

DAFTAR PUSTAKA

- Abdillah, W. & Jogiyanto. (2015). *Partial Least Square (PLS) : Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Yogyakarta: CV Andi Offset.
- Adhyka, N. (2019). *Model Keterkaitan Ekuitas Merek dan Word Of Mouth dengan Intensi Berkunjung di Rumah Sakit Khusus Bedah X tahun 2018*. Thesis, Padang, Universitas Andalas.
- Aghekyan-Simonian, M. Forsythe, S. Suk Kwon, W. & Chattaraman, V. (2012). The Role of Product Brand Image and Online Store Image on Perceived Risks and Online Purchase Intentions for Apparel. *Journal of Retailing and Consumer Services*, 19(3): 325–331
- Ahmed, S. Kazi MD, Tarique, & Arif, I. (2017). Service Quality, Patient Satisfaction and Loyalty in The Bangladesh Healthcare Sector. *International Journal of Health Care Quality Assurance*, 30: 1-12.
- Allameh, SM. J, Khazaei, P. A, Jaber. R, Salehzadeh & H, Asadi. (2015) *Asia Pacific J. Mark. Logist*, 27(2): 191–207
- American Marketing Association. (2017). *The Definition of Marketing* [Online]. Available: <https://www.ama.org/the-definition-of-marketing-what-is-marketing/> [Accessed 5 March 2020].
- Ariasa, M. (2020). Pengaruh Atribut Produk, Persepsi Nilai, Pengalaman Konsumen terhadap Minat Beli Ulang Yang di mediasi Oleh Kepuasan Konsumen (Pada Pengguna Smartphone Xiaomi di Kelurahan Dinoyo, Malang). *Jurnal Ilmiah Riset Manajemen*, hal 113- 131.
- Arnoldus, D. *Tiap Tahun, 600 Ribu Orang Indonesia Berobat ke Luar Negeri* [Online]. Available: <http://rona.metrotvnews.com/read/2014/10/21/308075/tiap-tahun-600-ribu-orang-indonesia-berobat-ke-luar-negeri> [Accessed 12 July 2020].
- Auka, D. O. (2012). Service Quality, Satisfaction, Perceived Value and Loyalty Among Customers in Commercial Banking in Nakuru Municipality, Kenya. *African Journal of Marketing Management*, 4(5): 185-203.
- BPS. (2020). Available: <https://www.bps.go.id/pressrelease/> - 2020/05/05/1736/ekonomi-indonesia-triwulan-i-2020-tumbuh-2-97-persen.html [Accessed 15 June 2020].

- Cahyaningrum, A. N. (2018). Analisis Pengaruh Persepsi Harga, Kualitas Produk, Citra Merek Dan Word Of Mouth terhadap Keputusan Pembelian Kartu Perdana Indosat Ooredoo. *Diponegoro Journal of Management*, 7(4): 1-8.
- Carla, S. E, Andajani & S, Rahayu. (2017). Effect of Destination Image, Perceived Quality, Perceived Value to Satisfaction and Revisit Intention in Tanjung Benoa Bali. *J. Econ. Bus*, 1(1): 34-42
- Chahal, H & N, Kumari. (2011). Consumer Perceived Value and Consumer Loyalty in the Healthcare Sector. *Journal of Relationship Marketing*, 10(2): 88-112
- Cham, TH. YM, Lim. NC. Aik & A, Tay, GM. (2016). Antecedents of Hospital Brand Image and The Relationships with Medical Tourists' Behavioral Intention. *Int. J. Pharm. Healthc. Mark*, 10(4): 412-431
- Chandra, G. (2002). Strategi dan Program Pemasaran. Yogyakarta: CV Andi Offset.
- Chang, LL. KF, Backman & YC, Huang. (2014). Creative Tourism: A Preliminary Examination of Creative Tourists' Motivation, Experience, Perceived Value and Revisit Intention. *Int. J. Cult. Tour. Hosp. Res*, 8(4): 401-419.
- Cheng, P. L. (2016). Effects of Brand Image, Perceived Price, Perceived Quality, and Perceived Value on The Purchase Intention Towards Sports and Tourism Products of The 2016 Taichung International Travel Fair. *The Journal of International Management Studies*, 12(2): 97-107.
- Chung, CC. C, Chang. Lee, WC & Y, Nang. (2012). The Effect of Advertisement Frequency on the Advertisement Attitude-The controlled Effects of Brand Image and Spokesperson's Credibility. *Procedia - Social and Behavioral Sciences*, 57: 352 - 359.
- Choi, M. R, Law and CY, Heo. (2017). An Investigation of The Perceived Value of Shopping Tourism. *J. Travel Research*, 57(7): 962 -980
- Cuong, DT. (2019). The Effect of Brand Image and Perceived Value on Satisfaction and Loyalty at Convenience Stores in Vietnam. *Jour of Adv Research in Dynamical & Control Systems*, 11: 1446-1546.
- Dirsehan, T & S, Kurtuluş. (2018). Measuring Brand Image Using a Cognitive Approach Representing Brands as a Network In The Turkish Airline Industry. *J. Air Transp. Manag*, 67:85-93

