

Daftar Pustaka

- Abedi, G., & Abedini, E. (2016). Prioritizing of marketing mix elements effects on patients' tendency to the hospital using analytic hierarchy process. *International Journal of Healthcare Management*, 10(1), 34-41. doi:10.1080/20479700.2016.1231435
- Afonso, L., & Alves, H. (2014). The importance of physical evidence in hospitals: the case of the public hospital Pêro da Covilhã. *Responsibility and Sustainability*, 2(1), 11-24.
- Ahmed, S., Tarique, K. M., & Arif, I. (2017). Service quality, patient satisfaction and loyalty in the Bangladesh healthcare sector. *International journal of health care quality assurance*.
- Al-Harajin RS, Al-Subaie SA, Elzubair AG. The association between waiting time and patient satisfaction in outpatient clinics: Findings from a tertiary care hospital in Saudi Arabia. *J Family Community Med*. 2019 Jan-Apr;26(1):17-22. doi: 10.4103/jfcm.JFCM_14_18. PMID: 30697100; PMCID: PMC6335837.
- Almatrafi, D., Altaweel, N., Abdelfattah, M.A., Alqazlan, M., Darrar, H., AlOmari, A.H., Yaseen, W., & Alsulami, M.A. (2018). Assessment of Customer Satisfaction with the Clinical Laboratory Services Provided in King Abdullah Medical City, Makkah. *The Egyptian Journal of Hospital Medicine*, 70, 2029-2037.

- Alrubaiee, L. 2011. The Mediating Effect of Patient Satisfaction in the Patient Healthcare Quality-Patient Trust Relationship. *International Journal of Marketing Studies* . Vol. 3, No. 1 (February 2011), pp. 103 - 127
- Alzoubi, H. M., & Inairat, M. (2020). Do perceived service value, quality, price fairness and service recovery shape customer satisfaction and delight? A practical study in the service telecommunication context. *Uncertain Supply Chain Management*, 8(3), 579-588.
- Andrianto, A., Sasmito, C., & Indragunawan, C. (2020). Pengaruh Kualitas Pelayanan Kesehatan dan Kepuasan Pasien Terhadap Citra Klinik “X” di Tuban. *Care: Jurnal Ilmiah Ilmu Kesehatan*, 8(2), 206-221.
- Assauri, S. (2013). *Manajemen Pemasaran*, Jakarta: RajawaliPers, PT. *Raja Grafindo Persada*.
- Berry, L. L. (2019). Service innovation is urgent in healthcare. *AMS Review*, 9(1), 78-92. <https://link.springer.com/article/10.1007/s13162-019-00135-x>
- Budrevičiūtė, Aida & Kaledienė, Ramunė & Paukstaitienė, Renata & Bagdonienė, Liudmila & Stankunas, Mindaugas & Valius, Leonas. (2021). The perspectives of patients with type 2 diabetes mellitus on marketing mix elements in primary health care a quantitative study from Lithuania. *Primary Health Care Research & Development*. 22. 1-12. 10.1017/S1463423620000699.

- Bolton, L. E., Warlop, L., & Alba, J. W. (2003). Consumer Perceptions of Price (Un)Fairness. *Journal of Consumer Research*, 29(4), 474–491. doi:10.1086/346244
- Boonpradub, W. and Thechatakerng, P. (2015) “Brand endorsement by celebrity in Thailand: 7ps of marketing mix and the impact of Brand Alliance,” *International Journal of Trade, Economics and Finance*, 6(1), pp. 8–13. Available at: <https://doi.org/10.7763/ijtef.2015.v6.433>.
- Cakici, A. C., Akgunduz, Y., & Yildirim, O. (2019). The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention. *Tourism Review*.
- Clearly, P.D. and McNeil, B.J. 1988. Patient satisfaction as an indicator of quality care. *Inquiry*, Vol. 15, pp. 2536
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences* (2nd Edition) (2nd ed.). Routledge.
- Daramola, Oluwaseun & Adeniran, Adeyinka & Akande, Tanimola. (2018). Patients' Satisfaction with the Quality of Services accessed under the National Health Insurance Scheme at a Tertiary Health Facility in FCT Abuja, Nigeria.
- Dobrzykowski, D. D., Callaway, S. K., & Vonderembse, M. A. (2015). Examining Pathways from Innovation Orientation to Patient Satisfaction: A Relational View of Healthcare Delivery*. *Decision Sciences*, 46(5), 863–899. doi:10.1111/dec.12161

