

DAFTAR PUSTAKA

- Astuti, Herni J., K. Nagase. 2014. *Patient Loyalty To Healthcare Organization to Healthcare Organization: Relationship Marketing and Satisfaction*. International Journal Of Management and Marketing Research Vol. 7, No.2,
- Barry Mitnick & John Mahon, 2007. "The Concept of Reputational Bliss," Journal of Business Ethics, Springer, vol. 72(4), pages 323-333, June.
- Burke (2011:32) quoted by Milan Majerník, Naqib Daneshjo, and Martin Bosák. 2016. *Production Management and Engineering Sciences*. Taylor & Francis Group: London.
- Deephouse, D. L. (2000) Media reputation. *Journal of Management Studies*, 42, 329-60.
- Fombrun, C. J. 2011. *Reputation: Realizing value from the corporate image*. Boston, MA: Harvard Business School Press.
- Hayes, Bob E. 2008. *The True Test Of Loyalty*. Quality Progress Magazine, Vol. 6, No. 41, pg. 20.
- Herbig and Milewicz quoted by Rafita Khairunnisa and Firman (2015). *Pengaruh Dimensi Perluasan Merek Terhadap Niat Beli Produk Perluasan Merek ASUS oleh Mahasiswa UNP*. Skripsi Universitas Islam Negeri Syarif Hidayatullah.
- J. Paul Peter, Jerry C. Olson .2000. *Perilaku Konsumen dan Strategi Pemasaran*. Edisi keempat. Jilid 1. Jakarta : Erlangga.
- Joseph J. Martocchio. 2008. *Research in Personnel and Human Resources Management*. Vol.27. First Ed.
- Junya Tokunaga, Yuichi Imanaka, Koichi Nobutomo. 2000. *Effects of Patient Demands on Satisfaction with Japanese Hospital Care International Journal for Quality in Health Care*. Vol.12, Number 5, pp.395-40.
- Kotler dan Keller. 2009. *Manajemen Pemasaran*. Jilid I. Edisi ke 13. Jakarta: Erlangga
- Kotler, Philip., dan Kevin Lane Keller. 2005. *Manajemen Pemasaran*. Alih Bahasa: Juhardi. Edisi 11. Jilid 1. Jakarta: PT. Prehalindo.

- Kotler, Philip., dan Kevin Lane Keller. 2009. *Manajemen Pemasaran*. Edisi 13. Jilid 2. Alih bahasa: Bob Sabran. Jakarta : Penerbit Erlangga.
- Lemone, P., & Burke, M.K. 2011. *Medical-Surgical Nursing: Critical Thinking*
- Aklobat, Mahmut., Mustofa Amarat, Ozgun Unal, Elif Saba Sultu. 2019. *Benevolence or Competence Which is More Important For Patient Loyalty*. *Journal of International Health Sciences and Management*; 5(9): 76-84
memilih-johor-untuk-berobat
- Nandita, Citra., Cinta ES., Susanto, Rimiyati, Hasnah., 2016. *Pengaruh Reputasi Rumah Sakit Dan Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Pelanggan Di RSUD Queen Latifa* . Prosiding Konferensi Nasional - Seminar Nasional Manajemen Rumah Sakit of Business Ethics
- Pahlopi, Gusti Suta., Arifin, Rois Arifin., 2015. *Pengaruh Reputasi Perusahaan, Trust dan Website quality terhadap Loyalitas Pelanggan Online Shop OLX.com Studi Kasus Pada Mahasiswa Fakultas Ekonomi Angkatan Tahun 2015 Universitas Islam Malang 2015*. e – Jurnal Riset Manajemen Prodi Manajemen Fakultas Ekonomi Unisma.
- Rahmalia, Yuni., 2015. *Pengaruh Reputasi Rumah Sakit dan Kualitas Pelayanan Terhadap Kepuasan dan Loyalitas Pelanggan di RSUD Queen Latifa*. *Jurnal Manajemen dan Pemasaran*, Volume 8, No.1 Tahun 2015.
- S. Supriyanto dan Ernawati, 2010. Judul : *Pemasaran Industri Jasa Kesehatan*. Penerbit CV Andi Offset : Yogyakarta.
- Setyawan, Octario Edo., 2019. *Pengaruh Kualitas Pelayanan Reputasi Perusahaan dan Kepuasan Nasabah Dalam Menciptakan Loyalitas Nasabah Pada Penggunaan Mobile Banking di PT Bank XYZ*. 2019. *Jurnal Manajemen dan Kewirausahaan/ Volume 3/No.3/Mei – 2019 : 18-23*
- Torres, Eduardo., Arturo Z, Vasquez-Parraga & Cristobal Barra. *The Path of Patient loyalty And The Role Of Doctor Reputation*. 2014, *Health Marketing Quarterly*, 26:183–197, 2009
- Yanuari, Tantri., Syah, Rahmat., *Kualitas Pelayanan dan Citra Merek Terhadap Loyalitas Dengan Mediasi Kepuasan Pasien di Rumah Sakit Swasta*. 2013. *Jurnal Ekonomi*, Volume 4 Nomor 2, November.
- Quan, Sun., 2010. *The Relationships Among E-Service Quality, System Quality, Information Quality And Customer Quality : An Empirical Study Of Internet Banking in China*. Vol. 10 Issue 7 (Ver 1.0) August 2010.

Hidayat, Anas., Guruh Ghifar Zalzalalah dan Muhammad Saifullah. 2015. *The Role Of age As Moderating variable On The Effect Of Relationship Marketing Toward Customer Loyalty Influence*, I J A B E R, Vol. 13, No. 4, (2015): 1711-1720.

Bontis, Nick., and Lorne D. Booker. 2007. *The mediating effect of organizational reputation on customer loyalty and service recommendation in the banking industry*. Management Decision Vol. 45 No. 9, 2007 pp. 1426-1445 q Emerald Group Publishing Limited 0025-1747.

