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## INFLUENCE OF HEALTH SERVICE QUALITY IN INCREASING PATIENT SATISFACTION THROUGH CUSTOMER VALUE (Dr. Slamet Garut Regional General Hospital)

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### ABSTRACT

This research aims to obtain empirical evidence regarding the influence of health service quality in increasing patient satisfaction through the customer value of BPJS patients in the Outpatient Care of the Regional General Hospital, dr. Slamet Garut. The results of this research are expected to improve service quality, BPJS patient satisfaction and service value, especially in the Outpatient Hospital OF Dr. Slamet Garut in general. The research method used is descriptive and verification analysis. The data collection used was interviews using questionnaires accompanied by observation and literature techniques, the sampling technique used *consecutive sampling*. Data collection in the field was carried out in 2023. The data analysis technique uses Path Analysis. The results of the research show that in general the perception of BPJS patients in the Outpatient Hospital OF Dr. Slamet Garut regarding service quality, customer value and patient satisfaction as relatively poor, less suitable and less satisfied. Service quality matters on customer value both partially and simultaneously. Customer value influences patient satisfaction, and service quality influences patient satisfaction through customer value.

**Keywords:** Service Quality, Customer Value, Patient Satisfaction

### INTRODUCTION

Hospitals are one of the health service facilities that have a very strategic role in efforts to accelerate the improvement of the health status of the Indonesian people. This role is increasingly prominent nowadays with the emergence of changes in disease epidemiology, demographic structure, community socioeconomics, developments in science and technology (Science and Technology), and services that are higher quality, friendlier and able to meet the needs that demand changes in health service patterns in Indonesia (Aditama, 2018: 103). This strategic role is obtained because hospitals are very dynamic organizations with service facilities, which have infrastructure and equipment that is used with intensive knowledge, technology and specificity in Human Resources (HR), which consists of various professions. One profession that has an important role in hospitals is nursing.

If the company does not fulfill customer value demands, it becomes an opportunity for competitors to provide more value to these customers. According to Barnes (2016 : 110) customer value is the core of a relationship where understanding and appreciation of the formation of customer value is the main component of a company in carrying out its relationship with customers. Meanwhile, Duchessi (2017 :22) revealed that customer value is a combination of various product benefits (performance, comfort and beauty) and service benefits (reliability, speed and competence) received by target customers at a reasonable price. According to him, companies can increase customer value in three ways, namely (1) emphasizing the benefits of products or services at constant prices, (2) reducing prices by offering competitive product or service benefits and, (3) doing both, namely increasing the benefits of products and services. and reduce prices simultaneously.

Service quality is the consumer's view of the results of the comparison between consumer expectations and the reality obtained from the service. Meanwhile, patient satisfaction is the customer's perception of a service experience received (Kotler and Keller, 2016 : 304). Service quality is a comparison between the service that consumers expect and the service they receive. Two factors that influence service quality are the expected service and the service received. Then whether the quality of service is good or bad is not based on the perception of the service provider but based on the consumer's perception of the process as a whole. Perceptions of service quality are consumers' beliefs about the services they receive or the services they experience. In hospital institutions, *contact personnel* strive to characterize health quality and the applicable paradigm to evaluate the provision of clinical services in detail. *The Institute of Medicine's (IOM) Crossing the Quality Chasm* report recommends " six goals for improvement ." Quality whose goal is safety and effectiveness ( *effectiveness* ), fairness ( *equity* ), actuality ( *timeliness* ), centeredness patient ( *patient-centeredness* ) And efficiency ( *efficiency* ). \_ ( Slonim, Pollack, ( 2016. Vol. 6, No. 3 ) .

Cooper (2016: 106) states that users of health care services, including hospitals, always pay attention to the quality of medical staff, emergency services, nursing care, availability of complete services, doctor's recommendations, modern equipment, polite employees, good environment, use of home previous illness, treatment costs, family recommendations, close to home, private room and friend recommendations.

Based on the background stated above, researchers are interested in finding out and researching further about satisfaction and the value of services received by patients in relation to the quality of service in Outpatient Hospital DR. Slamet Garut . The title of the proposed research is: "The Influence of Health Service Quality in Increasing Patient Satisfaction Through Customer Value for BPJS Patients in Outpatient Hospital DR. Slamet Garut ".