- Fatima, T., Malik, S. A., & Shabbir, A. (2018). Hospital healthcare service quality, patient satisfaction and loyalty: An investigation in context of private healthcare systems. *International Journal of Quality & Reliability Management*.
- Febrita, H., Martunis, M., Syahrizal, D., Abdat, M., & Bakhtiar, B. (2021). ANALYSIS OF HOSPITAL INFORMATION MANAGEMENT SYSTEM USING HUMAN ORGANIZATION FIT MODEL. *Jurnal Administrasi Kesehatan Indonesia*, 9(1), 23-32.
- Fetter, R. B., & Thompson, J. D. (1966). Patients' waiting time and doctors' idle time in the outpatient setting. *Health Services Research*, 1(1), 66.
- 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. 39-46. 10.26911/thejhpm.2019.04.01.05.
- Ghozali, I., & Latan, H. (2015). *Partial least squares: Konsep, teknik, dan aplikasi menggunakan program SmartPLS3.0*, Universitas Diponegoro Semarang, ed. 2, Badan Penerbit Undip.
- Ginting, R. B. (2021). Pengaruh Bauran Pemasaran Jasa Terhadap Inpatient Satisfaction Rumah Sakit Xyz, Bekasi [The Effect Of Service Marketing Mix On Inpatient Satisfaction At Hospital Xyz, Bekasi]. *Milestone: Journal of Strategic Management*, 1(1), 71-80.

- 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), 2–24.
<https://doi.org/10.1108/eb-11-2018-0203>
- Handayani, S. (2016). Tingkat Kepuasan Pasien Terhadap Pelayanan Kesehatan Di Puskesmas Baturetno. *Profesi (Profesional Islam): Media Publikasi Penelitian*, 14(1), 42-48.
- 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).
- 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), 115–135.
<https://doi.org/10.1007/s11747-014-0403-8>
- Homburg, C., Müller, M., & Klarmann, M. (2011). When Should the Customer Really be King? On the Optimum Level of Salesperson Customer Orientation in Sales Encounters. *Journal of Marketing*, 75(2), 55–74.
<https://doi.org/10.1509/jm.75.2.55>
- Husin, Lenawaty. (2004). Hubungan Persepsi Jarak Ke Puskesmas Dengan Tingkat Kepuasan Pasien Terhadap Pelayanan BP Umum Puskesmas di Kota Palembang Tahun 2004. Depok: Universitas Indonesia.

- Hutabarat, Monica 2013. *Gambaran kepuasan pasien pengguna kartu Jakarta Sehat di Unit Rawat Jalan RSUD UKI Tahun 2013*. Tesis, FKM-UI.
- Ibrahim, A., Chompikul, J., & Isaranurug, S. (2008). *Patient Satisfaction with Health Services at the Outpatient Department of Indira Gandhi Memorial Hospital, Amale'Maldives* (Doctoral dissertation, Mahidol University).
- Irfan, S. M., Ijaz, A., & Farooq, M. M. (2012). Patient satisfaction and service quality of public hospitals in Pakistan: an empirical assessment. *Middle-east journal of scientific research*, 12(6), 870-877.
- Iswara, B. D., & Rustam, T. A. (2021). Faktor-Faktor Yang Mempengaruhi Loyalitas Pasien Klinik Kesehatan Koperasi Karyawan PLN Batam. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi)*, 8(2).
- Jewell, L. N., & Siegal, M. (1998). *Psikologi Industri/Organisasi Modern*. Penerbit Arcan.
- Joosten E A G, et al. (2008). Systematic Review Of The Effects Of Shared Decision Making On Patient Satisfaction Treatment Adherence And Health Status. *Psychotherapy and Pschosomatics*, 77:219-226.
- Kantartjis M, Melanson SEF, Petrides AK, Landman AB, Bates DW, Rosner BA, Goonan E, Bixho I, Tanasijevic MJ. Increased Patient Satisfaction and a Reduction in Pre-Analytical Errors Following Implementation of an Electronic

Specimen Collection Module in Outpatient Phlebotomy. *Lab Med.* 2017 Aug 1;48(3):282-289. doi: 10.1093/labmed/lmx024. PMID: 28934512.

