

DAFTAR PUSTAKA

- Adisasmito, Wiku. 2008. *Sistem Kesehatan*. Jakarta : Raja Grafindo Persada.
- Aditama, Y.T. 2003. *Manajemen Administrasi Rumah Sakit*, Jakarta: Universitas Indonesia: 169-241.
- Andreassen & Lindestad,1998: The Impact of Corporate Image on Quality, Customer Satisfaction and Loyalty for Customers with Varying degrees of Service Expertise. *International Journal of Service Industry Management* Vol. 9 No. 1:7-23
- Ariawan, 2002. *Masalah Kesehatan Yang Perlu Mendapat Perhatian*. <http://www.litbang.depkes.go.id>
- Aschner, Gabor S. 1999. Meeting Customers' Requirement and What Can Be Expected. *The TQM Magazine* Vol. 11 No. 1:7-23
- Assael, Henry 1992. *Consumer Behavior and Marketing Action*. Boston PWS-KENT Publishing Company.
- Barnes, James G, 2003. *Rahasia Manajemen Hubungan Pelanggan*. Terjemahan Andreas Winardi. Penerbit Andi Offset, Yogyakarta.
- Best, Rogers. 2000. *Market Based Management. Strategies for Growing Customer Value and Profitability*. Upper Saddle River New Jersey: Prentice Hall.
- Bucahri Alma, 2005. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta: 370-385
- Caruana, Albert 1998. The Effect of internal Marketing on Organizational Commitment among Retail Bank Managers. *International Journal of Bank Marketing*.
- Cooper, Philip 1994. *Health Care Marketing: A Foundation for Managed Quality*, Gaitherburg, Maryland: Aspen Publisher.
- Djojodibroto, Darmanto. 1997. *Kiat Mengelola Rumah Sakit*. Jakarta. Penerbit: Hipokrates: 131-137.
- Donney, PM., and Joseph, 1997. An Examination of the Nature of Trust in Buyer Seller Relationship, *Journal of Marketing*61:35-51
- Faezal, 2011. *Pengaruh Sistem Penyajian Jasa Terhadap Citra Dan Kepercayaan Pelanggan Pada Rumah Sakit Umum Daerah Patuh Patuh Patju Di Kabupaten Lombok Barat*. Ganec Swara Vol 5 No. 1 Februari 2011
- Ferdinand Augusty. 2011. *Metode Penelitian Manajemen*. Edisi Ketiga. Badan Penerbit Universitas Diponegoro
- Finley, Veronda M. 2001. Patient Satisfaction in Managed Care. *Department of Public administration university of Nevada, las vegas (march25)*. Melalui

<http://www.indonusa-ac.id/pdf5academed-writing/publichealth/FAPHOOIO.pdf> [04/21/04]

- Ghozali, Imam. (2005). *Aplikasi Analisis Multivariate Dengan Program SPSS*, Badan Penerbit Universitas Diponegoro, Semarang.
- Goncalves Karen p. 1998. *Service Marketing A Strategy Approach*. Upper Saddle River New Jersey: Prentice Hall: 1-80.
- Gudmunson dan Cristine, 2002. *Internal Marketing: A Way of Improving Service Quality*. Sweden: Ostersund:6-12.
- Hardiman, A. 2003. *Rumah Sakit Indonesia Belum Siap Bersaing*. Melalui <http://www.kompas.com/kompascetakr/0412/22/humanioral1455383html-4k.4/21/04>.
- Hari Kurniawan, 2011. “*Hubungan Kualitas Pelayanan dengan Intensi Keperilakuan Pasien Rawat inap di Rumah Sakit*”, Jurnal Manajemen Vol. 1 No. 2 Hal 131-259.
- Hariadi, 2004, *Pembahasan Pengertian Malpraktik Dalam Diskusi Panel dan Forum Malpraktik Medis*, RSAP Gatot Subroto.
- Heskeet, James L, Earl Sasser Jr, et al, 1997. *The Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty Satisfaction, and Value*. New York: The Free Press, Simon & Schuster: 9-19.
- <http://duwiconsultant.blogspot.com/2011/11/uji-multikolinearitas.html>.
- <http://www.pendidikanekonomi.com/2012/07/pengertian-dan-pengukuran-kepuasan>.
- Hutton, James D and Lynne Richardson, 1995. Healthscapes: The Role of Facility and Physical Environment on Consumer Attitudes, Satisfaction, Quality Assessment, and Behaviors. *Health Care Management Review* 20:48-60.
- James F. Engel et al, 1996. *Perilaku Konsumen*, alih bahasa Drs. FX Budiyanoto. Binarupa Aksara Tangerang.
- Jefkins, Frank, 1992. *Public Relation*. Terjemahan Haris Munandar, Jakarta: Erlangga: 9-33
- Judarwanto, Widodo, 2007. *Mawas Diri Dunia Kedokteran Indonesia*. <http://www.astaqauliyah.com/blog/read/242/mawas-diri-dunia-kedokteran-indonesia.htm>
- Kaharuddin Basorah, 2008. *Manajemen Pemasaran Rumah Sakit*, http://cerdaslah.blogspot.com/2008_05_01_archive.html
- Karsono, 2008. “*Peran Mediasi Kepuasan Pelanggan, Citra Perusahaan dan Biaya Switching Dalam Pengaruh Kualitas Pelayanan Pada Kesetiaan Pelanggan*”. Fokus Manajerial Jurnal Manajemen dan Kewirausahaan Vol. 2 No. 2 Hal 1-93.
- Kasali, R. 2003. *Manajemen Public Relations*, Penerbit Grafiti, Jakarta.