### **Problem Identification and Formulation**

Problem identification is the process of formulating the problems to be researched, while the problem formulation describes the problems covered in the research on service quality, customer value and patient satisfaction.

#### **Identification of problems**

After describing the phenomenon in the research background, on the basis of deductive thinking, the problem was identified in detail as follows:

1. The number of patient visit data tends to decrease every month.
2. The perception of patient satisfaction is not optimal regarding the quality of service from registration officers, doctors, nurses/therapists, pharmacists, and facilities are still below Minimum Service Standards.
3. The registration officer and doctor were not friendly.
4. The nurse/therapist service is not fast and responsive.
5. Waiting time for registration is slow.
6. Doctors are less responsive in serving patients .
7. Supporting facilities are inadequate .
8. The registration service officer 's service is not fast enough .
9. The procedure for admitting outpatients is complicated .

#### **Problem Formulation**

Research was conducted to see and study the influence of service quality on service value and its implications for patient satisfaction, so the research was directed to answer the following questions:

1. What is the perception of BPJS patients regarding the quality of service consisting of the dimensions of safety , *effectiveness* , *equity* , *actuality* , *patient - centeredness* and efficiency in the Outpatient Hospital OF Dr. Slamet Garut .
2. What is the customer value of BPJS patients in the Outpatient Hospital OF Dr. Slamet Garut .
3. What is the satisfaction of BPJS patients in Outpatient Hospital DR. Slamet Garut .
4. How big is the influence of the quality of health services on the customer value of BPJS patients treated at RSUD dr . Slamet Garut both partially and simultaneously.
5. How big is the influence of customer value on BPJS patient satisfaction in the Outpatient Hospital OF Dr. Slamet Garut .
6. How big is the influence of service quality on customer value and its implications for BPJS patient satisfaction in the Outpatient Hospital OF Dr. Slamet Garut .

#### **Research purposes**

In accordance with the problem formulation, this research aims to analyze, study and find out:

1. BPJS patients' perceptions of service quality consisting of dimensions of safety , *effectiveness* , *equity* , *timeliness* , *patient - centeredness* and *efficiency* in Outpatient HOSPITAL Dr. Slamet Garut .
2. Customer value of BPJS patients in Outpatient Hospital DR. Slamet Garut .
3. BPJS patient satisfaction in Outpatient Hospital DR. Slamet Garut .
4. The magnitude of the influence of the quality of health services on the customer value of BPJS patients treated at RSUD dr . Slamet Garut both partially and simultaneously.
5. The magnitude of the influence of customer value on BPJS patient satisfaction in the Outpatient Hospital of DR. Slamet Garut.
6. The magnitude of the influence of service quality on customer value and its implications for BPJS patient satisfaction in Outpatient Hospital DR. Slamet Garut .

#### **Framework**

In today's increasingly competitive market, achieving customer satisfaction is important and is one of the main goals of every organization. The essence of the marketing concept is to create customer satisfaction. Marketing is a process of perceiving, understanding, stimulating and meeting the needs of a specifically selected target market by channeling an organization's resources to meet these needs.

Service quality must start from customer needs and end with customer satisfaction and positive perceptions of service quality (Keller & Koetler, 2016). In the context of product quality (goods and services) and customer satisfaction, a consensus has been reached that customer expectations *play* an important role as a standard of comparison in evaluating quality and customer satisfaction.

A number of empirical studies have concluded that customer satisfaction is positively related to perceptions of the quality of an organization's services (Boulding, et al., 2014; Crosby, 2009; Edvardson, et al., 2011; Olsen, 2012; Reichheld and Sasser, 2015; Rust , et al., 2012; Zeithaml, et al., 2016; Zeithaml, 2016). Goods

or services are said to be quality if they can meet consumer expectations regarding the value of the product. This means that quality is one of the factors that determines consumer satisfaction assessments. A manufacturer is said to have delivered quality if the product or service it offers meets or exceeds customer expectations (Koetler and Keller, 2016).