- Durianto, D. Sugiarto & Sitinjak, T. (2004). Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek. Jakarta: Gramedia Pustaka Utama.
- Dzomeku, V. M., Ba-Etilayoo, A., Tulukuu, P., & Mantey, R. E. (2013). In-patient Satisfaction with Nursing Care: A Case Study at Kwame Nkrumah University of Science and Technology Hospital. *International Journal of Research In Medical and Health Sciences*, 2(1): 19–24.
- Fatima, T. SA, Malik & A, Shabbir. (2018). Hospital Healthcare Service Quality, Patient Satisfaction and Loyalty: An Investigation in Context of Private Healthcare Systems. *International Journal of Quality & Reliability Management*.
- Ferdinand, A. (2006). Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penelitian Skripsi, Tesis dan Disertasi Ilmu Manajemen. Semarang: Universitas Diponegoro.
- Fortune Business Insight. (2019). Loyalty Management Market Size, Growth: Industry Report 2026. [Online]. Available: <https://www.fortunebusinessinsights.com/industry-reports/loyalty-management-market-101166>
- Ghozali, I. (2014). Structural Equation Modeling: Metode Alternatif dengan Partial Least Square (PLS). Semarang: Universitas Diponegoro.
- Ghozali, I & Latan, H. (2015). Partial Least Square. Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris Badan Penerbit Universitas Diponegoro.
- Griffin, J. (2003). Customer Loyalty : Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan. Jakarta: Badan Penerbit Erlangga.
- Hair, JF, Risher, J, Sarstedt, M & Ringle, CM. (2019). When to Use and How to Report The Results of PLS-SEM. *European Business Review*, 31(1): 2-24.
- Han, H. HN, Nguyen. H, Song. BL, Chua. S, Lee & W, Kim. (2018). Drivers of Brand Loyalty in The Chain Coffee Shop Industry. *Int. J. Hosp. Manag*, 72: 86–97
- Han, KC. Ji-Eun , Y. WJ, Kim & JI, Shin. (2015). The Effect of Perceived Value on Customer Loyalty in a Low-Priced Cosmetic Brand of South Korea: The Moderating Effect of Gender. *Advanced Science and Technology Letters Journal*, 114: 40-44.

