

DAFTAR PUSTAKA

- Ahuja, V., Kaur, R., Tabeck, P., Pande, N., & Singh, N. (2025). Building trust and engagement: Mapping social media's role in digital healthcare communication. *Journal of Relationship Marketing*. <https://doi.org/10.1080/15332667.2025.2569127>
- Al-Hasan, A. (2024). Social media marketing and hospital brand equity: An empirical investigation. *Information Development*. <https://doi.org/10.1177/026666669241236199>
- Argenti, P. A. (2023). *Corporate Communication* (8th ed.). McGraw Hill.
- Benoit, W. L. (1997). Image Repair Discourse and Crisis Communication. *Public Relations Review*, 23(2), 177–186.
- Boateng, A. B. (2025). Healthcare Public Relations in Ghana: The case of two teaching hospitals. In *Strategic Public Relations in Emerging Economies: Public and Private Sector Perspectives* (pp. 133–164). Springer Nature Switzerland.
- Cipta, D. A., Andoko, D., Theja, A., Utama, A. V. E., Hendrik, H., William, D. G., Reina, N., Handoko, M. T., & Lumbuun, N. (2024). Culturally sensitive patient-centered healthcare: A focus on health behavior modification in low and middle-income nations—Insights from Indonesia. *Frontiers in Medicine*, 11. <https://doi.org/10.3389/fmed.2024.1353037>
- Coombs, W. T. (2019). *Ongoing Crisis Communication: Planning, Managing, and Responding* (5th ed.). Sage Publications.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (4th ed.). Sage Publications.
- Fombrun, C. J. (1996). *Reputation: Realizing Value from the Corporate Image*. Harvard Business School Press.
- Ganiem, L. M., Mustaffa, N., Saragih, N., Hani, R., & Sovitriana, R. (2025). Public trust versus private engagement: A comparative analysis of digital health communication strategies on Instagram. *Journal of Cultural Analysis and Social Change*, 10(2), 3008–3019. <https://doi.org/10.64753/jcasc.v10i2.2044>
- Harefa, A. S. (2025). Kualitas pelayanan dan kepuasan pasien: Tinjauan literatur tentang hubungannya dalam pelayanan kesehatan. *Jurnal Penelitian Keperawatan Kontemporer*, 5(5), 517–534.
- Hariyanti, T., Fitriasari, N., Pradana, E. W., & Lenggono, K. A. (2024). Hospital customer competition issues are being addressed through confirmation factor analysis on experiential marketing, brand trust, and loyalty. *The Open Public Health Journal*, 17. <https://doi.org/10.2174/0118749445325128240930144633>
- Harris, F., & Fombrun, C. J. (2005). A corporate branding toolkit. *Marketing Review*, 1(1), 1–13.
- Heider, F. (1958). *The Psychology of Interpersonal Relations*. John Wiley & Sons.
- Husnullail, M., & Jailani, M. S. (2024). Teknik pemeriksaan keabsahan data dalam riset ilmiah. *Jurnal Genta Mulia*, 15(2), 70–78.
- Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2017). *Theories of Human Communication* (11th ed.). Waveland Press.
- Macnamara, J. (2016). *Organizational Listening: The Missing Essential in Public Communication*. Peter Lang.

- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook* (3rd ed.). Sage Publications.
- Nadiyah, S. N. A., & Prayoga, D. (2024). Transformasi digital sebagai bagian dari strategi pemasaran rumah sakit: Literature review. *Media Publikasi Promosi Kesehatan Indonesia (MPPKI)*, 7(2), 265–272. <https://doi.org/10.56338/mppki.v7i2.4283>
- Nurhayati, N., Apriyanto, A., Ahsan, J., & Hidayah, N. (2024). *Metodologi Penelitian Kualitatif: Teori dan Praktik*. PT Sonpedia Publishing Indonesia.
- Purwanto, E. (2025). Lokasi dan waktu penelitian. In *Penelitian Tindakan Kelas: Konsep, Strategi, dan Transformasi* (p. 61). None.
- Syah, T. Y. R., & Suyitno, E. (2025). How to create patients revisit intention? A study on private hospitals in Indonesia. *Innovative Marketing*, 21(1), 75–88. [https://doi.org/10.21511/im.21\(1\).2025.07](https://doi.org/10.21511/im.21(1).2025.07)
- Ulmer, R. R., Sellnow, T. L., & Seeger, M. W. (2018). *Effective Crisis Communication: Moving From Crisis to Opportunity* (4th ed.). SAGE Publications.
- Wulandari, M. P., Wachid, I. B., Dahlia, S., Bahesa, S. B. P., & Arista, K. G. W. S. W. (2025). Digital public relations in Indonesia in the age of AI and big data: Theoretical and practical insights from a five-dimensional framework. *Jurnal Komunikasi: Malaysian Journal of Communication*, 41(2), 405–427. <https://doi.org/10.17576/JKMJC-2025-4102-23>
- Yanuarista, G. S., Arso, S. P., & Winarmi, S. (2025). Correlation between Hospital Image and Patient Satisfaction toward Loyalty in Hospital: A Scoping Review. *Media Publikasi Promosi Kesehatan Indonesia (MPPKI)*, 8(5), 371–387. <https://doi.org/10.56338/mppki.v8i5.7171>
- Yin, R. K. (2018). *Case Study Research and Applications: Design and Methods* (6th ed.). SAGE Publications.