

DAFTAR PUSTAKA

- Aagja, J. and Garg, R. 2010. Measuring Perceived Service Quality for Public Hospitals (PubHosQual) in The Indian Context. *International Journal of Pharmaceutical and Healthcare Marketing*, Vol. 4 No. 1, pp. 60-83.
- Aburayya, A., Marzouqi, A., Alawadhi, D., Abdouli, F., & Taryam, M. 2020. An Empirical Investigation of the Effect of Employees' Customer Orientation on Customer Loyalty through the Mediating Role of Customer Satisfaction and Service Quality. *Management Science Letters*, 10(10), 2147-2158.
- Al-Ansari, Y., Pervan, S., & Xu, J. 2013. Innovation and Business Performance of SMEs: The Case of Dubai. *Education, Business and Society: Contemporary Middle Eastern Issues*.
- Aliman, N. K., & Mohamad, W. N. 2016. Linking Service Quality, Patients' Satisfaction and Behavioral Intentions: An Investigation on Private Healthcare in Malaysia. *Procedia - Social and Behavioral Sciences*, 141-148.
- Amin, M., & Zahora Nasharuddin, S. 2013. Hospital Service Quality and Its Effects on Patient Satisfaction and Behavioural Intention. *Clinical Governance: An International Journal*, 18(3), 238-254.
- Andaleeb, S.S. 2001. Service Quality Perceptions and Patient Satisfaction: A Study of Hospitals in A Developing Country. *Social Science & Medicine*, Vol. 52 No. 9, pp. 1359-1370.
- Anderson, R. E., & Srinivasan, S. S. 2003. E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology & Marketing*, 20(2), 123-138.
- Anggraeni, D.M., Saryono, S. 2013. *Metodelogi Penelitian Kualitatif dan Kuantitatif dalam Bidang Kesehatan*. Nuha Medika. Yogyakarta.
- Arab, M., Tabatabaei, S.M.G., Rashidian, A., Forushani, A.R., Zarei, E., 2012. The Effect of Service Quality on Patient Loyalty: A Study of Private Hospitals in Tehran, Iran. *Iran Journal Public Heal*, 41, 71-77.
- Arasli, H., Ekiz, E. H., Katircioglu, S.T. 2008. Gearing Service Quality into Public and Private Hospitals in Small Islands: Empirical Evidence from Cyprus. *International Journal of Healthcare Quality Assurance*, 21 (1), 8-23.
- Asadi-Lari M., Tamburini M., & Gray, D. 2004. Patients' Needs, Satisfaction, and Health-Related Quality of Life: Towards A Comprehensive Model. *Health Quality Life Outcomes*, 32(2), 2-32.
- Astuti, H. J., & Nagase, K. 2014. Patient Loyalty to Healthcare Organizations: Strengthening and Weakening (Satisfaction and Provider Switching). *International Journal of Management and Marketing Research*, 7(2), 191-200.
- Auh, S. and Johnson, M.D. 2005. Compatibility Effects in Evaluations of Satisfaction and Loyalty. *Journal of Economic Psychology*, Vol. 26, pp. 35-57.
- Auh, S., Bell, S. J., McLeod, C. S., & Shih, E. 2007. Co-Production and Customer Loyalty in Financial Services. *Journal of Retailing*, 83(3), 359-370.
- Baltussen, R.M.P.M., Ye, Y., Haddad, S. and Sauerborn, R.S. 2002. Perceived Quality of Care of Primary Health Services in Burkina Faso. *Health Policy Plan*, Vol. 17 No. 1, pp. 42-48.
- Bandyopadhyay, S., & Martell, M. 2007. Does Attitudinal Loyalty Influence Behavioral Loyalty? A Theoretical and Empirical Study. *Journal of Retail and Customer Services*, 14(1), 35-44.
- Bendall-Lyon, D., & Power, T.L. 2004. The Impact of Structure and Process Attributes on Satisfaction and Behavioral Intentions. *The Journal of Service Marketing*, 18(2/3), 114-121.
- Bigné, J.E., Mattila, A.S. and Andreu, L. 2008. The Impact of Experiential Consumption Cognitions and Emotions on Behavioral Intentions. *Journal of Services Marketing*, Vol. 22 (4): 303-315

- Bitner, M.J. and Hubbert, A.R. 1994. Encounter satisfaction versus overall Satisfaction versus Quality: The Customer's Voice. In Rust, R.T. and Oliver, R.L. (Eds). *Service Quality: New Directions in Theory and Practice*, Sage, Thousand Oaks, CA, pp. 72-94.