Kementrian Kesehatan RI. (2021). *Profil Kesehatan Indonesia 2020*. Jakarta:

Kemenkes RI. Diakses dari

<https://www.kemkes.go.id/downloads/resources/download/pusdatin/profil-kesehatan-indonesia/Profil-Kesehatan-Indonesia-Tahun-2020.pdf>

Khatri, Arti & Sharma, Shikha. (2021). Assessment of Parent Satisfaction with Phlebotomy Services at a Paediatric Hospital in East Delhi. *International Journal of Current Research and Review.* 13. 104-111. 10.31782/IJCRR.2021.131115

Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information systems journal*, 28(1), 227-261.

Kotler, P., & Armstrong, G. (2018), *Principle of Marketing*, 17e Global Edition. New York: Pearson Education Limited.

Kumari R, Idris M, Bhushan V, Khanna A, Agarwal M, Singh S. Study on patient satisfaction in the government allopathic health facilities of lucknow district, India. *Indian J Community Med.* 2009 Jan;34(1):35-42. doi: 10.4103/0970-0218.45372. PMID: 19876453; PMCID: PMC2763650.

Le, V., Wagar, E. A., Phipps, R. A., Del Guidice, R. E., Le, H., & Middleton, L. P. (2020). Improving patient experience of wait times and courtesy through

electronic sign-in and notification in the phlebotomy clinic. *Archives of Pathology & Laboratory Medicine*, 144(6), 769-775.

M. Mankar, D. Velankar, S. Joshi and A. Nalgundwar, "A Study of Patient Satisfaction Towards Out Patient Department Services (OPD) of A Hospital and Research Centre Using Exit Interview," *Indian J. Prev. Soc. Med.*, Vol. 44, No.1-2, 2013.

Med F, Sci M, Alnemer KA, Al-homood IA, Alnemer AA, Alshaikh OM, et al. A multicenter study of factors affecting patient's satisfaction visiting primary health care clinics in Riyadh, Saudi Arabia. *Fam Med Med Sci Res* 2015;4:2-5.

Menteri Kesehatan Republik Indonesia. (2014). *Peraturan Menteri Kesehatan Nomor 9 Tahun 2014 Tentang Klinik*. Jakarta: Kemenkes RI

Mursid, 2014. *Manajemen Pemasaran*, Jakarta: Bumi Aksara

Muskat, B., Hörtnagl, T., Prayag, G., & Wagner, S. (2019). Perceived quality, authenticity, and price in tourists' dining experiences: Testing competing models of satisfaction and behavioral intentions. *Journal of Vacation Marketing*, 25(4), 480-498.

Naidu, Aditi. 2009. Factors affecting patient satisfaction and healthcare Quality. *International Journal of Health Care Quality Assurance*, Vol. 22, No. 4, pp. 366-381.

Nasiripour, A. A., Abedi, G., & Tavana, M. O. Z. H. G. A. N. (2013). Relationship of services utility with patients tending to hospitals.

- Nasution, N. R., Girsang, E., Ginting, R., & Silean, M. (2020). The Effect of Marketing Mix on Patient Satisfaction in Prima Vision Medan Special Hospital in 2019. *International Journal of Research and Review*, 7(8).
- Nazir, M. (2014). *Metode penelitian*. Bogor: Ghalia Indonesia
- Nursanti, F. J., Hariyanti, T., & Harjayanti, N. D. (2018). FAKTOR-FAKTOR YANG MEMPENGARUHI LAMA WAKTU TUNGGU PENDAFTARAN PASIEN RUMAH SAKIT UMUM X (Factors Affecting Waiting Time Patient Registration for General Hospital X). *Jurnal Ners Dan Kebidanan*, 5(2), 154–158. <https://doi.org/10.26699/jnk.v5i2.ART.p154-158>
- Oliver, Richard L. (1977). "Effect of Expectation and Disconfirmation on Postexposure Product Evaluations - an Alternative Interpretation". *Journal of Applied Psychology*. 62 (4): 480–486. doi:10.1037/0021-9010.62.4.480
- O'Malley MS, Fletcher SW, Fletcher RH, Earp JA. Measuring patient waiting time in a practice setting: A comparison of methods. *J Ambul Care Manage* 1983;6:20-7.
- Ravangard, R., Khodadad, A., & Bastani, P. (2020). How marketing mix (7PS) affect the patients' selection of a hospital: Experience of a low-income country. *Journal of the Egyptian Public Health Association*, 95(1). doi:10.1186/s42506-020-00052-z
- Sanjaya, S., & Yulianty, S. (2017). PENGARUH PEOPLE, PROCESS, DAN PHYSICAL EVIDENCE TERHADAP KEPUASAN ATAS PELAYANAN