- Hapsari, RM & D, Dean. (2016). The Mediating Role of Persepsi nilai on The Relationship Between Service Quality and Kepuasan Pasien". *Procedia Economic and Finance*, 35: 388-395.
- Harianto. Analisa Pengaruh Kualitas Layanan, Brand Image, dan Atmosfer terhadap Loyalitas Konsumen dengan Kepuasan Konsumen Sebagai Variabel Intervening Konsumen Kedai Deja- Vu Surabaya. *Jurnal Manajemen Pemasaran*, 1(1): 1-8.
- Hartono, B. (2019). Manajemen Pemasaran Untuk Rumah Sakit. Jakarta: PT Rineka Cipta.
- Hastuti, SKW. (2017). Hubungan Mutu Pelayanan dengan Kepuasan Pasien Peserta BPJS di Rumah Sakit Umum Daerah Yogyakarta. *Jurnal Fakultas Kesehatan Masyarakat*, 11: 161- 168.
- Hidayati, AN. (2014). Analisis Hubungan Karakteristik Pasien Dengan Kepuasan Pelayanan Rawat Jalan Semarang Eye Center (SEC) Rumah Sakit Islam Sultan Agung Semarang. *Jurnal Kesehatan Masyarakat*, 2(1): 9-14.
- Hosseini, SHK & L, Behboudi. (2017). Brand Trust and Image: Effects on Customer Satisfaction. *International Journal of Health Care Quality Assurance*, 30: 580-590.
- Igau, OA. Abdul, WB. MZ, Kassim & AK, Al-Sidi. (2014). The Effect of Perceived Value on Brand Loyalty and Mediated by Customer Satisfaction: A Case of Hand Phone Users. *Conference*.
- Johan. (2020). The Effects of Brand Image and Brand Trust on Customer Loyalty with Customer Satisfaction as Intervening Variable (Study on User Samsung Smartphone at Andalas Univerity). Thesis, Universitas Andalas.
- Kadir, B & Shamsudin, MF. (2019). A Case Study Analysis of Typhidot: An Example of Market-Oriented R&D Commercialization in Malaysia. *International Journal of Financial Research*, 10(5): 75–81.
- Kamra, V. Singh, H & De, KK. (2016). Factors Affecting Hospital Choice Decisions: An Exploratory Study of Healthcare Consumers in Northern India. *Asia Pacific Journal of Health Management*, 11(1): 76-84.
- Kartajaya, H. (2006). Boosting Loyalty Marketing Performance. Bandung: PT Mizan Pustaka.
- Kemenkes, RI. (2008). Standar Pelayanan Minimal Rumah Sakit Nomor 129 Tahun 2008

- Kemenkes, RI. (2013). Peraturan Menteri Kesehatan Nomor 12 Tahun 2013 tentang Pola Tarif Badan Layanan Umum Rumah Sakit di Lingkungan Kementerian Kesehatan.
- Kemenkes, RI. (2017). Peraturan Menteri Kesehatan Republik Indonesia Tahun 2017 tentang Keselamatan Pasien
- Kemenkes, RI. (2020). Peraturan Menteri Kesehatan Nomor 3 Tahun 2020 tentang Klasifikasi dan Perizinan Rumah Sakit.
- Kemenkes, RI. (2017). Peraturan Menteri Kesehatan Republik Indonesia Nomor 11 Tahun 2017 tentang Keselamatan Pasien
- Khuong, MN & NT, Phoung. (2017). The Effects of Destination Image, Perceived Value and Service Quality on Tourist Satisfaction and Word-Of-Mouth—A Study in Ho Chi Minh City, Vietnam. *Int. J. Trade, Econ. Financ*, 8(5): 217–224.
- Kim & B, Thapa. (2017) . The Influence of Self-Congruity, Perceived Value and Satisfaction on Destination Loyalty: A Case Study of The Korean DMZ. *J.Herit. Tou*, 13(3): 224–236.
- Kotler, P & Keller, KL. (2016). Marketing Management Global Edition. United States: Pearson Education, Inc.
- Kumar, V. Reinartz & Werner. (2018). Customer Relationship Management. Springer Texts in Business and Economics. Germany. hal 181-197.
- Kurniawan, I. (2016). Pengaruh Brand Image dan Kualitas Produk Terhadap Keputusan Pembelian Produk Pizza Hut di Kota Palembang. *Jurnal Ilmiah Manajemen Bisnis Dan Terapan*, 1: 27-40.
- Kurniawati, D. (2014). Pengaruh Citra Merek dan Kualitas Produk terhadap Kepuasan dan Loyalitas Pelanggan (Studi Pada Pelanggan KFC Cabang Kawi Malang). *J. Adm. Bisnis*, 14(2).
- Kusdyah, I. (2017). Persepsi Harga, Persepsi Merek, Persepsi Nilai, dan Keinginan Pembelian Ulang Jasa Clinic Kesehatan (Studi Kasus Erha Clinic Surabaya). *Jurnal Manajemen Pemasaran*, 7(1): 25-32.
- Kusmini, KT & Subanda. (2020). Optimalisasi Pelayanan Publik Untuk Menciptakan Hospital Brand Image. *Media Bina Ilmiah.*, 15(1): 3879-3888.
- Kusuma, RC. (2018). Pengaruh Nilai yang Diterima Pelanggan dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan : Kepuasan Pelanggan Sebagai