- Boshoff, C., & Gray, B. 2004. The Relationships Between Service Quality, Customer Satisfaction and Buying Intentions in the Private Hospital Industry. *South African Journal of Business Management*, 35(4), 27-37.
- Bou-Llusar, J. C., Camisón-Zornoza, C., & Escrig-Tena, A. B. 2001. Measuring the Relationship Between Firm Perceived Quality and Customer Satisfaction and Its Influence on Purchase Intentions. *Total quality management*, 12(6), 719-734.
- Buttle, F. 1998. Word of Mouth: Understanding and Managing Referral Marketing. *Journal of Strategic Marketing*, 6 (3), 241-254.
- Cakici, A. C., Akgunduz, Y., & Yildirim, O. 2019. The Impact of Perceived Price Justice and Satisfaction on Loyalty: The Mediating Effect of Revisit Intention. *Tourism Review*, 74(3), 443-462.
- Chahal, H. and Sharma, R.D. 2004. Managing Healthcare Service Quality in A Primary Healthcare Centre. *Metamorphosis*, Vol. 3 No. 2, pp. 112-31.
- Chahal, H., & Mehta, S. 2013. Modeling Patient Satisfaction Construct in the Indian Healthcare Context. *International Journal of Pharmaceutical and Healthcare Marketing*, 7(1), 75–92.
- Chang, H. H., Wang, Y. H., & Yang, W. Y. 2009. The Impact of E-Service Quality, Customer Satisfaction and Loyalty on E-Marketing: Moderating Effect of Perceived Value. *Total Quality Management and Business Excellence*, 20(4), 423–443.
- Chaudhari, A., & Holbrook, M. B. 2001. The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81–93.
- Chen, S. C., & Quester, P. G. 2006. Modeling Store Loyalty: Perceived Value in Market Orientation Practice. *Journal of Services Marketing*, 20(3), 188-198.
- Chen, S.-C., & Quester, P. G. 2009. A Value-Based Perspective of Market Orientation and Customer Service. *Journal of Retailing and Consumer Services*, 16, 197–206.
- Choi, K.S., Cho, W.H., Lee, S., Lee, H. and Kim, C. 2004. The Relationships among Quality, Value, Satisfaction and Behavioral Intention in Healthcare Provider Choice: A South Korean study. *Journal of Business Research*, Vol. 57 No. 8, pp. 913-921.
- Chou, S. K., & Kohsuwan, P. 2019. Impact of Corporate Image, Service Quality, Trust, and Perceived Value on Chinese Customer Satisfaction and Loyalty. *Human behavior, development and society*, 20(3), 41-51.
- Crittenden, V. L., Crittenden, W. F., Ferrell, L. K., Ferrell, O. C., & Pinney, C. C. 2011. Market-Oriented Sustainability: A Conceptual Framework and Propositions. *Journal of the Academy of Marketing Science*, 39, 71-85.
- Cunningham, R. 1956. Brand Loyalty-What Where How Much?. *Harvard Business Review*, 34(1), 116–128.
- Deng, Z., Lu, Y., Wei, K. K., & Zhang, J. 2010. Understanding Customer Satisfaction and Loyalty: An Empirical Study of Mobile Instant Messages in China. *International Journal of Information Management*, 30(4), 289-300.
- Dick, A. S., & Basu, K. 1994. Customer Loyalty: Toward an Integrated Conceptual Framework. *Journal of Academy of Marketing Science*, 22(2), 99–113.
- Dörtyol, İ. T., Coşkun, A., & Kitapci, O. 2018. Chapter 3: A Review of Factors Affecting Turkish Consumer Behaviour. *Marketing Management in Turkey*, 105– 139. <https://doi.org/10.1108/978-1-78714-557-320181010>
- Ehrenberg, A. S. C. 1964. Estimation the Proportion of Loyal Buyer. *Journal of Marketing Research*, 1(1), 56–59.
- Eleuch, A. E. K. 2011. Healthcare Service Quality Perception in Japan. *International Journal of Health Care Quality Assurance*, Vol. 24 No. 6, pp. 417-429.

