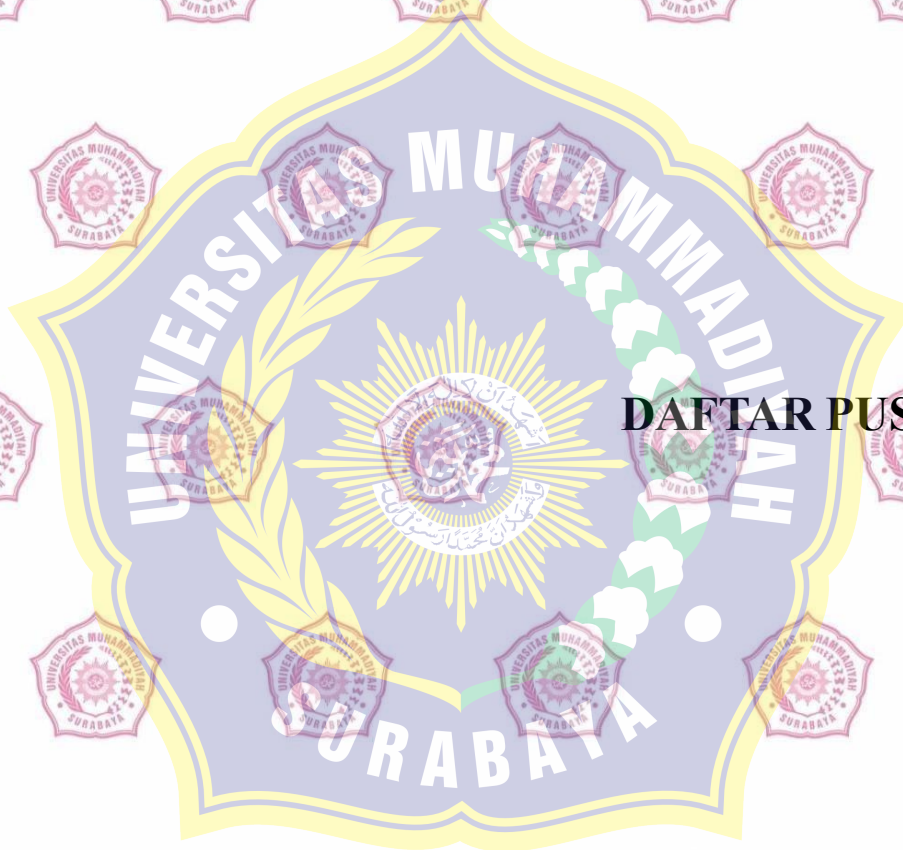




DAFTAR PUSTAKA

DAFTAR PUSTAKA

- Aharony, L., & Strasser, S. (1993). Patient satisfaction: What we know about and what we still need to explore. *Medical Care Review*, 50(1), 49–79.
- Aiken, L. H., Sermeus, W., Van den Heede, K., Sloane, D. M., Busse, R., McKee, M., Bruyneel, L., Rafferty, A. M., Griffiths, P., Moreno-Casbas, M. T., Tishelman, C., Scott, A., Brzostek, T., Kinnunen, J., Schwendimann, R., Heinen, M., Zikos, D., Sjetne, I. S., Smith, H. L., & Kutney-Lee, A. (2012). Patient safety, satisfaction, and quality of hospital care: Cross sectional surveys of nurses and patients in 12 countries in Europe and the United States. *BMJ*, 344, e1717.
- Al-Zyoud, M. F. (2019). The impact of promotion mix on patient satisfaction in healthcare services. *International Journal of Marketing Studies*, 11(2), 45–56.
- Andaleeb, S. S. (2001). Service quality perceptions and patient satisfaction: A study of hospitals in a developing country. *Social Science & Medicine*, 52(9), 1359–1370.
- Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12(2), 125–143.
- Ayele, Y., Tesfa, B., Abebe, L., Tilahun, T., Girma, E., & Gelaw, B. (2020). Improving service quality through workforce training: Evidence from health care services. *BMC Health Services Research*, 20(1), 1–9.
- Ball, J., & Pike, G. (2007). Bed management in hospitals. *Health Services Management Research*, 20(2), 85–92.
- Berwick, D. M., Godfrey, A. B., & Roessner, J. (1992). *Curing health care: New strategies for quality improvement*. Jossey-Bass.
- Booms, B. H., & Bitner, M. J. (1981). Marketing strategies and organization structures for service firms. In J. H. Donnelly & W. R. George (Eds.), *Marketing of services* (pp. 47–51). American Marketing Association.
- Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V. A. (1993). A dynamic process model of service quality. *Journal of Marketing Research*, 30(1), 7–27.
- Budiman, C., & Achmadi, H. (2023). The effect of marketing mix on patient satisfaction and their impact on patient loyalty in hospital inpatients. *Jurnal Manajemen Kesehatan Indonesia*.
- Cadotte, E. R., Woodruff, R. B., & Jenkins, R. L. (1987). Expectations and norms in models of consumer satisfaction. *Journal of Marketing Research*, 24(3), 305–314.