Mediator dan Gender Sebagai Moderator. *Jurnal Bisnis dan Manajemen*, 5(1): 42-50.

Kyung, JJ. (2013). A Study on Medical Service Quality affecting perceived value, Satisfaction and Intention of Revisit in Middle Hospitals. *The Korean Journal of Health Service Management*, 7(2): 53-67

Lai, I. (2014). The Roles of Value, Satisfaction, and Commitment in The Effect of Service Quality on Customer Loyalty in Hong Kong–Style Tea Restaurants. *Cornell Hospitality Quarterly*, 56(1): 118-138.

Lasander, C. (2013). Citra Merek, Kualitas Produk, dan Promosi Pengaruhnya Terhadap Kepuasan Konsumen Pada Makanan Tradisional. *J. EMBA J.Ris. Ekon. Manajemen, Bisnis dan Akunt*, 1(3).

Lee, C. (2020). Patient Loyalty to Health Services: The Role of Communication Skills and Cognitive Trust. *International Journal of Healthcare Management*: 1-11.

Lee, WI. CW, Chen. TH, Chen & CY, Chen. (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 J. Bus. Manag*, 4(4): 448–458.

Lehner, F & Haas, N. (2010). Knowledge Management Success Factors- Proposal of an Empirical Research. *Electronic Journal of Knowledge Management*, 8: 79 - 90.

Lupoyadi, R. (2018). *Manajemen Pemasaran Jasa Berbasis Kompetensi*. Jakarta: Salemba Empat.

Mahyardiani, RR. Hartoyo & D, Krisnatuti. (2020). Menguji Kepuasan dan Loyalitas Pasien RSIA Budi Kemuliaan Menggunakan Bauran Pemasaran: Satisfaction And Loyalty Test on Rsia Budi Kemuliaan Patients Using Marketing Mix. *Jurnal Aplikasi Bisnis dan Manajemen (JABM)*, 6(1): 1.

McCartney, S. (2016). *The Best and Worst Hotels for Cashing in Rewards Points* [Online]. The Wall Street Journal. Available: <https://www.wsj.com/articles/the-best-and-worst-hotels-for-cashing-in-rewards-points-for-2017-1507128137> [Accessed 4 September 2020].

McMurrian, RC & Matulich, E. (2016). Building Customer Value and Profitability with Business Ethics. *Journal of Business & Economics Research*, 14(3): 83-90.