- Ervina, M., Putra, R. S. P., & Samad, M. A. 2019. Faktor-Faktor Yang Mempengaruhi Loyalitas Pasien Rawat Inap Di RSUD Labuang Baji Makassar Tahun 2019. *Jurnal Penelitian Kesehatan Pelamonia Indonesia*, 2(1),1–6.
- Fatima, T., Malik, S. A., & Shabbir, A. 2018. Hospital Healthcare Service Quality, Patient Satisfaction and Loyalty: An Investigation in Context of Private Healthcare Systems. *International Journal of Quality and Reliability Management*, 35(6), 1195–1214.
- Fitriani, D. A., Pasinringi, S. A., Irwandy, I., & Amqam, H. 2020. The Effect of Perceived Value Toward Loyalty Through Patient Satisfaction in Hasanuddin University Hospital. *Enfermeria Clinica*, 30(S2), 408– 411. <https://doi.org/10.1016/j.enfcli.2019.11.008>
- George, A., & Sahadevan, J. 2019. A Conceptual Framework of Antecedents of Service Loyalty in Healthcare: Patients' Perspective. *IIM Kozhikode Society & Management Review*, 8(1), 50-59.
- Ghozali, Imam. 2018. Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Badan Penerbit Universitas Diponegoro: Semarang.
- Gilson, I., Alilo, M. and Heggenhougen, K. 1994. Community Satisfaction with Primary Healthcare Services: An Evaluation Undertaken in The Morogoro Region of Tanzania. *Social Science and Medicine*, Vol. 39, pp. 767-80.
- Griffin, J. 1996. The Internet's Expanding Role in Building Customer Loyalty. *Direct Marketing*, 59(7), 50-53.
- Griffin, J. 2005. *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Erlangga.
- Grönroos, C. 1984. A Service Quality Model and Its Marketing Implications. *European Journal of Marketing*, Vol. 18 No. 4, pp. 36-44.
- Guspianto, G., Mutmainnah, M., & Aurora, W. I. D. 2023. How Can Service Quality, Patient Value, and Patient Satisfaction Increase Hospital Patient Loyalty?. *Jurnal Penelitian Pendidikan Indonesia*, 9(3), 1726-1736.
- Haddad, S., Fournier, P., Machouf, N. and Yatara, F. 1998. What does quality Mean to Laypeople? Community Perceptions of Primary Care Services in Guinea. *Social Science & Medicine*, Vol. 47 No. 3, pp. 381-394.
- Halil, Z., Nizamettin, B., & Selim, Z. 2010. Service Quality and Determinants of Customer Satisfaction in Hospitals: Turkish Experience. *International Business & Economic Research Journal*, 9(5), May, 51–58.
- Han, H., & Back, K. 2008. Relationships Among Image Congruence Consumption Emotions and Customer Loyalty in the Lodging Industry. *Journal of Hospitality and Tourism Research*, 32(4), 467–490.
- Han, H., & Ryu, K. 2009. The Role of Physical Environment, Price Perception, and Customer Satisfaction in Determining Customer Loyalty in the Restaurant Industry. *Journal of Hospitality and Tourism Research*, 33(4), 487–510.
- Hasan, Ali. 2013. *Marketing dan Kasus-kasus Pilihan*. Yogyakarta: CAPS.
- Hasibuan, R. R., Hasanah, Y. N., Dewi, R., & Purwatiningsih, P. 2023. Analisis Faktor yang Memengaruhi Loyalitas Pasien di Rumah Sakit Umum Daerah. *Jurnal Manajemen Bisnis dan Keuangan*, 4(1), 1-9.
- Hemadneh, R., Hammoud, R., Kdouh, O., Jaber, T., & Ammar, L. 2018. Patient Satisfaction with Primary Healthcare Services in Lebanon. *International Journal of Health Planning and Management*, 34(1), 423–435.
- Huang, J. A., Lai, C. S., Hu, J. S., & Weng, R. H. 2014. The impact of market orientation on patient loyalty: the mediation of relationship quality. *Service Business*, 8, 499-515.
- Huang, J.-A., Weng, R.-H., Lai, C.-S., & Hu, J.-S. 2013. Perceptual Market Orientation Gap and Its Impact on Relationship Quality and Loyalty: The Role of Internal Marketing. *Evaluation & the Health Professions*, 36, 204–227.