- Campbell, S. M., Roland, M. O., & Buetow, S. A. (2000). Defining quality of care. *Social Science & Medicine*, 51(11), 1611–1625.
- Chaffey, D. (2019). *Digital marketing* (7th ed.). Pearson.
- Ching-Li, M., & Sukirthanandan, P. (2025). Impact of telemedicine service quality on patient satisfaction: An empirical study using SERVQUAL model and expectation confirmation theory. *Journal of Public Health and Development*.
- Chowdhury, M. R. I. (2024). Strategies for improving patient experience and satisfaction in healthcare facilities. *International Journal of Social Health Research*, 9(4), 1–10.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE Publications.
- Dan, W., & Tamayo, M. B. (2024). Service quality and patient satisfaction in one government tertiary hospital. *Asia Pacific Journal of Management and Sustainable Development*, 12(1), 77–87.
- Darzi, A., Islam, M., & Khursheed, A. (2023). Hospital service quality and patient satisfaction: A literature review. *International Journal of Health Sciences*, 17(2), 45–60.
- Donabedian, A. (1988). The quality of care: How can it be assessed? *JAMA*, 260(12), 1743–1748.
- Donabedian, A. (2003). *An introduction to quality assurance in health care*. Oxford University Press.
- Ferreira, D., Silva, M., & Mendes, P. (2023). Service quality and patient satisfaction in healthcare systems. *International Journal of Healthcare Quality Assurance*, 36(4), 1–12.
- Gallivan, S., Utley, M., & Treasure, T. (2002). The use of hospital beds: A review of utilization and performance. *Health Care Management Science*, 5(4), 1–10.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis* (7th ed.). Pearson.
- Hafid, H., & Amiruddin, R. (2021). Analisis waktu tunggu pelayanan terhadap kepuasan pasien di rumah sakit. *Jurnal Manajemen Pelayanan Kesehatan*, 24(2), 75–82.

- Heizer, J., Render, B., & Munson, C. (2017). *Operations management* (12th ed.). Pearson.
- Hesselink, G., Schoonhoven, L., Barach, P., et al. (2012). Improving patient discharge. *BMJ Quality & Safety*, 21(1), 1–9.
- Jesus, T. S., Lee, D., Zhang, M., Stern, B., Struhar, J., Heinemann, A. W., Jordan, N., & Deutsch, A. (2025). Organizational and service management interventions for improving the patient experience with care: Systematic review of the effectiveness. *The International Journal of Health Planning and Management*, 40, 883–895
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Linder-Pelz, S., & Stuart-Hamilton, I. (1991). Patient satisfaction and emotional response. *Social Science & Medicine*, 32(10), 1101–1112.
- Mahdavi, M., Doshmangir, L., & Jaafaripooyan, E. (2021). Rethinking health services operations to embrace patient experience of healthcare journey. *The International Journal of Health Planning and Management*.
- Maxwell, R. J. (1992). Dimensions of quality revisited. *Quality in Health Care*, 1(3), 171–177.
- McCarthy, E. J. (1960). *Basic marketing: A managerial approach*. Richard D. Irwin.
- Mutia, M., & Pujianto, P. (2022). Application of the 7P mix marketing on patient satisfaction at hospitals. *Malahayati Nursing Journal*.
- Naylor, M. D., Brooten, D., Campbell, R., Maislin, G., McCauley, K. M., & Schwartz, J. S. (2004). Transitional care of older adults hospitalized with heart failure. *Journal of the American Geriatrics Society*, 52(5), 675–684.
- Notoatmodjo, S. (2012). *Metodologi penelitian kesehatan*. Rineka Cipta.
- Nurhayati, S., Rahman, A., & Suryani, L. (2022). Pengaruh kualitas pelayanan terhadap kepuasan pasien rawat inap. *Jurnal Administrasi Rumah Sakit Indonesia*, 8(2), 123–132.
- Oliver, R. L. (1980). A cognitive model of satisfaction. *Journal of Marketing Research*, 17(4), 460–469.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. McGraw-

Hill.

- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL. *Journal of Retailing*, 64(1), 12–40.
- Proudlove, N., Gordon, K., & Boaden, R. (2007). Bed management systems. *Emergency Medicine Journal*, 24(9), 599–603.
- Rahmatia, S., Basri, M., Ismail, I., Adi, S., Nasrullah, N., & Ahmad, A. (2025). Service quality in hospital inpatient care: SERVQUAL model approach. *Health SA Gesondheid*, 30.
- Rumah Sakit Muhammadiyah Jombang. (2024). *Laporan kunjungan rawat jalan dan rawat inap tahun 2024*. Jombang: RSMJ.
- Sekaran, U., & Bougie, R. (2013). *Research methods for business* (6th ed.). Wiley.
- Siregar, S. (2015). *Metode penelitian kuantitatif*. Kencana.
- Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sumarta, R. I., Sudirman, I., Suteja, J., Djulius, H., & Sofyan, M. (2025). Enhancing hospital service quality through strategic and operational excellence focused on patient satisfaction: The case of Indonesia. *Journal of Public Health and Pharmacy*.
- Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1–10.
- World Health Organization. (2009). *Hospital management guidelines*. Geneva: WHO.