PADA RUMAH SAKIT SITI RAHMAH KOTA PADANG. *UNES Journal Of Social And Economics Research*, 2(1), 058. doi: 10.31933/ujser.2.1.058-064.2017

Sun J, Lin Q, Zhao P, Zhang Q, Xu K, Chen H, Hu CJ, Stuntz M, Li H, Liu Y. Reducing waiting time and raising outpatient satisfaction in a Chinese public tertiary general hospital-an interrupted time series study. *BMC Public Health*. 2017 Aug 22;17(1):668. doi: 10.1186/s12889-017-4667-z. PMID: 28830400; PMCID: PMC5568260.

Pantouvakis, A., & Bouranta, N. (2014). Quality and price–impact on patient satisfaction. *International Journal of Health Care Quality Assurance*.

Pardede, J. A., & Saragih, M. (2020). The Correlation between Process and Physical Evidence toward Patient Satisfaction among Private Hospitals in Medan. doi:10.31219/osf.io/twqk5

Patel, R., & Patel, H. R. (2017). A study on waiting time and out-patient satisfaction at Gujarat medical education research society hospital, Valsad, Gujarat, India. *Int J Community Med Public Health*, 4(3), 857–863.

Peraturan Menteri Kesehatan Republik Indonesia. (n.d.). Retrieved December 19, 2022, from http://hukor.kemkes.go.id/uploads/produk_hukum/PMK_No__30_Th_2022_ttg_Indikator_Nasional_Mutu_Pelayanan_Kesehatan_Tempat_Praktik_Mandiri

_Dokter_dan_Dokter_Gigi,_Klinik,_Puskesmas,_RS,_Labkes,_dan_Unit_Tra
nsfusi_Darah-signed.pdf

Pohan, IS., (2013), Jaminan Mutu Layanan Kesehatan, EGC, Jakarta

Purwiyanti, D., Suryoputro, A., & Fatmasari, E. Y. (2019). Analisis Faktor Yang Berhubungan Dengan Waktu Tunggu Pasien Rawat Jalan Di Puskesmas Tlogosari Wetan Kota Semarang Menurut Persepsi Pasien. *Jurnal Kesehatan Masyarakat (e-Journal)*, 7(1), 41–47. <https://ejournal3.undip.ac.id/index.php/jkm/article/view/22844>

Radfan, N., & Hariyanti, T. (2015). Pengaruh Bauran Pemasaran Terhadap Loyalitas Pasien di Poliklinik Paru Rumah Sakit Paru Batu. *Jurnal Aplikasi Manajemen*, 13(2), 220-228.

Ravangard, R., Khodadad, A., & Bastani, P. (2020). How marketing mix (7Ps) affect the patients' selection of a hospital: experience of a low-income country. *Journal of the Egyptian Public Health Association*, 95(1), 1-8.

Rizany, I. (2021). The Relationship between Waiting Time and Patient Satisfaction in The Outpatient of Public Hospital in Banjarbaru. *IJNP (Indonesian Journal Of Nursing Practices)*, 5(1), 60-66. doi: 10.18196/ijnp.v5i1.10275

Russell, R. S., Johnson, D. M., & White, S. W. (2015). Patient perceptions of quality: analyzing patient satisfaction surveys. *International Journal of Operations & Production Management*,

