

DAFTAR PUSTAKA

- Anderson, Eugene W., Claes Fornell & Donald R. Lehmann. 1994. *Customer Satisfaction, Market Share, and Profitability: Findings from Sweden*. Journal of Marketing vol. 58.
- Arikunto, Suharsimi. 2013. *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Assauri, Sofjan. 2003. *Customer Service yang Baik Landasan Pencapaian Customer Satisfaction dalam Usahawan*. No. 01. Tahun XXXII. Januari. Jakarta.
- Babin, Barry J; L,Yong-Kie; Kim,Eun-Fu; dan Griffin, Mitch. 2005. *Modeling Consumer Satisfaction and Word-Of-Mouth : Resturant Patronage Korea*. Journal of service Marketing ,Vol.19, pp133-139.
- Booms dan Bitner. 1981. *Marketing Strategies and Organizational Structures for Service Firms in Marketing of Services*. American Marketing Association. Chicago.
- Chandra Yoga. 2003. *Manajemen Administrasi Rumah Sakit*. Universitas Indonesia (UI-Press). Jakarta.
- Chen, Cheng-Nan. 2007. *The Relation among Social Capital, Entrepreneurial Orientation, Organizational Resources and Entrepreneurial Performance for New Ventures*. Contemporary Management Research. National Cheng Kung University.
- Dewan Perwakilan Rakyat Republik Indonesia. Undang-undang nomor 44 tahun 2009 tentang rumah sakit. Jakarta, 2009.
- Duana, W., Gub, B. & Whinston, A.B. 2008. *Do online reviews matter?— An empirical investigation of panel data*. Decision Support Systems, vol. 45, no. 3, pg. 1007–1016.
- Fornell, Claes et al. 1996. *The american customer satisfaction index : nature, purpose, and findings*. Journal of Marketing, Vol.60 : 7-18.
- Ghozali, I. 2005. *Metode Penelitian Bisnis*. Bagian Penerbitan FE-UNDIP. Semarang.
- Hennig – Thurau T., Kevin P. Gwinner, Gianfranco Walsh and Dwayne D. Gremler. 2004. *Electronic Word of Mouth Via Consumer Opinion Platforms : What Motivates Consumer to Articulate Themeselves on the Internet*. Wiley InterScience.
- Heskett, Jones, Loveman, Sasser dan Schlesinger. 1994. *Putting the Service – Profit Chain to Work*, Harvard Business Review.
- Jansen, B. J. 2009. *Twitter Power : Tweets as Electronic Word Of Mouth*. Journal of The American Society for Information Science and Technology, 20.

- Kotler, P. 2005. *Manajemen Pemasaran terjemahan*. Edisi kesebelas. Penerbit Indeks. Jakarta.
- Kotler , P. dan Keller , K.L. 2007. *Manajemen Pemasaran*. Edisi Kedua Belas Jilid 1. Edisi Bahasa Inggris. Pearson Education, Inc. Upper Saddler River, New Jersey, 07458. Edisi Bahasa Indonesia, PT. INDEKS
- Kuncoro, Mudrajad. 2009. *Metode Riset Untuk Bisnis & Ekonomi*. Erlangga. Jakarta.
- Lovelock, Christopher and Lauren Wright. 2002. *Principles of Service Marketing and Management*. Second Edition. Pearson Education International Inc. New Jersey.
- Lupiyoadi, Rambat. 2001. *Manajemen Pemasaran Jasa*. Salemba Empat. Jakarta.
- Nita, A. 2011. *Pengaruh Kualitas Produk dan Kualitas Layanan terhadap Kepuasan dan Loyalitas Pelanggan (Studi Pada Pelanggan Warung Mina Peguyangan)*. Tesis Program Magister Manajemen Universitas Udayana. Denpasar.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. 1988. *SERVQUAL: A Multiple Item Scale For Measuring Consumer Perceptions Of Service Quality*. Journal of Retailing. Vol. 64 No. 1, pp. 14-40.
- Pardede, Ratlan dan Manurung, Reinhard. 2014. *Analisis Jalur : Teori Dan Aplikasi Dalam Riset Bisnis*. Jakarta. Rineka Cipta.
- Rijadi, Suprijanto. 1997. *Pelatihan Manajemen Unit Rawat Jalan di Rumah Sakit*. PPK-UI, Depok.
- Santoso. 2005. *Metodologi Penelitian Kuantitatif dan Kualitatif*. Jakarta. Prestasi Pustaka.
- Sari ,Viranti Mustika. 2012. *Pengaruh Electronic Word of Mouth (eWOM) Di Social Media Twitter Terhadap Minat Beli Konsumen (Studi Pada Restoran Holycowsteak)*. Skripsi Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Indonesia. Depok.
- Sekaran, Uma . 2003. *Research Methods for Business : Skill-Building Approach*. Fourth Edition. John Wiley & Sons Inc. New York
- Sekaran, U. 2006. *Metodologi Penelitian Untuk Bisnis*. Edisi Kedua. Jakarta: Salemba Empat.
- Setyawati Indah . 2009. *Analisis Pengaruh Kualitas Layanan Dan Kepuasan Pasien Terhadap Words Of Mouth (Studi pada Pasien Rawat Jalan RS. Bhakti Wira Tamtama Semarang)*. Tesis Program Studi Magister Manajemen Universitas Diponegoro. Semarang.
- Sinulingga, Sukaria. 2014. *Metode Penelitian*. Edisi Ke 3. USU Press.
- Situmorang, Syafrizal and Luthfi. 2011. *Analisis Data Penelitian*. Penerbit USU Press. Medan.

- Sugiyono, 2008. *Metode Penelitian Bisnis*. Bandung : Penerbit Alfabeta.
- Suliyanto. 2005. *Analisis Data Dalam Aplikasi Pemasaran*. Bogor. Ghalia Indonesia.
- Tjiptono, Fandy. 1996. *Strategi Bisnis Manajemen*. Yogyakarta, Andi Offset.
- Tjiptono, Fandy. 1997. *Prinsip – prinsip Total Quality Service (TQS)*. Yogyakarta : Penerbit ANDI.
- Tjiptono, F. 2000. *Strategi Pemasaran*. Andi Offset, Yogyakarta.
- Tjiptono, Fandy. 2002. *Manajemen Jasa*. Yogyakarta : Penerbit ANDI.
- Zeithmal, Valarie. A., Berry, Leonard. L., and Parasuraman, A. 1996. *The Behavioral Consequences of Service Quality*. Journal of Marketing. Vol . 60, pp . 31 – 46.
- Zeithaml V.A., A. Parasuraman, and L.L. Berry. 1990. *Delivery Quality Service Balancing Costumer Perseptions and Expectation*. New York: The Free Press P.46.