- Mencarelli, R. and A, Rivière. (2015). Perceived Value in B2B and B2C: A Comparative Approach and Cross-Fertilization. *Mark. Theory*, 15(2): 201–220
- Meng, SH. GH, Liang & SH, Yang. (2011). The Relationships of Cruise Image, Perceived Value, Satisfaction and Post-Purchase Behavioral Intention on Taiwanese Tourists. *African Journal of Business Management*, 5(1): 19–29.
- Moreira, AC & PM, Silva. (2015). The Trust-Commitment Challenge in Service Quality-Loyalty Relationships. *Int. J. Health Care Qual. Assur*, 28(3): 253–266
- Munhurrun, PR. NV, Seebaluck, and P, Naidoo. (2015). Examining The Structural Relationships of Destination Image, Perceived Value, Tourist Satisfaction and Loyalty: Case of Mauritius. *Procedia-Social Behav. Sci*, 175: 252–259.
- Özer, L. P, Basgöze & Ayça, K. (2016). The Association Between Perceived Value and Patient Loyalty in Public University Hospitals in Turkey. *Total Quality Management & Business Excellence*.
- Plaskow, J. (2016). Taking a Break: Toilets, Gender, and Disgust. *The South Atlantic Quarterly*. Duke University Press. hal 748-754
- Pramudyo, A. (2016). Pengaruh Citra Merek Terhadap Loyalitas Melalui Kepuasan sebagai Intervening (Studi pada Mahasiswa Perguruan Tinggi Swasta di Yogyakarta). *J. Bisnis, Manajemen, dan Akunt*, 1(1).
- Pusparani, PA & NM, Rastini. (2014). Pengaruh Kualitas Produk dan Brand Image Terhadap Kepuasan Konsumen dan Loyalitas Pelanggan Kamera Canon Digital Single Lens Reflex (Dslr) Di Kota Denpasar. *E-Jurnal Manaj. Univ. Udayana*, 3(5): 1311–1319.
- Ramli & Sjahrudin. (2015). Building Patient Loyalty in Healthcare Services. *International Review of Management and Business Research*, 4: 391-401.
- Rangkuti, F. (2011). Riset Pemasaran. Jakarta: PT. Gramedia Pustaka Utama.
- Razak, AA & Shamsudin, MF. (2019). The Influence of Atmospheric Experience on Theme Park Tourist's Satisfaction and Loyalty in Malaysia. *International Journal of Innovation, Creativity and Change*, 6(9): 10–20.
- Republik Indonesia. (2009). Undang Republik Indonesia Nomor 44 Tahun 2009 Tentang Rumah Sakit. Lembaran Negara RI Tahun 2009.

Republik Indonesia. (2018). Riset Kesehatan Dasar tahun 2018

Rivai, AE & TA, Wahyudi. (2017). Pengaruh Persepsi Kualitas, Citra Merek, Persepsi Harga terhadap Loyalitas Pelanggan dengan Kepercayaan dan Kepuasan Pelanggan sebagai Variabel Mediasi. *Jurnal Bisnis dan Komunikasi*, 4: 24-37.

Roy, S. (2011). Brand Loyalty Measurement: A Framework. *SCMS Journal of Indian Management*, 8(2): 112–122.

Ruddick, G. (2014). *Clubcard Built The Tesco of Today, But it Could Be Time to Ditch it* [Online]. The Telegraph. Available: <http://www.telegraph.co.uk/finance/newsbysector/retailandconsumer/10577685/Clubcard-built-the-Tesco-of-today-but-it-could-be-time-to-ditch-it.html>.

Ruditya, AN dan Djazuly, C. (2015). Hubungan Karakteristik Individu Terhadap Penilaian Kualitas Produk Apotek Rawat Jalan. *Jurnal Administrasi Kesehatan Indonesia*, 3 (2): 108-117.

Ryu, K. Lee, H & G, Kim, W. (2012). The Influence of The Quality of The Physical Environment, Food, and Service on Restaurant Image, Customer Perceived Value, Customer Satisfaction, and Behavioral Intentions. *International Journal of Contemporary Hospitality Management*, 24(2): 200–223

Sadeh, E. (2017). Interrelationships Among Quality Enablers, Service Quality, Patients' Satisfaction and Loyalty in Hospitals. *The TQM Journal*, 29(1): 101 - 117.