35(8), 1158–1181. <https://doi.org/10.1108/IJOPM-02-2014-0074>

- Saragih, M. (2018). The Correlation between Process and Physical Evidence toward Patient Satisfaction among Private Hospitals in Medan.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. *Handbook of Market Research*, 1–40.
https://doi.org/10.1007/978-3-319-05542-8_15-1
- Sekaran, Uma dan Bougie, Roger. 2016. *Research Methods For Business: A Skill Building Approach*, 7th Edition. New Jersey: Wiley
- Shabbir, A., Malik, S.A. and Janjua, S.Y. (2017), “Equating the expected and perceived service quality: a comparison between public and private healthcare service providers”, *International Journal of Quality & Reliability Management*, Vol. 34 No. 8, pp. 1295-1317.
- Schiffman., dan Kanuk. (2011). *Persepsi Kualitas, Consumer Behavior*. New Jersey: Perason Prestice Hal
- Spiridon, Ș., Gheorghe, C. M., Gheorghe, I. R., & Purcărea, V. L. (2018). Removing the barriers in health care services: the importance of emotional satisfaction. *Journal of medicine and life*, 11(2), 168.
- Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2016). *metode penelitian kuantitatif, kualitatif, dan R&D*. In Alfabeta, cv.
- Sugiyono (2019). *Statistika untuk Penelitian*. Bandung : CV Alfabeta.

- Swain, Swapnarag & Singh, Rohit. (2021). Measuring the impact of perceived service quality on insured and uninsured patients' satisfaction. *Measuring Business Excellence*. ahead-of-print. 10.1108/MBE-06-2020-0095.
- Tarihoran, U., Girsang, E., R. Nasution, S. and Ginting, C. Marketing Mix 7P Application to Increase Patient Re-visits. DOI: 10.5220/0010287400730079 In Proceedings of the International Conference on Health Informatics, Medical, Biological Engineering, and Pharmaceutical (HIMBEP 2020), pages 73-79 ISBN: 978-989-758-500-5
- Tjiptono, & Diana. (2011). *Total Quality Management*. Penerbit Andi.
- Tjiptono, Fandy. (2012). *Service Management Mewujudkan Layanan Prima*. CV. ANDI. Yogyakarta
- Tjiptono, Fandy. (2014). *Pemasaran Jasa Prinsip Penerapan Penelitian*. ANDI. Yogyakarta
- Torry, T., Koeswo, M., & Sujianto, S. (2016). Faktor yang Mempengaruhi Waktu Tunggu Pelayanan Kesehatan kaitannya dengan Kepuasan Pasien Rawat Jalan Klinik penyakit dalam RSUD Dr. Iskak Tulungagung. *Jurnal Kedokteran Brawijaya*, 29(3), 252–257. <https://doi.org/10.21776/ub.jkb.2016.029.03>. 3
- Simamora, Bilson. 2014. *Panduan Riset Perilaku Konsumen*. Jakarta: Penerbit Gramedia.
- Waluyo, S dan Budhi MP. 2013. *Cek Kesehatan Anda: Pria Usia 50 Tahun*. Jakarta: PT Elex Media Komputindo.

- Wardana. (2017). *Potensi Dan Strategi Pengembangan Pariwisata Di Kabupaten Pesisir Barat*. Bandar Lampung: Universitas Lampung .
- Ware, John & Davies-Avery, A. & Stewart, Anita. (1977). The Measurement and Meaning of Patient Satisfaction. *Health & medical care services review*. 1. 1, 3-15.
- Widoyoko, E. P. (2017). *Teknik Penyusunan Instrumen Penelitian*. Yogyakarta: Pustaka Pelajar
- Xia, Lan & Monroe, Kent & Cox, Jennifer & Kent, B & Monroe, Kent & Jones, J. (2004). The Price Is Unfair! A Conceptual Framework of Price Fairness Perceptions. *Journal of Marketing*. 68. 1-15. 10.1509/jmkg.68.4.1.42733.
- Yaghoubian, S., Jahani, M. A., Yazdani-Charati, J., & Mahmoudi, G. (2018). The role of Marketing Mix (the 7 PS) in patients' attitudes to Iranian hospitals based on their kind of ownership (Case study in Iran). *International Journal of Healthcare Management*, 13(Sup1), 268-272. doi:10.1080/20479700.2018.1505226
- Yulianti, 2013. *Analisis Kepuasan Unit Rawat Jalan Rumah Sakit Bhakti Yudha Depok Tahun 2012*. Tesis FKM - UI.
- Zeithaml, Valarie A. and Mary Jo Bitner. (2013). *Services Marketing : Integrating Customer Focus Across The Firm*. Sixth Edition. McGraw-Hill. New York
- Zikmund, William G., et al. (2010). *Business Research Methods* (eight edition). South Western, USA: Cengage Learning.