- Iriandini, A. P., Yulianto, E., & Mawardi, M. K. (2015). Pengaruh Customer Relationship Management (CRM) terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan (Survey pada Pelanggan PT. Gemilang Libra Logistics, Kota Surabaya). *Jurnal Administrasi Bisnis*, 23(2).
- Ismail, A., & Yunan, Y. M. 2016. Service Quality as A Predictor of Customer Satisfaction and Customer Loyalty. *LogForum*, 12(4), 269-283.
- Jacoby, J., & Chestnut, R. 1978. *Brand Loyalty: Measurement and management*. New York, NY: John Wiley and Sons.
- Javalgi, R. G., & Moberg, C. R. 1997. Service Loyalty: Implications for Service Providers. *Journal of Service Marketing*, 11(3), 165–179.
- Jensen, J. M. 2011. Customer Loyalty on The Grocery Product Market: An Empirical Application of Dick and Basu's Framework. *Journal of Customer Marketing*, 25(5), 333–343. Retrieved from <http://dx.doi.org/10.1108/07363761111149983>
- Jiménez-Jimenez, D., Valle, R. S., & Hernandez-Espallardo, M. 2008. Fostering Innovation. *European Journal of innovation management*.
- José Sanzo, M., Leticia Santos, M., Alvarez, L. I., & Vázquez, R. 2007. The Effect of a Buyer's Market Orientation on Attitudinal Loyalty Toward a Supplier is Dependence a Moderator?. *Supply Chain Management: An International Journal*, 12(4), 267-283.
- Kahn, B. E., Kalwani, M. U., & Morrison, D. G. 1986. Measuring Variety Seeking and Reinforcement Behavior Using Panel Data. *Journal of Marketing Research*, 23(2), 89–100. doi:10.2307/3151656.
- Kang, G.D. and Jeffrey, J. 2004. Service Quality Dimensions: An Examination of Gronroos Service Quality Model. *Managing Service Quality*, Vol. 14 No. 4, pp. 266-77.
- Keskin, H. 2006. Market Orientation, Learning Orientation, and Innovation Capabilities in SMEs. *European Journal of innovation management*.
- Khan, M., & Ghouri, A. M. 2018. Enhancing Customer Satisfaction and Loyalty through Customer-Defined Market Orientation and Customer Inspiration: A Critical Literature Review. *International Business Education Journal*, 11(1), 25-39.
- Kim, C. E., Shin, J.-S., Lee, J., Lee, Y. J., Kim, M., Choi, A., Park, K. B., Lee, H.-J., & Ha, I.-H. 2017. Quality of Medical Service, Patient Satisfaction and Loyalty with A Focus on Interpersonal-Based Medical Service Encounters and Treatment Effectiveness: A Cross-Sectional Multicenter Study of Complementary and Alternative Medicine (CAM) Hospitals. *BMC Complementary and Alternative Medicine*, 17(174), 1–12.
- Kohli, A. K., & Jaworski, B. J. 1990. Market Orientation: Construct, Research Propositions, and Managerial Implications. *Journal of Marketing*, 1-18.
- 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.
- Korzh, O., Tsodikova, O. 2019. Improving Doctor-Patient Communication in A Primary Care Setting. *Romanian Journal of Medical Practice*, 14(1), 12–16.
- Kotler, P. & Keller, K. L. 2009. *Manajemen Pemasaran Edisi 13 Jilid 2*. Erlangga, Jakarta
- Kotler, P. 2012. *Manajemen Pemasaran*. Penerbit: Prehallindo. Jakarta.
- Kotler, P., & Keller, K. L. 2016. *Marketing Management, 15thn Edition* New Jersey: Pearson Prentice Hall.
- Kotler, P., Armstrong, G., Agnihotri, P. Y., & Haque, E. 2011. *Principles of Marketing: A South Asian perspective*. New Delhi, India: Pearson Education
- Kotler, P., Kartajaya, H., Setiawan, I. 2019. *Marketing 3.0: From Products to Customers to the Human Spirit*. In: Kompella, K. (eds) *Marketing Wisdom. Management for Professionals*. Springer, Singapore.

- Kulsum, U., & Syah, T. Y. R. 2017. The Effect of Service Quality on Loyalty with Mediation of Patient Satisfaction. *International Journal of Business and Management Invention*, 6(3), 41-50.