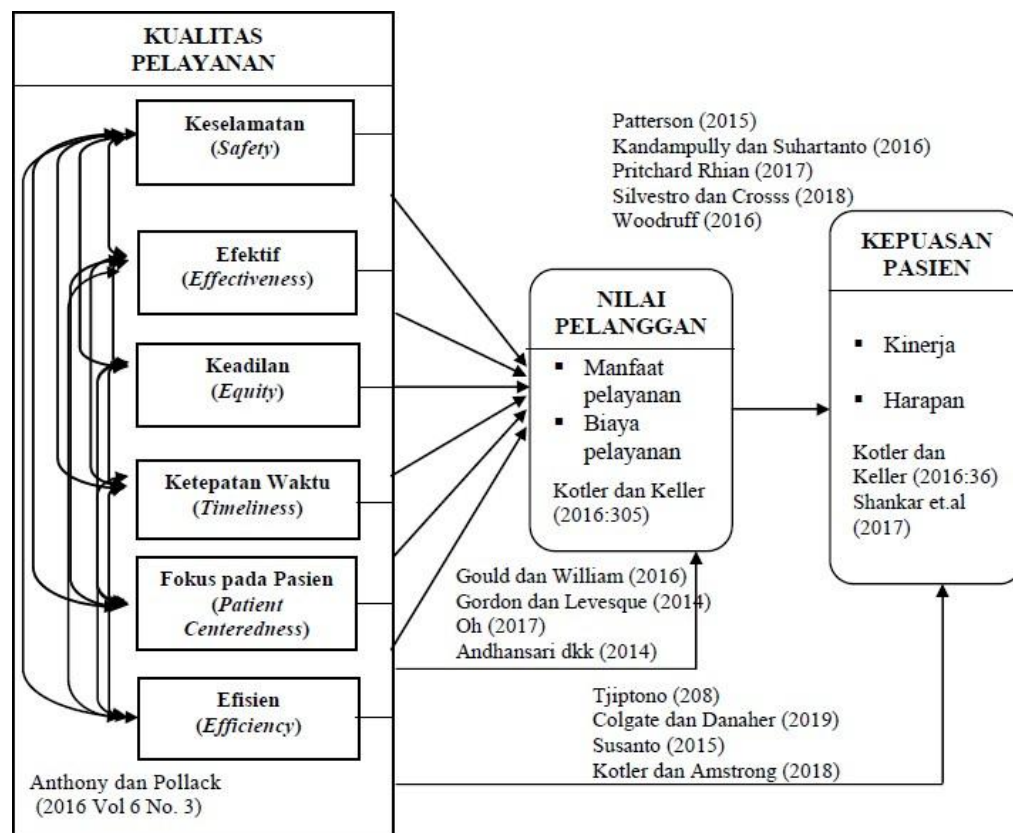
The perception or benefits that customers (patients) get after receiving quality service has an influence on patient satisfaction. The more customers view the benefits of services as exceeding the sacrifices or costs incurred to obtain a service, the higher their perception of the value of the service. Because they get more than expected which will ultimately result in greater satisfaction.

Patterson (2015 :430) conducted a study on the relationship model of perceived value, satisfaction and repurchase intention in *business-to-business services* , showing the results that customer perceived value has a positive influence on customer satisfaction and purchase intensity. The research results of Kandampully and Suhartanto (2016 :348) state that customer value has a significant positive effect on customer satisfaction.

Gordon and Levesque (2017 :403) in a study of customer satisfaction in several business sectors, obtained the results that customer value contributed to influencing customer satisfaction. Customers who feel more value from the service expected from a service company will increase the satisfaction they feel. Based on this, this research recommends that service companies that are able to provide more value to customers than their competitors will be more able to provide satisfaction to their customers.

The same thing was also expressed in the research results of Silvestro and Crosss (2018 ) and Pritchard Rhian (2017 ) which showed that customer value had a significant positive effect on customer satisfaction, where both research approaches used the *service profit chain (SPC) model* . This is supported by the results of previous research conducted by Woodruff (2016), namely that the concept of customer value has a strong relationship with customer satisfaction. Customers choose products or services not only depending on the quality of the service but also depending on the value perceived by the customer. The higher customer satisfaction, the better the value given by customers to the company. So in this case it means that customer satisfaction is necessary to increase customer value to the company. This statement is supported by Kotler and Armstrong (2018) who state that customers will form expectations about the value and satisfaction that will provide various market offers.

