

DAFTAR PUSTAKA

- Seror Naji Mohsen Aldouri and Manoj A. Kumbhalkar. (2023). Use the Value Chain Analysis to Improve the Quality of Health Service. 3C Empresa. Investigación y pensamiento crítico, 12(1), 423-438. <https://doi.org/10.17993/3cemp.2023.120151.423-438>
- Agyapong, G. K. Q., Mukhopadhyay, S., & Kumara, P. M. S. (2021). A critical review of service quality and its measurement in the healthcare sector. *International Journal of Health Care Quality Assurance*, 34(6), 536-557.
- Gebreyohans, G. S., Thabrany, H., & Satibi, S. (2021). Determinants of outpatient satisfaction with health care delivery at public hospitals in Eastern Ethiopia. *BMC Research Notes*, 14(1), 1-7.
- Mosadeghrad, A. M. (2013). Healthcare service quality: towards a broad definition. *International journal of health care quality assurance*, 26(3), 203-219.
- Porter, M. E. (1985). *Competitive advantage: creating and sustaining superior performance*. New York: Free Press.
- Guan, J., Gao, J., & Zhang, B. (2009). Analysis of the value chain for the Chinese healthcare industry. *The International Journal of Logistics Management*, 20(2), 146-163
- Zieba, M., & Biczal, P. (2011). Value chain for hospital Alliance in Poland. *Human Resources for Health Development Journal*, 3(1), 19-28.
- Cheng, S. H., Chen, C. C., & Chang, H. Y. (2018). Hospital service quality and service value chain effects on hospital meningkatkan efisiensi biaya dan kualitas layanan di rumah sakit. *International Journal of Services, Economics and Management*, 9(1), 26-41.
- Rahimi, B., Barati, A., Hazaveii, S. M. M., Asadi, N., & Rezapoor, A. (2020). Evaluating the service quality of private and public hospitals using the service quality compact model. *Journal of Preventive Medicine and Public Health*, 53(5), 347-356.
- Mpinganjira, M., & Zagore, B. (2021). Patient satisfaction with healthcare services in Ghana: A review and future directions. *Journal of Patient Experience*, 8, 23743735211044404.
- McCarthy, E. J. (1960). *Basic Marketing: A Managerial Approach*. Homewood, IL: Irwin.

Booms, B. H., & Bitner, M. J. (1981). "Marketing Strategies and Organization Structures for Service Firms". *Marketing of Services*.

Ohmae, K. (1982). *The Mind of the Strategist: The Art of Japanese Business*. McGraw-Hill.

Kotler, P., Shalowitz, J., & Stevens, R. J. (2008). *Strategic Marketing for Health Care Organizations: Building a Customer-Driven Health System*. Jossey-Bass.

Ofilu, A. N., & Akinwo, E. O. (2017). Towards a customer-focused healthcare delivery system in Nigeria. *Health Services Insights*, 10, 117.

Handayani, P. W., Hidayatullah, S., Khusna, I. K., Hasyir, A., & Mukti, G. W. (2017). Implementasi Sistem Informasi Rumah Sakit Berbasis Cloud Computing. *Jurnal Edukasi dan Penelitian Informatika (JEPIN)*, 3(2), 143-147.

Heskett, J. L., Jones, T. O., Loveman, G. W., Sasser, W. E., & Schlesinger, L. A. (1997). *The service profit chain: How leading companies link profit and growth to wealth, satisfaction and value*. New York: Free Press.

Chen, H., Chen, C., & Yu, J. (2016). The role of value chain analysis in improving hospital performance: A multi-stakeholder perspective. *International Journal of Healthcare Management*, 19(4), 381-394.

Jones, M., Brailsford, S., & Freeman, L. (2014). Using value chain analysis to improve patient flow in a hospital. *Journal of Nursing Management*, 22

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.

Kaplan, R. S., & Norton, D. P. (1992). The balanced scorecard—measures that drive performance. *Harvard Business Review*, 70(1), 71-79.

Kotler, P., & Armstrong, G. (2008). *Principles of Marketing* (12th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.

Porter, M. E. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*. New York: Free Press.

Kementerian Kesehatan Republik Indonesia. (2021). *Profil kesehatan Indonesia tahun 2020*. Jakarta: Kementerian Kesehatan RI.

Kementerian Pendayagunaan Aparatur Negara dan Reformasi Birokrasi. (2022). Laporan hasil survei kepuasan masyarakat tahun 2021. Jakarta: KemenPANRB.

World Health Organization. (2020). Regional Office for Europe: Hospital beds (per 10 000 population).

Duncan, W. J., Ginter, P. M., & Swayne, L. E. (1998). Competitive advantage and internal organizational assessment. *Academy of Management Perspectives*, 12(3), 6-16.

Oliver, R. L. (1980). *A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions*. *Journal of Marketing Research*, 17(4), 460–469.

Berry, L. L., & Parasuraman, A. (1991). *Marketing Services: Competing Through Quality*. The Free Press.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Edition). Pearson.

Malhotra, N. K. (2019). *Marketing Research: An Applied Orientation* (7th Edition). Pearson.

Anderson, P., & White, J. (2022). *Strategic Decision Making in Public Organizations*. Oxford University Press.

Gibson, K., & Singh, R. (2020). *Prioritization Methods in Organizational Management*. Springer.

Johnson, M., & Lee, T. (2021). *Resource Allocation and Problem-Solving Frameworks*. Harvard Business Review Press.

Robinson, L., & Brown, C. (2018). *Impact Assessment in Public Sector Management*. Routledge.

Smith, J., Patel, R., & Wong, K. (2019). *Stakeholder Engagement and Decision Making Strategies*. Wiley.