- Kupfer, J., & Bond, E. 2012. Patient Satisfaction and Patient-Centered Care: Necessary but Not Equal. *JAMA*, 308(2), 139–140.
- Kusniati, R., Farida, N., & Sudiro, S. 2016. Pengaruh Kualitas Jasa Dan Nilai Pelanggan Terhadap Minat Kunjungan Ulang Melalui Kepuasan Pasien di Poli Umum RSISA Semarang. *Jurnal Manajemen Kesehatan Indonesia*, 4(2), 91–97.
- La, S., & Yi, Y. 2015. A Critical Review of Customer Satisfaction, Customer Loyalty, Relationship Marketing, and Customer Relationship Management. *Korean Marketing Review*, 30(1), 53–104.
- Lacap, J. P., & Alfonso, K. J. 2022. The Mediating Role of Patient Loyalty on the Relationship Between Satisfaction on Physical Environment and Intention to Recommend. *Asia-Pacific Social Science Review*, 22(2).
- Ladhari, R. 2008. Alternative Measures of Service Quality: A Review. *Managing Service Quality*, 18(1), 65–86.
- Lee, S. Y., & Kim, J. H. 2014. Effects of Servicescape on Perceived Service Quality, Satisfaction and Behavioral Outcomes in Public Service Facilities. *Journal of Asian Architecture and Building Engineering*, 13(1), 125–131.
- Lee, So Young. Kim, Jun Ha. 2014. Effects of Servicescape on Perceived Service Quality, Satisfaction and Behavioral Outcomes in Public Service Facilities. *Journal of Asian Architecture and Building Engineering*, 13(1), 125–131.
- 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.
- Lisboa, A., Skarmeas, D., & Lages, C. 2013. Export Market Exploitation and Exploration and Performance. *International Marketing Review*.
- Liu, S., Li, G., Liu, N., & Hongwei, W. 2021. The Impact of Patient Satisfaction on Patient Loyalty with the Mediating Effect of Patient Trust. *INQUIRY: The Journal of Health Care Organization, Provision, and Financing*, 58, 00469580211007221.
- Lonial, S. C., Tarim, M., Tatoglu, E., Zaim, S., & Zaim, H. 2008. The Impact of Market Orientation on NSD and Financial Performance of Hospital Industry. *Industrial Management & Data Systems*, 108(6), 794-811.
- Mahmud, M. S., Tahir, M. A. M., Foziah, N. H. M., & Ghazali, P. L. 2019. Customers Satisfaction and Corporate Image in Government Initiative Influencing Customers Loyalty in Terengganu, Malaysia. Atlantis Press, In 1st Aceh Global Conference (AGC 2018), 276-285.
- Manap, A., Sani, I., Sudirman, A., Noviany, H., Rambe, M. T., Raflina, R., ... & Widiati, E. (2023). *Manajemen Pemasaran Jasa: Konsep Dasar dan Strategi*. Penerbit Eureka Media Aksara.
- Mandhachitara, R., & Poolthong, Y. 2011. A Model of Customer Loyalty and Corporate Social Responsibility. *Journal of Services Marketing*, 25(2), 122–133. Retrieved from <https://doi.org/10.1108/08876041111119840>
- 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.
- Mellens, M., Dekimpe, M. G., & Steenkamp, J. B. 1996. A Review of Brand Loyalty Measures in Marketing. *Tijdschriftvoor Economie en Management*, XLI(4), 507–533.
- Moliner, M. A. 2009. Loyalty, Perceived Value and Relationship Quality in Healthcare Services. *Journal of Service Management*, 20(1), 76–97.
- Mudie, P., & Pirrie, A. 2012. *Services Marketing Management*. Routledge.

- Narver, J. C., & Slater, S. F. (1990). The Effect of a Market Orientation on Business Profitability. *Journal of Marketing*, 54(4), 20–35.
- Nasution, N. 2004. *Manajemen Jasa Terpadu (Total Service Management)*. Ghalia Indonesia. Bogor.
- Newman, R.D. 1998. Satisfaction with Outpatient Healthcare Services in Manica Province. Mozambique, *Health Policy and Planning*, Vol. 13 No. 2, pp. 174-80.
- Ningsih, E.R. 2021. *Perilaku Konsumen: Pengembangan Konsep dan Praktek dalam Pemasaran*. Yogyakarta: Penerbit IDEA.