Based on the rationale for the influence of health service quality on patient satisfaction and its implications for patient trust, it can be described as follows:



**Figure 1**  
**Research paradigm**

**Research Hypothesis**

Based on the description of the framework above, the hypothesis in this research is as follows:

1. Service quality influences customer value both partially and simultaneously .
2. Customer value influences patient satisfaction .
3. Service quality influences customer value and has implications for patient satisfaction .

**METHOD**

The research method used is a descriptive analysis research method. Moh. Nazir (2017 :54) states that the descriptive method is a method for examining the status of a group of people, an object, a set of conditions, a system of thought, or an event in the present. The aim of this descriptive research is to create systematic, factual and accurate descriptions, images or paintings regarding the facts, properties and relationships between the phenomena being investigated.

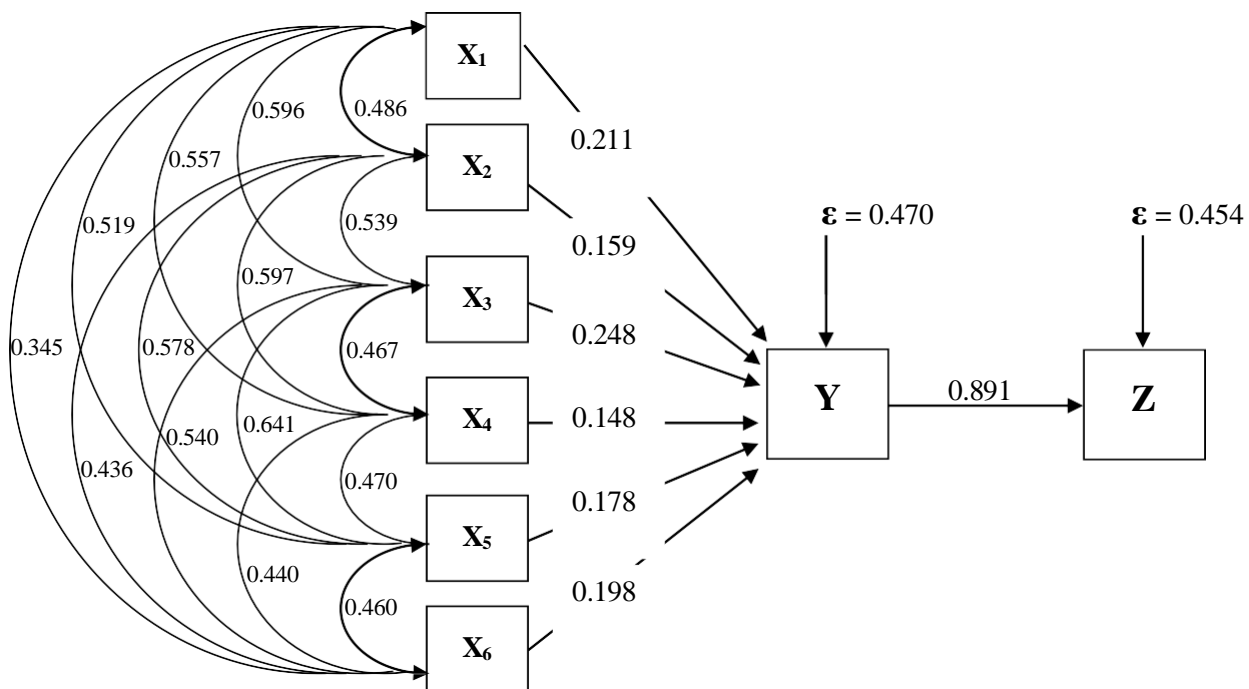
The type of investigation used is causality, namely research that states that there is a causal relationship between *independent variables* , in this case the quality of service to the intermediate variable, namely customer value to *the dependent variable* , namely patient satisfaction. The unit of analysis of this research is the individual, which means using a patient observation unit BPJS in Outpatient Hospital Dr. \_ Slamet Garut . Judging from *the time horizon* , this research is *cross sectional* in nature, that is, information from part of the population is collected directly at the scene empirically, with the aim of finding out the opinions of part of the population regarding the object being researched, as stated by Sekaran (2015 : 161 ) and Malhorta (2015 : 81).