- Keller, K.L. (1993). Conceptualising, measuring and managing customer based brand equity. *Journal of Marketing*. *Journal of Marketing* Vol. 57, No. 1 (Jan., 1993), pp. 1-22 Published by: [American Marketing Association](#)
- Keputusan Direktur Jendral Pelayanan Medik Nomor: 098/Yanmed/RSKS/SK/87 (Dalam Kumpulan Peraturan Tentang Rumah Sakit, 1997).
- Kloehn, Patricia, 2004. Demystifying Patient Throughput to Optimize and Patient Satisfaction. Melalui <http://www.zimm-assoc.com/news/pdf/throughput.pdf>
- Kolb, Scott J, Kathryn E.H. Race and Jerry H. Seibert, 2000. Psychometric Evaluation of an Inpatient Psychiatric Care Consumer Satisfaction Survey. *The Journal of Behavioral Health Service and Research* 27:75-86.
- Kolodonsky. 1999. Consumer Satisfaction with a Managed Health Care Plan. *The Journal of Consumer Affairs* 33: 223-235
- Kotler, Philip T 2015. *Marketing Management (15th Edition)* . Prentice Hall International.
- Kreitner, Robert and Angelo Kinicki, 2001. *Organizational Behavior*. New York: Mc. Graw Hill. Companies, Inc. 240-425.
- Kurt, David L and Kenneth Clow 1998. *Service Marketing*. Singapore.
- Lamb, Charles W, Jr, Joseph F, Hair, Jr and Carl McDaniel, 2002. *Marketing*. United States of America: south western college publishing: 167-438.
- Lim, Cheng Puay and Nelson K.H. Tang, 2000, " A Study of Patients Expectation and Satisfaction in Singapore Hospital International", *Journal of Health Care Quality Assurance* 13 No.7: 290-299.
- Lita, Ratni Prima, 2005. *Pengaruh Sistem Penyampaian Jasa Terhadap Citra Rumah Sakit dan Kepercayaan Pelanggan Pada Rumah Sakit Umum di Sumatera Barat*. Tugas Akhir Program Pasca sarjana Universitas Padjajaran.
- Lovelock and Wright, 2001. *Principle of Service Marketing and Management (2nd Edition)* USA: Prentice hall international.
- Mauludin, Hanif. 2001. Analisis Kualitas Pelayanan, Pengaruhnya Terhadap Image (studi pada Penderita Rawat Inap RSUD. DR. R. Koesma Tuban). *Jurnal Penelitian Akuntansi, Bisnis dan Manajemen*, Vol. 7, No. 1 (April) ; 37-51.
- Mercier, Stace and Joyce Fikes. 1998. Factor to Considier in the Delivery of Quality Service by Hospital. *Hospital Materiel Management Quarterly* 19:35-43.
- Mohamad, Kartono 2009. *Rumah Sakit antara Komersialisasi dan Etika*, Gramedia Widiasarana Indonesia, Jakarta.
- Morgan, Robert M, and Shelby Hunt, 1994. The Commitment- Trust Theory of Relationship. *Journal of Marketing* 58: 20-38.