- Nunes, P. F., Bellin, J., Lee, I., & Oliver, S. 2013. Converting The Nonstop Customer Into a Loyal Customer. *Strategy & Leadership*, 41(5), 48–53. Retrieved from <http://dx.doi.org/10.1108/SL-05-2013-0035>
- O'Connor, S.J., Shewchuk, R.M. and Carney, L.W. 1994. The Great Gap. *Journal of Health Care Marketing*, Vol. 14 No. 2, pp. 32-39.
- Odhiambo, O. E. 2018. *The Effect of Market Orientation on Business Performance: Evidence from Two Private Healthcare institutions in Kenya (Doctoral dissertation, Strathmore University)*.
- Oliver, R.L. 1997. *Satisfaction: A Behavioral Perspective on The Consumer*. New York: McGraw-Hill.
- Olorunniwo, F., Hsu, M. K. and Udo, G. J. 2006. Service Quality, Customer Satisfaction, and Loyalties in The Service Factory. *Journal of Services Marketing*, Vol. 20 No. 1, pp. 59-72.
- Özer, L., Başgöze, P., & Karahan, A. 2016. The Association between Perceived Value and Patient Loyalty in Public University Hospitals in Turkey. In *Total Quality Management and Business Excellence* (Vol. 28, Issues 7–8, pp. 1–19). <https://doi.org/10.1080/14783363.2015.1124723>
- Ozkaya, H. E., Droge, C., Hult, G. T. M., Calantone, R., & Ozkaya, E. 2015. Market Orientation, Knowledge Competence, and Innovation. *International Journal of Research in Marketing*, 32(3), 309-318.
- Padilha, C. K., & Gomes, G. 2016. Innovation Culture and Performance in Innovation of Products and Processes: A Study in Companies of Textile Industry. *RAI Revista de Administração e Inovação*, 13(4), 285-294.
- Pan, Y., Sheng, S., & Xie, F. T. 2012. Antecedents of Customer loyalty: An Empirical Synthesis and Reexamination. *Journal of Retailing and Customer Services*, 19(1), 150–158. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0969698911001196>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. 1985. A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41-50.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. 1988. SERVQUAL Instrument. *Journal of retailing*, 64(1), 12-40.
- Peer, M., & Mpinganjira, M. 2011. Understanding Service Quality and Patient Satisfaction in Private Medical Practice: A Case Study. *African Journal of Business Management*, 5(9), 3690–3698.
- Pollack, B.L. 2008. The Nature of The Service Quality and Satisfaction Relationship. *Managing Service Quality*, 18(6), 537–558.
- Polo Peña, A. I., Frias JAMILENA, D. M., & Rodriguez Molina, M. A. 2017. The Effects of Perceived Value on Loyalty: The Moderating Effect of Market Orientation Adoption. *Service Business*, 11, 93-116.
- Raftopoulos, V. 2005. A Grounded Theory for Patients' Satisfaction with Quality of Hospital Care. *ICUS NURS WEB J*, Vol. 22, pp. 1-15.
- Rahayu, S., & Suwarni, E. S. 2017. Analisis Loyalitas Pasien Pengguna BPJS Kesehatan di Klinik Pratama Iis Medika Kartasura Sukoharjo dipandang dari sudut Kualitas Pelayanan dan Kepuasan. *ProBank*, 2(2), 9-24.

- Raju, P. S., Lonial, S. C., & Crum, M. D. 2011. Market Orientation in The Context of SMEs: A Conceptual Framework. *Journal of Business Research*, 64(12), 1320-1326.
- Ratnawati, A., Mislan Cokrohadisumarto, W. B., & Kholis, N. 2021. Improving the Satisfaction and Loyalty of BPJS Healthcare in Indonesia: A Sharia perspective. *Journal of Islamic Marketing*, 12(7), 1316-1338.
- Roach, D. C., Ryman, J., & White, J. 2014. Culture, Conduct and Innovation: A Deconstruction of Market Orientation. *Journal of Research in Marketing and Entrepreneurship*.
- Ryu, K., & Jang, S. 2008. DINESCAPE: A Scale for Customers' Perception of Dining Environments. *Journal of Foodservice Business Research*, 11(1), 2-22.
