

DAFTAR PUSTAKA

- Andaleeb, S. S. (1998). Determinants of customer satisfaction with hospitals: a managerial model. *International Journal of health care quality assurance*, 11(6), 181-187.
- Andreassen, T. W., & Lindestad, B. (1998). Customer loyalty and complex services: 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*, 9(1), 7-23.
- Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product. *Journal of marketing research*, 4(3), 291-295.
- Arora, S. D., Gupta, D. D., & Naylor, G. S. (2021). Negative word of mouth: A systematic review and research agenda. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 34, 33-78.
- Bloemer, J., & De Ruyter, K. (1998). On the relationship between store image, store satisfaction and store loyalty. *European journal of marketing*, 32(5/6), 499-513.
- Bromley, D. B. (2001). Relationships between personal and corporate reputation. *European journal of marketing*, 35(3/4), 316-334.
- Brunner, T. A., Stöcklin, M., & Opwis, K. (2008). Satisfaction, image and loyalty: new versus experienced customers. *European journal of marketing*, 42(9/10), 1095-1105.
- Choi, K.-S., Cho, W.-H., Lee, S., Lee, H., & Kim, C. (2004). The relationships among quality, value, satisfaction and behavioral intention in health care provider choice: A South Korean study. *Journal of business research*, 57(8), 913-921.
- Dayan, M., Al Kuwaiti, I. A., Husain, Z., Ng, P. Y., & Dayan, A. (2022). Factors influencing patient loyalty to outpatient medical services: An empirical analysis of the UAE's government healthcare system. *International Journal of Quality & Reliability Management*, 39(1), 176–203. <https://doi.org/10.1108/IJQRM-11-2020-0373>

- Delgado-Ballester, E., & Munuera-Alemán, J. L. (2001). Brand trust in the context of consumer loyalty. *European journal of marketing*, 35(11/12), 1238-1258.
- Dobele, A., & Lindgreen, A. (2011). Exploring the nature of value in the word-of-mouth referral equation for health care. *Journal of Marketing Management*, 27(3-4), 269-290.
- Dolphin, R. R. (2004). Corporate reputation—a value creating strategy. *Corporate Governance: The international journal of business in society*, 4(3), 77-92.
- Fombrun, C. J. (1996). Reputation: Realizing value from the corporate image. (No Title).
- Gilligan, C., & Lowe, R. (2018). *Marketing and healthcare organizations*. CRC Press.
- Hong, S.-C., & Goo, Y. J. (2004). A causal model of customer loyalty in professional service firms: an empirical study. *International Journal of Management*, 21(4), 531.
- Ismagilova, E., Dwivedi, Y. K., Rana, N. P., Sivarajah, U., & Weerakkody, V. (2020). Weight Analysis of the Factors Affecting eWOM Providing Behavior. *Responsible Design, Implementation and Use of Information and Communication Technology*, 12066, 266-275. https://doi.org/10.1007/978-3-030-44999-5_22
- Keni, K. Kristiani, P. (2022). Pengaruh e-service quality, perceived e-word of mouth, dan satisfaction terhadap purchase intention produk kecantikan di website beauty e-commerce. *Jurnal Manajemen Bisnis dan Kewirausahaan*. Vol 6 No. 5, E-ISSN:2598-0289
- Keni, K. Veronica, H. (2022). Pengaruh kepuasan, word-of-mouth, dan perceived usefulness terhadap intensi membeli kembali produk kecantikan merek lokal di Jakarta. *Jurnal Manajemen Bisnis dan Kewirausahaan*. Vol. 6 No. 6, E-ISSN:2598-0289
- Kessler, D. P., & Mylod, D. (2011). Does patient satisfaction affect patient loyalty? *International Journal of Health Care Quality Assurance*, 24(4), 266–273. <https://doi.org/10.1108/09526861111125570>