Salim, F. (2014). Pengaruh Brand Image dan Perceived Quality Terhadap Kepuasan dan Loyalitas Pelanggan Mobil Toyota di Surabaya. *J. Strateg. Pemasar*, 2(1): 1–8.

Sano, K. (2014). Do social media marketing activities enhance customer satisfaction, promote positive WOM and affect behavior intention. *Doshisha Commer. J.* 3–4.

Saputra, AT. (2016). Pengaruh Kepuasan Kerja dan Loyalitas Karyawan Terhadap Kinerja Karyawan. *Jurnal Manajemen Indonesia*, 4(1): 1-8.

Sarjono, H & Julianita, W. (2018). Structural Equation Modeling (SEM): Sebuah Pengantar, Aplikasi Untuk Penelitian Bisnis. Jakarta: Salemba Empat.

Sekaran, U. (2017). Metode Penelitian Untuk Bisnis. Jakarta: Salemba Empat.

- Setiawan, H. (2016). Pengaruh Kualitas Layanan, Persepsi Nilai dan Kepercayaan Terhadap Kepuasan dan Loyalitas Pengguna Layanan Mobile Banking. *Jurnal Keuangan dan Perbanka*, 20(3): 518–528.
- 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): 538-557.
- Shinta, A. (2011). Manajemen Pemasaran. Malang: Universitas Brawijaya Press.
- Soegoto, AS. (2013). Persepsi Nilai dan Kepercayaan terhadap Kepuasan dan Dampaknya Terhadap Loyalitas Konsumen. *J. EMBA J. Ris. Ekon. Manajemen, Bisnis dan Akunt.* 1(3)
- Sugiono. (2018). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung CV Alfabeta.
- Suhartanto, D. Mohd H, Ali. Kim, HT. F, Sjahroeddin & L, Kusdiby. (2019). Loyalty Toward Online Food Delivery Service: The Role of E-Servicequality and Food Quality. *Journal of Foodservice Business Research*, 22(1): 81-97.
- Sumiyati, C. (2016). Kualitas Pelayanan dan Citra Merek Terhadap Loyalitas dengan Mediasi Kepuasan Pasien di Rumah Sakit Swasta. *Prosiding Seminar Nasional dan Call For Papers*, hal 196 -207.
- Supartiningsih, S. (2017). Kualitas Pelayanan Kepuasan Pasien Rumah Sakit: Kasus Pada Pasien Rawat Jalan. *Jurnal Medicoeticolegal dan Manajemen Rumah Sakit*, 6(1): 9-15.
- Suwandi, AS & Suroso. (2015). Pengaruh Kualitas Layanan, Harga dan Citra Merek terhadap Kepuasan dan Loyalitas Pelanggan Pos Ekspres di Kantor Pos Bondowoso dan Situbondo. *J. Ekon. Akutansi dan Manaj.* 14: 68–88.
- Teke, A. E, Cengiz. M, Cetin. C, Demir. F, Kirkbir & T, Fedai. (2012). Analysis of The Multi-Item Dimensionality of Patients' Perceived Value In Hospital Services. *Journal of Medical Systems*, 36(3):1301–1307.
- Terblanche, NS & Boshoff, C. (2010). Quality, Value, Satisfaction and Loyalty Among Race Groups: A Study of Customers in The South African Fast Food Industry. *South African Journal of Business Management* 41(1): 1–9.
- Thakur, S & Singh, AP. (2012). Brand Image, Customer Satisfaction and Loyalty Intention: A Study in The Context of Cosmetic Product Among The People of Central India. *Indian Journals*, 2: 37-50.