- Sahoo, D., & Ghosh, T. 2016. Healthscape Role Towards Customer Satisfaction in Private Healthcare. *International Journal of Health Care Quality Assurance*, 29(6), 600– 613. <https://doi.org/10.1108/IJHCQA-05-2015-0068>
- Salgaonkar, P. B. 2006. *Marketing of Healthcare Services: Abhijeet Publications*.
- Sandvik, I. L., & Sandvik, K. (2003). The Impact of Market Orientation on Product Innovativeness and Business Performance. *International journal of Research in Marketing*, 20(4).
- Sangadji, E. M., & Sopiah, S. 2013. The Effect of Organizational Culture on Lecturers' Job Satisfaction and Performance: A Research in Muhammadiyah University throughout East Java. *International Journal of Learning & Development*, 3(3), 1-18.
- Saragih, M., Pardede, J. A., & Sijabat, F. 2017. Faktor-Faktor Bauran Pemasaran Yang Berhubungan Dengan Kepuasan Pasien. *Idea Nursing Journal*, 8(2), 1-6.
- Saraswati, E. 2022. Market Orientation, Service Quality on Customer Satisfaction and Loyalty: Study on Sharia Banking in Indonesia. *Golden Ratio of Marketing and Applied Psychology of Business*, 2(1), 26-41.
- Sardana, G.D. 2003. Performance Grading of Hospitals: A Conceptual Framework. *Productivity*, Vol. 44 No. 3, pp. 450-65.
- Seetharaman. 2013. Loyalty Programmes: Are Points that Customers Stockpile Juicy Enough to Keep them Coming Back? *The Economic Times*. Retrieved from http://articles.economictimes.indiatimes.com/2013-06-30/news/40272286_1_loyalty-programmes-loyalty-card-loyalty-management
- Sekaran, U., Bougie, R. 2013. *Research Methods for Business: In A Skill-Building Approach*. Chichester: Wiley.
- Setiawati, K. R., & Lailiyah, S. 2023. Factors that Affecting Patient Loyalty in Hospital. *Media Gizi Kesmas*, 12(2), 1041– 1046.
- Setyaleksana, B., Suharyono, S. and Yulianto, E. 2017. Pengaruh Customer Relationship Management (CRM) terhadap Kepuasan dan Loyalitas Pelanggan (Survei pada Pelanggan GraPARI Telkomsel di Kota Malang). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 46(1), pp. 45–51.
- Shabbir, A., Malik, S. A., & Malik, S. A. 2016. Measuring Patients' Healthcare Service Quality Perceptions, Satisfaction, and Loyalty in Public and Private Sector Hospitals in Pakistan. *International Journal of Quality & Reliability Management*, 33(5).
- Shikiar, R., & Rentz, A. M. 2004. Satisfaction with Medication: An Overview of Conceptual, Methodologic, and Regulatory Issues. *Value in Health*, 7, 10–15.
- Shin, S.-H., & Shin, J.-I. 2021. The Relationships Among CEO's Role, Internal Marketing, Market Orientation, Patient Satisfaction, and Hospital Image. *Journal of the Korea Society of Computer and Information*, 26(1), 189–199.
- Siregar, Syofian. 2014. *Metode Penelitian Kuantitatif Dilengkapi dengan Perbandingan Perhitungan Manual dan SPSS*. Jakarta: Kencana.
- Sitio, T., & Ali, H. (2019). Patient Satisfaction Model and Patient Loyalty: Analysis of Service Quality and Facility (Case Study at Rawamangun Special Surgery Hospital). *Scholars Bulletin*, 5(10), 551-559.

- Slater, S. F., & Narver, J. C. 1994. Market orientation, Customer Value, and Superior Performance. *Business Horizons*, 37(2), 22-28.
- Sohail, Sadiq M. 2003. Service Quality in Hospitals: More Favorable than You Might Think. *Managing Service Quality*, 13(3), 197–206.
- Solomon, M. R. 2011. *Consumer Behaviour: Buying, Having and Being*. Pearson Prentice Hall.
- Sudarso, A., Kurniullah, A. Z., Halim, F., Purba, P. B., Dewi, I. K., Simarmata, H. M., Purba, B., Sipayung, R., Sudirman, A., & Manullang, S. O. 2019. Manajemen Merek. In *Journal of Chemical Information and Modeling* (Vol. 53, Issue 9). Yayasan Kita Menulis.
