

DAFTAR PUSTAKA

- Abdillah, W. (2018). *Metode Penelitian Terpadu Sistem Infomasi*. Yogyakarta: Andi
- Astana OMGI, Karmini K. Pengaruh Service Quality, Relationship Marketing dan Customer Satisfaction Terhadap Revisit Intention Pada Lia Beauty Salon. *Jurnal Artha Satya Dharma*. 2022. Vol 15(1):57-63
- Azzahra F, Azizah H, Aruan SL, Nita, Suhud U. Revisit Intention Pelanggan Coffe Shop Lokal. *Jurnal Bisnis Manajemen dan Keuangan*. 2020. Vol 1(2): 226224.
- Cooper, Schindler. 2014. *Bussiness Research Method*. New York: McGraw Hill.
- Chana, P., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021). Effect of the service marketing mix (7Ps) on patient satisfaction for clinic services in Thailand. *International Journal of Business, Marketing and Communication*, 1(2), 2785–8413.
- Chang, Mong Yuan, Kuanchin Chen, Chuan Pang, Chien Min Chen, and David C. Yen. 2013. “A Study on the Effects of Service Convenience and Service Quality on Maintenance Revisit Intentions.” *Computer Standards and Interfaces*35(2):187–94.
- Choi KS, Cho WH, Lee S, Lee H, Kim C. The relationships among quality, value, satisfaction and behavioral intention in health care provider choice: A South Korean study. *J Bus Res*. 2004;57(8):913–21.
- Didik, Isnadi. 2005. *Pengaruh Customer Relationship Marketing terhadap Nilai Nasabah dan Keunggulan Produk Dalam Meningkatkan Kepuasan dan Loyalitas Nasabah*. Semarang: Universitas Diponegoro
- Fadli, M. F. (2018). Pengaruh Orang, Proses, Kualitas Layanan dan Nilai Pelanggan Terhadap Kepuasan Pelanggan Pada PT Prudential Life Assurance Pontianak. *Jurnal Ekonomi Integra*, 7(1), 015. <https://doi.org/10.51195/iga.v7i1.109>
- 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.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program Smart PLS 3.0(Edisi 2)*. Semarang: Universitas Diponegoro.
- Gronroos, C. 2000. *Service Management and Marketing: A Customer Relationship Management Approach* (2 ed). Chichester: John Wiley and Sond, Ltd.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152.

- Hair, J. F., Black, W. C., Babin, B. J., & E., A. R. (2014). *Multivariate Data Analysis* (7th Edition). Pearson Education Limited.
- Indraswati, D., & Asrina, A. (2023). Pengaruh Bauran Pemasaran Terhadap Kepuasan Pelayanan dan Minat Berkunjung Kembali Pasien Umum Di Rawat Jalan RSUD Labuang Baji Makassar Tahun 2022. *Journal of Muslim Community Health*, 4(3), 211–221.
- Jonathan JV, Rahmat Syah TY, Wekadigunawan C.2022. Analisis Minat Kunjung Ulang Pasien Non BPJS di Unit Rawat Jalan Rumah Sakit “X.” *Jurnal Ilmu Kesehatan Masyarakat*. 2021. Vol 11(1): 33–41
- Kotler, Philip & Keller L. Kevin. 2009. *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler P, Keller KL. *Marketing Management by Philip Kotler* (14th Edition) | PDF Flipbook. 2012.
- Kotler P, Keller KL. *Marketing management*. 15th ed. Pearson; 2015. 692p.
- Kim YK, Cho CH, Ahn SK, Goh IH, Kim HJ. 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 Qual Manag Bus Excell*. 2008;19(11):1155–71
- Morgan, R.M. and Hunt, S.D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*.
- Ndubisi, N. O. 2007. Relationship Marketing and Customer Loyalty. *Journal Marketing Intelligence and Planning*. 25(1):98-106.
- Oh, H. Price fairness and its asymmetric effects on overall price, quality, and value judgments: The case of an upscale hotel. *Tour Manag*. 2003 Aug.
- Oliver, Richard L. 2015. *Satisfaction: A Behavioral Perspective on the Consumer: A Behavioral Perspective on the Consumer*. 2nd ed. New York: Routledge.
- Prameka AS, Do B-R, Rofiq A. How Brand Trust is Influenced by Perceived Value and Service Quality: Mediated by Hotel Customer Satisfaction. *Asia Pacific Manag Bus Appl [Internet]*. 2016;5(2):72–84.
- Sánchez J, Callarisa L, Rodríguez RM, Moliner MA. Perceived value of the purchase of a tourism product. *Tour Manag [Internet]*. 2006
- Sekaran U. *Research Methods For Business a Skill-Building Approach Fourth Edition*. 2003
- Shahijan, M. K., Rezaei, S., & Amin, M. (2018). Qualities of effective cruise marketing strategy: Cruisers’ experience, service convenience, values, satisfaction and revisit intention. *International Journal of Quality & Reliability Management*
- Sheth, J. N., Newman, B. I., Gross BL. Why We Buy What We Buy: A Theory of Consumption Values: Discovery Service for Air Force Institute of Technology. *J Bus Res*. 1991;22(2):159–170

- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Tan H, Ritzky D, Brahmana KMR, Program MA, Bisnis M, Manajemen S, et al. 2019. Pengaruh Perceived Value Terhadap Repurchase Intention Melalui Customer Satisfaction Sebagai Variabel Intervening Pada Pada Shopee. Vol. 7
- Woo, S., & Choi, M. (2021). Medical service quality, patient satisfaction and intent to revisit: Case study of public hub hospitals in the Republic of Korea. *PLoS ONE*, 16(6 June 2021), 1–14.
- Undang-Undang RI Nomor 44 Tahun 2009 tentang Rumah Sakit
- Zarei E, Arab M, Mahmoud Ghazi Tabatabaei S, Rashidian A, Rahimi forushani A, Khabiri R. Understanding patients' behavioral intentions. *J Health Organ Manag [Internet]*. 2014;28(6):795–810
- Zeithaml VA, Berry LL, Parasuraman A. The Behavioral Consequences of Service Quality. *J Mark*. 1996 Apr
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. 1996. The behavioral consequences of service quality. *Journal of marketing*, 60(2), 31-46.
- Zeithaml VA, Berry LL, A Parasuraman. The Behavioral Consequences of Service Quality. *J Mark*. 1996;60(2):31–46