**RESULTS AND DISCUSSION**

**The Influence of Health Service Quality on Customer Value and Satisfaction of BPJS Patients Treated at RSUD DR. Slamet Garut**

To test the effect of service quality on the value of BPJS patient services in the Outpatient Hospital of DR. Slamet Garut , Path Analysis statistical test ( *Path Analysis* ) is used in this research to test the hypotheses and sub-hypotheses that were expressed in the previous chapter. Where  $X_1 = \text{safety}$  ,  $x_2 = \text{effectiveness}$  ,  $X_3 = \text{equity}$  ,  $X_4 = \text{timeliness}$  ,  $_{\_} \text{efficiency}$  ) and  $Y = \text{customer value}$

Based on path analysis calculations, the overall results of the influence of service quality on customer value and its impact on patient satisfaction in Outpatient Hospital DR. Slamet Garut can be described as follows:



**Figure 3**  
**Overall Path Analysis Model**

Based on Figure 4.4 above, it can be said that each variable is service quality with sub-variables: safety, effectiveness , fairness , timeliness , focus on patients. and efficiency influence customer value both partially and simultaneously and customer value influences patient satisfaction .

The results of the descriptive analysis show that in general the quality of service with the dimensions of *safety, effectiveness, equity, timeliness, patient-centeredness* and efficiency is in the good category, as well as the customer value and trust of BPJS patients in the Outpatient Hospital OF Dr. Slamet Garut. Basically, most of the respondents' answers to all the statement items answered with a score between 3 and 2. This indicates that the respondents answered with criteria that were not good or not good. Thus, the average assessment of all respondents regarding all statement items gives a poor assessment.

### Service quality

Service quality consists of the dimensions of *safety, effectiveness, equity, timeliness, patient-centeredness* and efficiency in the Outpatient Hospital OF Dr. Slamet Garut interpreted in terms of unfavorable criteria. When compared between dimensions, the efficiency dimension provides the best picture, while the timeliness dimension provides the *best picture*. gives the lowest possible picture. The highest average value is in the indicator regarding doctors in prescribing drugs according to patient service needs, doctors pay attention to patient complaints and nurses are skilled in carrying out nursing actions, while the lowest average value is in the indicator regarding the accuracy of the doctor's examination schedule in the outpatient room, the patient's speed in obtaining the results of supporting examinations and the doctor determining the patient's medical history correctly.

### Customer Value

Value of BPJS customers (patients) in Outpatient Hospital DR. Slamet Garut, which is measured using four dimensions, namely product/service benefits, service benefits, HR benefits and image benefits, is interpreted as inappropriate criteria. When compared between dimensions, the image benefit dimension provides the best description, while the service benefit dimension provides the lowest description. The highest average value is in the indicator regarding the positive image of the hospital which is much more useful compared to the costs incurred, the positive image of the hospital is much more beneficial compared to the efforts (energy) expended while the lowest average value is in the indicator regarding the services received being much more beneficial compared to the costs incurred, treatment at the hospital is felt to be much more beneficial compared to the costs incurred, and the presence of all the staff in the hospital provides many benefits to the patient compared to time.

### Patient Satisfaction

BPJS patient satisfaction in Outpatient Hospital DR. Slamet Garut is measured using performance dimensions with the hope that it will be interpreted in terms of dissatisfaction criteria. The highest average value is in the indicators regarding service procedures at RSUD dr. Slamet is clear, and the patient examination room at RSUD dr. Slamet is comfortable while the lowest average value is in the indicator regarding Doctors at RSUD dr. Slamet was quick to respond in serving patients, the waiting time for registration at RSUD dr. QUICK congratulations, Doctor at RSUD DR. Slamet in serving patients is always polite, friendly, thorough and trustworthy. As for the managerial implications of RSUD dr. Slamet to be able to develop service quality in the future is as follows.