- Sugiyono, S. 2012. *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Alfabeta.
- Sugiyono, S. 2013. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sulistiyowati, W. 2018. *Buku Ajar Kualitas Layanan: Teori dan Aplikasinya*. Umsida Press, 1-182.
- Supriyanto, S., & Ernawati, S. 2010. *Pemasaran Industri Jasa Kesehatan*. Yogyakarta: CV Andi Offset.
- Suriadi, S., Abadi, I., Jasiyah, R., Hardin, H., Dahniar, N., Jusni, J., & Alputila, M. J. 2019. The Consciousness of Excellent Quality Service to Improve Effectiveness of TQM and Kaizen-PDCA Quality Management. *IOP Conference Series: Earth and Environmental Science*, 343(1), 1–5.
- Taner, T., & Antony, J. 2006. Comparing Public and Private Hospital Care Service Quality in Turkey. *Leadership in Health Services*, 19(2), 1– 10.
- Tehuayo, E. 2021. Pengaruh Diferensiasi Produk, Inovasi Produk, dan Iklan terhadap Loyalitas Konsumen Shampo Sunsilk di Kota Ambon. *Jurnal Nasional Manajemen Pemasaran & SDM*, 2(2), 69-88.
- Tjiptono, F. 2011. *Pemasaran Jasa*. Bayumedia Publishing.
- Tjiptono, F., Chandra, G. 2005. *Service, Quality and Satisfaction*. Andi Offset. Yogyakarta.
- Trucker, W. T. 1964. The Development of Brand Loyalty. *Journal of Marketing Research*, 1(3), 32–35.
- Wahyuni, Ni Made. 2019. The Effect of Competence Produces Knowledge as A Mediating Effect of Market Orientation on The Innovation of Textile SMEs in Bali. *Matrix: Journal of Management, Business Strategy and Entrepreneurship*, 13 (1), 47–55.
- Wahyuti, D., & Poniman, B. 2017. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Pasien Rawat Inap Di Rsu Assalam Gemolong Sragen. *ProBank*, 2(1), 39-54.
- Wang, C. L., & Chung, H. F. 2013. The Moderating Role of Managerial Ties in Market Orientation and Innovation: An Asian Perspective. *Journal of Business Research*, 66(12),
- Wardi, Y. 2016. *Pemasaran Jasa: Realita di Indonesia*. Padang: SUKABINA Press.
- Weng, H. C. 2009. A Multisource and Repeated Measure Approach to Assessing Patient–physician Relationship and Patient Satisfaction. *Evaluation & the Health Professions*, 32, 128–143.
- Weng, R. H., Chen, J. C., Pong, L. J., Chen, L. M., & Lin, T. C. 2016. The Impact of Market Orientation on Patient Safety Climate Among Hospital Nurses. *Evaluation & The Health Professions*, 39(1), 65-86.
- Widyastuti, N., Widjanarko, B., & Adi, M. S. 2018. Analisis Pengaruh Dimensi Kualitas Pelayanan terhadap Kepuasan Pasien Peserta BPJS Kesehatan di Instalasi Rawat Jalan RSUD DR. H. Soewondo kendal. *Jurnal Manajemen Kesehatan Indonesia*, 6(1), 39-49.
- Woodruff, R. B. 1997. Customer Value: The Next Source for Competitive Advantage. *Journal of the Academy of Marketing Science*, 25 (2): 139–153.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. 1996. The Behavioral Consequences of Service Quality. *The Journal of Marketing*, 60(2), 31-46.
- Zeithaml, V. A., M. J. Bitner, et al. 2006. *Service Marketing, Integrating Customer Focus Across the Firm*. New York, McGraw-Hill.

- Zeithaml, V. A., Parasuraman, A., Berry, L. L. 1990. *Delivering Quality Service: Balancing Customer Perception and Expectations*. The Free Press, London.
- Zeithaml, V.A. 2000. Service Quality, Profitability, and The Economic Worth of Customers: What We Know and What We Need to Learn. *Journal of the Academy of Marketing Science*, Vol. 28 No. 1, pp. 67-85.
- Zhao, W., & Othman, M. N. 2011. Predicting and Explaining Complaint Intention and Behaviour of Malaysian Consumers: An Application of the Planned Behaviour Theory. In *International Marketing*, Vol. 21, pp. 229-252