- Nawarini dan Kumorohadi, 2011 *Peningkatan Kepercayaan Masyarakat Pada Rumah Sakit Milik Pemerintah Melalui Perbaikan System Penyampaian Jasa*. Fakultas Ekonomi Universitas Jendral Soedirman Purwokerto.
- Paul. D. Leedy and Jeanne. E. Ormrod, 2005. *Practical Research: Planning and Design Research* 8th edition. Person Merrill Prentice Hall.
- Profil Kesehatan Indonesia* 2003, Jakarta: Departemen kesehatan R.I
- Rambat L, A. Hamdani, 2008, *Manajemen Pemasaran Jasa Edisi 2*. Jakarta: Salemba Empat.
- Riordan, Christine, Robert.D.Gatewood and Jodi Barnes Bill. 1997. Corporate Image: Employee Reaction and Implications for Managing Corporate Social Performance. *Journal of Business Ethics* 16: 401-412.
- Sabarguna, Boy. 2004, *Pemasaran Rumah Sakit*. Yogyakarta: Konsorsium RSI: 1-21.
- Sekaran, Uma, 2003. *Research Methods for Business: A Skill Building Approach*, John Wiley & Sons, Inc. New York
- Shamdasani, Prem N and Audrey Balakrishnan, 2000. *Determinants of Relationship Quality and Loyalty in Personalized Services*. Asia Pasific Journal of Management 17:399-22.
- Singarimbun, Masri dan Sofian Effendi. 2008. *Metode Penelitian Survei*. Jakarta: Pustaka LP3ES Indonesia.
- Sintia Roshana, 2005. *Hak dan Kewajiban Pasien*. Melalui <http://www.pikiran-rakyat.com/cetak/2005/0605/22/08/html.18k>.
- Snook, I Donald,1992. *Hospitals, What They Are and How They Work*, Gaithersburg, Maryland: An Aspen Publishers, Inc.:65-89.
- Sri Astuti S.S 2004. *Citra Rumah Sakit Semakin Memburuk*. Melalui <http://www.pemikiran-rakyat.com/cetak/0804/07/html.16k>.
- Sugiarto, dkk. 2001. *Teknik Sampling*. Jakarta: PT Gramedia Pustaka Utama
- Sugiono, 2009. *Metode Penelitian Bisnis*. Cetakan keempat belas, Alfabeta, Bandung.
- Sulastomo, 2000. *Manajemen Kesehatan*, Jakarta: Gramedia: 117-175.
- Sunanti, 2006. *Kepercayaan Pasien Akan Pelayanan Kesehatan*. Melalui <https://srtkksmdw.wordpress.com/tag/kepercayaan-pasien-akan-pelayanan-kesehatan/>
- Suparto Adikoesoemo, 1997. *Manajemen Rumah Sakit*, Jakarta: Pustaka Sinar Harapan: 46-48.
- Suroso Imam, 2011. “*Pengaruh Physical Support Dan Contact Personel Terhadap Citra (Image) Dan Kepercayaan Pasien Pada Rumah Sakit Umum Tuban*”. *Jurnal Aplikasi Manajemen* Vol. 9 No. 3 Hal 861-874.

- Susilowati, Christophora. 2011. *Kepercayaan Masyarakat Mulai Memudar Terhadap Perawat*. Makalah dalam “Seminar Nurses Day yang diadakan RS Awal Bros Batam. <http://batam.tribunnews.com/2011/05/12>
- Sutisna, 2001, *Perilaku Konsumen dan Komunikasi Pemasaran*, Penerbit PT. Remaja Rosdakarya, Bandung, Cetakan I.
- Tjiptono, Fandi., (2002), *Manajemen Jasa*, Edisi II, Penerbit Andi Offset, Yogyakarta
- Trisnantoro Laksono. 2005. *Aspek Strategis Manajemen Rumah Sakit, Antara Misi Sosial dan Tekanan Pasar*. Yogyakarta. Penerbit: Andi Offset.
- Trisnantoro, L. 2005. *Aspek Strategis Manajemen Rumah Sakit Antara Misi Sosial dan Tekanan Pasar*. Yogyakarta. Andi Offset:1-359
- Undang-Undang Kesehatan No, 23 Tahun 2004 *Tentang Praktik Kedokteran*, Jakarta: Departemen Kesehatan R.I.
- Zeithaml, Valarie A and Mary Jo Bitner, 2000. *Service Marketing*. Singapore: Mc Graw-Hill Companies.