l.], v. 13, n. 2, p. pp, june 2015. ISSN 2302-6332. Available at: <<https://jurnaljam.ub.ac.id/index.php/jam/article/view/763/722>>. Date accessed: 25 april 2023.

Ramli Mauliadi. Preferensi Laki-Laki Dan Perempuan Dalam Memilih Fasilitas Pelayanan Kesehatan Pada Pasien Di Puskesmas Kassi-Kassi Mauliadi Ramli <sup>1</sup> Program Studi Sosiologi, Fakultas Ilmu Sosial dan Hukum, Universitas Negeri Makassar *Jurnal Predestination* Volume 2 No.2 Maret 2022 *JMJ*, Volume 9, Nomor 2 Mei 2021.

Ravangard, Ramin & Khodadad, Amir & Bastani, Peivand. (2020). How marketing mix (7Ps) affect the patients' selection of a hospital: experience of a low-income country. *The Journal of the Egyptian Public Health Association*. 95. 25. 10.1186/s42506-020-00052-z.

Romley, J. A., & Goldman, D. P. (2011). How costly is hospital quality? A revealed-preference approach. *Journal of Industrial Economics*, 59(4). <https://doi.org/10.1111/j.1467-6451.2011.00468.x>

Rosadi, B., Arafah, W., Usman, B., & Yaputra, H. (2020). Service Quality, Satisfaction and Patient Loyalty in Indonesia. *International Journal of Business and Management Invention (IJBMI)* ISSN, 9(10). <https://doi.org/10.35629/8028-0910014751>

Rumengan, I. A., Januraga, P. P. & Indrayathi, P. A. 2019. Faktor-Faktor yang Berhubungan dengan Keinginan Perpindahan Fasilitas Kesehatan Tingkat Pertama pada Peserta JKN Mandiri di Kota Denpasar tahun 2017. *Arc. Com. Health*, 6(1).

Saleh, Muhammad Yusuf dan Mia Said. 2019. Konsep dan Strategi Pemasaran. Makasar:CV Sah Media.

Sanjaya S dan Pratiwi N. PENGARUH PEOPLE, PROCESS, DAN PHYSICAL EVIDENCE TERHADAP KEPUASAN ATAS PELAYANAN PADA PERBANKAN SYARIAH DI KOTA PADANG. *Al-Masraf : Jurnal Lembaga Keuangan dan Perbankan*. Vol 3, No 2 (2018) : Juli - Desember 2018.

Saragih, M. (2018).The Correlation between Process and Physical Evidence toward Patient Satisfaction among Private Hospitals in Medan.

Schwierz, C. (2016). *Cost-Containment in the European Union* (Vol. 8022, Issue September). <https://doi.org/10.2765/253237>

Sekaran, Uma dan Bougie, Roger. 2016. *Research Methods For Business: A Skill Building Approach*, 7th Edition. New Jersey: Wiley

Setiadi, W., Rozi, I. E., Safari, D., Daningrat, W. O. D., Johar, E., Yohan, B., Yudhaputri, F. A., Lestari, K. D., Oktavianthi, S., Myint, K. S. A., Malik, S. G., & Soebandrio, A. (2022). Prevalence and epidemiological characteristics of COVID-19 after one year of pandemic in Jakarta and neighbouring areas, Indonesia: A single center study. *PLoS ONE*, 17(5 May). <https://doi.org/10.1371/journal.pone.0268241>

soekidjo notoatmodjo promosi kesehatan dan perilaku kesehatan edisi revisi 2012.

Sugiyono, (2021). *METODE PENELITIAN KUANTITATIF KUALITATIF dan R&D* (M.Dr. Ir. Sutopo, S.Pd (ed); ke2 ed)

Sumitro, Y., Perdana, B. C., & Helmy, B. J. (2019). Effect Analysis of The Services Quality , Prices And Satisfaction On Loyalty of RSMM Eye Hospital Surabaya. *Journal of Economy, Accounting and Management Science*, 1(1).



Surydana, L. (2017). Service Quality, Customer Value and Patient Satisfaction on Public Hospital in Bandung. *International Review of Management and Marketing*, 7(2).  
<http://www.econjournals.com>

Tjiptono, Fandy. (2014). Pemasaran Jasa Prinsip Penerapan Penelitian. ANDI. Yogyakarta

Tjiptono, F. 2019. Pemasaran Jasa (Prinsip, Penerapan, dan Penelitian. Yogyakarta: Andi. Universitas Islam Negeri Imam Bonjol Padang)

Wardana, Wikrama. 2018. Strategi Pemasaran. 1st ed. Yogyakarta: Deepublish. Zeithaml, Valarie A., A. Parasuraman, and Leonard L. Berry.

Whulanza, Y., Supriadi, S., Chalid, M., Kreshanti, P., Agus, A. A., Napitupulu, P., Supriyanto, J. W., Rivai, E., & Purnomo, A. (2020). Setting Acceptance Criteria for a National Flocked Swab for Biological Specimens during the COVID-19 Pandemic. *International Journal of Technology*, 11(5). <https://doi.org/10.14716/ijtech.v11i5.4335>

Widayati, M. Y., Tamtomo, D., & Adriani, R. B. (2017). Factors Affecting Quality of Health Service and Patient Satisfaction in Community Health Centers in North Lampung, Sumatera. *Journal of Health Policy and Management*, 2(2).  
<https://doi.org/10.26911/thejhpm.2017.02.02.08>

Wulansari, R., Satria, M., & Pratama, R. (2022). The Influence of Services Quality and Facilities on Patient Satisfaction at Wijaya Kusuma Hospital Lumajang , East Java. *Adpebi International Journal of Multidisciplinary Sciences*, 1(1), 155–165.  
<https://doi.org/doi.org/10.54099/aijms.v1i1.261>

Zeithaml, Valarie A. and Mary Jo Bitner. (2013). Services Marketing : Integrating Customer Focus Across The Firm. Sixth Edition. McGraw-Hill. New York