#### 1. Human Resources (HR)

The areas of human resources that are a weakness are indicators of the quantity, quality and qualifications of workers in non-medical fields such as administrative employees. Currently, administrative employees who play a role in administrative operations are very limited both in terms of quality and quantity. The qualifications for administrative employees have not been planned properly so that employees do not have good abilities in carrying out their duties, which can disrupt the effectiveness of Dr. RSUD services. Overall congratulations. Of course, to be able to carry out the strategic plan, this must be considered. To overcome this in the future, the management of the community health center must recruit non-medical workers according to the qualifications that have been planned so that the workers recruited have the abilities according to needs. The workforce will have good quality in carrying out their duties.

#### 2. Operational

The overall operational side of the indicators consisting of adequate infrastructure, adequate medical equipment, adequate operational equipment for administrative services, and SOPs in hospitals has strength today. This strength must continue to be maintained by improving its quality, such as increasing the procurement of administrative equipment (*computers and data bases*), improving infrastructure such as improving the cleanliness of buildings, examination rooms and providing good socialization regarding operational standards to all hospital staff.

### Discussion of Verification Analysis

Service quality is considered to have an impact on customer value and satisfaction. In the health context, service quality is the provision of services to all patients as well as possible. Service is an important aspect for health service providers in providing health services to the community. The influence of service quality with the dimensions of *safety, effectiveness, equity, timeliness, patient-centeredness* and efficiency on customer value is 77.89%. Customer value influences patient satisfaction by 79.38%, and the influence of service quality on patient trust through customer value is 87.88%. This shows that the quality of service provided by BPJS patients in the Outpatient Hospital OF Dr. Slamet Garut has been able to meet the expectations and needs of its patients.

Moreover, the influence of the dimensions of safety , *effectiveness* , *equity* , *timeliness* , *patient - centeredness* and efficiency *have* values that are not much different, which means that all of these dimensions have the same effect on the quality of service. The research results support research conducted by Parasuraman where this dimension of service quality influences the expectations and reality received, Oliver (2018) stated that satisfaction is an emotional idea that can influence the assessment of the services provided. As stated by Sumarno (2016), Vandaliza (2017), Wiyono and Wahyudin, Manulang (2016) and Akbar and Parvez (2016) also expressed the same thing, namely that service quality has a positive impact on patient satisfaction.

The above findings are in line with the research results of Edgett (2019:13) that the success or failure of a business will be largely determined by three main determinants, namely: customer satisfaction, product/service quality and product/service performance. Meanwhile, Muffato (2016: 155), based on the research conducted, believes that customer satisfaction is the culmination point of efforts to make improvements to a business entity. One important factor that can be a measure of the success of a business entity in its efforts to remain in the industry is the ability of the business entity to provide satisfaction to its customers (Best, 2015: 11). Meanwhile, Kaplan (2019:72) states that there are three categories of service attributes that contribute directly to value building, namely (1). Product and service attributes related to function, quality, price and time; (2). Relationships with customers related to comfort, personal advice, and responsiveness and (3). Image and reputation related to knowledge.

To be able to continuously provide services with a high level of quality, companies are required to continuously increase the value of the service. Because basically, the perception of the value of a service is a reflection of how high the quality of the service is in the eyes of customers (Heskett, 2017: 12). Heskett further stated that high customer perception of a service, as stated above, is the orientation of almost all service providers. All elements in the company must try to convince customers as much as possible that they are getting *benefits* that are greater than the costs or efforts they have expended.

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Customer value is the deepest source of belief in the nature of customer interest and moral relationships and this creates a perception of honesty, true nature, fairness and a willingness to increase customer satisfaction (Gronross, 2017). Hospitals are required to make continuous adjustments in line with developments occurring in the business and technological environment, so that health institutions such as General Hospitals which carry out social missions must be able to act as institutions that provide health services to people who need them (Gulom, 2016) .