- Kian, T. P., & Heng, T. K. (2015). An exploratory study on the factors that influence patient satisfaction and its impact on patient loyalty. *International Journal of Innovation, Management and Technology*, 6(3), 180.
- Kim, K. H., Kim, K. S., Kim, D. Y., Kim, J. H., & Kang, S. H. (2008). Brand equity in hospital marketing. *Journal of business research*, 61(1), 75-82.
- Kim, Y.-K., Cho, C.-H., Ahn, S.-K., Goh, I.-H., & Kim, H.-J. (2008). A study on medical services quality and its influence upon value of care and patient satisfaction—Focusing upon outpatients in a large-sized hospital. *Total Quality Management*, 19(11), 1155-1171.
- Kondasani, R. K. R., & Panda, R. K. (2015). Customer perceived service quality, satisfaction and loyalty in Indian private healthcare. *International Journal of health care quality assurance*, 28(5), 452-467.
- Laohasirichaikul, B., Chaipoopirutana, S., & Combs, H. (2011). Effective customer relationship management of health care: a study of hospitals in Thailand. *Journal of Management and Marketing Research*, 6, 1.
- Lee, W.-I., Chen, C.-W., Chen, T.-H., & Chen, C.-Y. (2010). The relationship between consumer orientation, service value, medical care service quality and patient satisfaction: The case of a medical center in Southern Taiwan. *African Journal of Business Management*, 4(4), 448.
- Lestariningsih, T., Hadiyati, E., & Astuti, R. (2018). Study of service quality and patient satisfaction to trust and loyalty in public hospital, Indonesia. *International Journal of Business Marketing and Management*, 3(2), 1-12.
- Listyorini, P. I., Maryati, W., & Anjani, S. (2021). Hospital Patient Loyalty: In Terms of Brand Image, Service Quality, Patient Satisfaction, and Trust. *2nd International Conference of Health, Science and Technology*.

- Lonial, S., & Raju, P. (2015). Impact of service attributes on customer satisfaction and loyalty in a healthcare context. *Leadership in health services*, 28(2), 149-166.
- Lovelock, C. H., & Wirtz, J. (2004). *Services marketing: People, technology, strategy*.
- Mahendradhata, Y., Trisnantoro, L., Listyadewi, S., Soewondo, P., Marthias, T., Harimurti, P., & Prawira, J. (2017). *The Republic of Indonesia Health System Review (Vol. 7)*. World Health Organization.
- Meesala, A., & Paul, J. (2018). Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. *Journal of retailing and Consumer Services*, 40, 261-269.
- Miles, M. P., & Covin, J. G. (2000). Environmental marketing: A source of reputational, competitive, and financial advantage. *Journal of business ethics*, 23, 299-311.
- Minkiewicz, J., Evans, J., Bridson, K., & Mavondo, F. (2011). Corporate image in the leisure services sector. *Journal of Services Marketing*, 25(3), 190-201.
- Mortazavi, S., Kazemi, M., Shirazi, A., & Aziz-Abadi, A. (2009). *The Relationships between Patient Satisfaction and Loyalty in The Private Hospital Industry*. 38.
- Ndubisi, N. O. (2012). Mindfulness, reliability, pre-emptive conflict handling, customer orientation and outcomes in Malaysia's healthcare sector. *Journal of Business Research*, 65(4), 537-546. <https://doi.org/10.1016/j.jbusres.2011.02.019>
- Naidu, A. (2009). Factors affecting patient satisfaction and healthcare quality. *International Journal of health care quality assurance*, 22(4), 366-381.
- Naik, J. R. K., Anand, B., & Bashir, I. (2015). An empirical investigation to determine patient satisfaction factors at tertiary care hospitals in India. *International Journal of Quality and Service Sciences*, 7(1), 2-16.