## CONCLUSION

### Conclusion

1. BPJS patients' perceptions of service quality consisting of dimensions of safety , *effectiveness* , *equity* , *timeliness* , *patient - centeredness* and efficiency in Outpatient Hospital DR. Slamet Garut is interpreted in terms of unfavorable criteria. When compared between dimensions, *the* efficiency dimension provides the best picture, while the timeliness dimension provides the *best picture* . gives the lowest possible picture. There are several indicators that are recommended to be the focus of improvement, namely regarding the accuracy of the doctor's examination schedule and the speed of obtaining medical examination results.
2. Customer value of BPJS patients in Outpatient Hospital DR. Slamet Garut , which is measured using four dimensions, namely product/service benefits, service benefits, HR benefits and image benefits, is interpreted as inappropriate criteria. When compared between dimensions, the image benefit dimension provides the best description, while the service benefit dimension provides the lowest description. There are several indicators

- that are recommended to be focused on, namely the service received is still not suitable, and the presence of staff in the hospital is still less suitable compared to the sacrifice of energy expended.
3. BPJS patient satisfaction in Outpatient Hospital DR. Slamet Garut is measured using performance dimensions with the hope that it will be interpreted in terms of dissatisfaction criteria. There are several indicators that are recommended as a focus for improvement, namely doctors are less responsive in serving patients, and waiting times for registration are slow .
  4. The big influence of service quality on the customer value of BPJS patients in the Outpatient Hospital of DR. Slamet Garut both partially and simultaneously, namely as follows:  
Influence of service quality on the customer value of BPJS patients in the Outpatient Hospital of DR. Slamet Garut at 77.89%. while the remainder is an error ( $\epsilon$ ) of 0.470 or 22.11%.  
Overall, the six sub-variables above show a real influence on customer value. The sub-variable of justice ( *equity* ) makes the largest contribution to the customer value of BPJS patients in the Outpatient Hospital of Dr. RSUD . Slamet Garut at 18.58% followed by the safety sub variable *contributing* 14.33%, the patient centeredness sub variable *contributing* 12.44%, the efficiency sub variable *contributing* 12.29%, the effective sub variable ( *effectiveness* ) contributed 10.68% and finally the timeliness sub *contributed* the lowest at 9.57%.
  5. The big influence of customer value on BPJS patient satisfaction in the Outpatient Hospital of DR. Slamet Garut at 79.38%.
  6. The big influence of service quality on patient customer value and its implications for BPJS patient satisfaction in Outpatient Hospital DR. Slamet Garut at 87.88%.

### Recommendation

1. In an effort to improve the performance of doctors, it is necessary to develop systematic and detailed policies and systems through a medical committee and the performance of doctors in providing effective, quality and efficient treatment becomes an indicator for doctors' assessments and pay more attention to punctuality of departure or arrival. The doctor filling out the document notes must be complete and clear about the patient's history.  
There needs to be improvements in terms of service times to minimize patient waiting times. One of them is by further increasing the discipline of officers in all elements of service so that cooperation can be created and awareness of each other is increased. Apart from that, to pay more attention to the importance of outpatient service time provided to patients
2. Making all hospital employees into *customer relationships* . This effort is very strategic, considering that communication can occur directly between staff and patients, so that information about complaints, input, suggestions or improvement efforts can be immediately conveyed in full and avoid miscommunication.
3. Hospital , Dr. Slamet Garut You can provide more training to nurses on how to handle complaints submitted by patients politely and responsibly, such as personality training, interpersonal training and communication training with an emphasis on the point of *providing nursing services*, namely *caring behavior* .
4. Hospital , Dr. Slamet Garut must carry out *service recovery* for patient complaints or complaints quickly, so as not to cause anger from the patient, to handle patient complaints quickly the company can establish a *customer care program* .  
Improve the queue system/patient waiting time when carrying out examinations so that waiting times are shorter. As well as making services more effective by appointment to reduce patient waiting times so as to increase patient satisfaction
5. Customer value influence on BPJS patient satisfaction at RSUD dr . Slamet Garut , thus hospitals must be able to increase the value received by patients by paying more careful attention to product/service benefits, service benefits, HR benefits and image benefits .
6. The next research is expected to use respondents from all RSUD dr . Slamet Garut not just outpatient care. So that the research results become broader and are expected to be able to measure the influence of service quality and satisfaction on loyalty and price as additional comparison material for the quality of services provided .

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