- Nguyen, N., & LeBlanc, G. (1998). The mediating role of corporate image on customers' retention decisions: an investigation in financial services. *International journal of bank marketing*, 16(2), 52-65.
- Nguyen, N., & Leblanc, G. (2001). Corporate image and corporate reputation in customers' retention decisions in services. *Journal of retailing and Consumer Services*, 8(4), 227-236.
- Nugraha, K. W. D. (2022). *Profil Kesehatan Indonesia 2021*. Kementerian Kesehatan Republik Indonesia.
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of marketing*, 63(4_suppl1), 33-44.
- Patawayati, P. (2013). Patient Satisfaction, Trust and Commitment: Mediator of Service Quality and Its Impact on Loyalty (An Empirical Study in Southeast Sulawesi Public Hospitals). *IOSR Journal of Business and Management*, 7(6), 1–14. <https://doi.org/10.9790/487X-0760114>
- Ramli, A. H. (2017). *Patient Satisfaction, Hospital Image and Patient Loyalty in West Sulawesi Province*.
- Rizan, M., Mukhtar, S., Wulan, L. D., & Astuti, R. D. (2020). *The Impact of Word of Mouth And Service Quality toward Customer Loyalty: The Mediating Role of Customer Trust*.
- Ruswanti, E., & Pamungkas, R. A. (2021). *Analysis on Value Perception, Word of Mouth, Price, and Trust towards Patient Loyalty at Proklamasi Hospital, Jakarta*. 05(02).
- Sadeh, E. (2017). Interrelationships among quality enablers, service quality, patients' satisfaction and loyalty in hospitals. *The TQM Journal*, 29(1), 101-117.
- Säilä, T., Mattila, E., Kaila, M., Aalto, P., & Kaunonen, M. (2008). Measuring patient assessments of the quality of outpatient care: a systematic review. *Journal of evaluation in clinical practice*, 14(1), 148-154.

- Shafei, I., Walburg, J. A., & Taher, A. F. (2015). Healthcare service quality: what really matters to the female patient? *International journal of pharmaceutical and healthcare marketing*, 9(4), 369-391.
- Soare, T., Ianovici, C., Gheorghe, I. R., Purcărea, V. L., & Soare, C. M. (2022). A word-of-mouth perspective on consumers of family medicine services: a case study. *J Med Life*, 15(5), 655-660. <https://doi.org/10.25122/jml-2022-0098>
- Sumaedi, S., Bakti, I. G. M. Y., Rakhmawati, T., Astrini, N. J., Yarmen, M., & Widiarti, T. (2015). Patient loyalty model: An extended theory of planned behavior perspective (a case study in Bogor, Indonesia). *Leadership in Health Services*, 28(3), 245–258. <https://doi.org/10.1108/LHS-03-2014-0021>
- Swain, S., & Kar, N. C. (2018). Hospital service quality as antecedent of patient satisfaction—a conceptual framework. *International journal of pharmaceutical and healthcare marketing*, 12(3), 251-269.
- Trisnantoro, L. (2016). *Memahami Penggunaan Ilmu Ekonomi dalam Manajemen Rumah Sakit*. Gadjah Mada University Press.
- Tsitsakis, G., Batzios, C., Florou, G., Karasavoglou, A., & Polychronidou, P. (2014). Healthcare resources consumed by foreign patients in the public hospitals of East Macedonia and Thrace.
- Vimla, & Taneja, U. (2021). Brand image to loyalty through perceived service quality and patient satisfaction: A conceptual framework. *Health Services Management Research*, 34(4), 250-257.
- Wielicka-Gańczarczyk, K. (2019). Factors affecting the image of hospitals—literature analysis. *Zeszyty Naukowe. Organizacja i Zarządzanie/Politechnika Śląska*.

- Wirtz, J., & Chew, P. (2002). The effects of incentives, deal proneness, satisfaction and tie strength on word-of-mouth behaviour. *International Journal of service Industry management, 13*(2), 141-162.
- Woodside, A. G., Frey, L. L., & Daly, R. T. (1989). Linking service quality, customer satisfaction, and behavior. *Marketing Health Services, 9*(4), 5.
- Wu, C.-C. (2011). The impact of hospital brand image on service quality, patient satisfaction and loyalty. *African Journal of Business Management, 5*(12), 4873.
- Yesilada, F., & Direktör, E. (2010). Health care service quality: A comparison of public and private hospitals. *African Journal of Business Management, 4*(6), 962.
- Yıldırım, Y., Amarat, M., & Akbolat, M. (2022). Effect of relationship marketing on hospital loyalty: The mediating role of patient satisfaction. *International Journal of Pharmaceutical and Healthcare Marketing, 16*(3), 337–353.
<https://doi.org/10.1108/IJPHM-01-2021-0010>
- Zhou, W.-J., Wan, Q.-Q., Liu, C.-Y., Feng, X.-L., & Shang, S.-M. (2017). Determinants of patient loyalty to healthcare providers: An integrative review. *International Journal for Quality in Health Care, 29*(4), 442-449.