- The Lancet Commission on Global Surgery. 2015. Global Surgery 2030: Evidence and Solutions for Achieving Health, Welfare, and Economic Development. [Online]. Available: <https://www.lancetglobalsurgery.org/> [10 Juni 2020].
- Tunjungsari, HK & D, Lunardy. (2016). Pengaruh Persepsi Nilai pada Intensi Pembelian Produk Virtual yang Dimediasi oleh Kepuasan. *Jurnal Ilmiah Manajemen*, 2, 261-279.
- Veloso, CM. Magueta, D. Ribeiro, H and Alves, SR. (2018). The Links Between Service Quality, Brand Image, Customer Satisfaction and Loyalty in The Retail Industry. *Economic and Social Development: Book of Proceeding*. hal 497-511.
- Victor, P. (2018). *The Boom in Intra-ASEAN Health Tourism. The Asean Post* [Online]. Available: . <https://theaseanpost.com/article/boom-intra-asean-health-tourism-0> [Accessed 13 July 2020].
- Vimla & Taneja, U. (2020). Brand Image to Loyalty Through Perceived Service Quality and Patient Satisfaction: A Conceptual Framework. *Services Management Research*, 0(0): 1–8.
- Wang, HY. (2012). Value as A Medical Tourism Driver. *Managing Service Quality*, 22(5): 465–491.
- We Are Social. (2020). *Digital in 2020* [Online]. Available: <https://wearesocial.com/digital-2020>.
- WHO. (2017). *Cardiovascular diseases (CVDs). Geneva : World Health Organization* [Online]. Available: [https://www.who.int/en/news-room/fact-sheets/detail/cardiovascular-diseases-\(cvds\)](https://www.who.int/en/news-room/fact-sheets/detail/cardiovascular-diseases-(cvds)) [Accessed 14 June 2020].
- WHO. (2018a). *Cancer. Geneva : World Health Organization* [Online]. Available: <https://www.who.int/news-room/fact-sheets/detail/cancer> [Accessed 14 June 2020]
- WHO. (2018b). *Global Status Report on Road Safety 2018. Geneva : World Health Organization* [Online]. Available: <https://www.who.int/publications/item/global-status-report-on-road-safety-2018> [Accessed 10 June 2020].
- WHO. (2020a). *The Global Cancer Observatory: Cancer Today. Geneva : World Health Organization* [Online]. Available: <https://gco.iarc.fr/today/data/factsheets/populations/360-indonesia-factsheets.pdf>.

- WHO. (2020b). *Safe Surgery :Why safe surgery is important*. Geneva : World Health Organization [Online]. Available: <https://www.who.int/patientsafety/safesurgery/en/>.
- Widiastuti, K. (2017). Pengaruh Persepsi Resiko, Kualitas, Harga, Dan Nilai Konsumen Wanita Muslim terhadap Citra Merek Kosmetik Berlabel Halal (Survei pada Konsumen Kosmetik Wardah di Kota Malang). *Jurnal Administrasi Bisnis*, 51(1): 130-137.
- Widjojo, PO. (2013). Pengaruh Persepsi Nilai Pelanggan dan Kepuasan Konsumen Terhadap Loyalitas Konsumen Hypermart Pakuwon Trade Center di Surabaya. *Kaji. Ilm. Mhs. Manaj*, 2 (4).
- Wu, HC. (2011). The Impact of Hospital Brand Image on Service Quality, Patient Satisfaction and Loyalty. *Journal of Business Management*, 5(12): 4873-4882.
- Wu, HC. (2014). The Effects of Customer Satisfaction, Perceived Value, Corporate Image and Service Quality on Behavioral Intentions in Gaming Establishments. *Asia Pacific J. Mark. Logist*, 26(4): 540–565
- Wu, HC. Tao Li & Meng-Yu Li. (2016). A Study of Behavioral Intentions, Patient Satisfaction, Perceived Value, Patient Trust and Experiential Quality for Medical Tourists. *Journal of Quality Assurance in Hospitality & Tourism*.
- Yamin, R. (2013). Persepsi Nilai, Persepsi Kualitas, dan Citra terhadap Kepuasan Konsumen pada PT. Astra International Daihatsu di Manado. *J. EMBA J. Ris. Ekon. Manajemen, Bisnis dan Akunt*, 1(3).
- Yunida, R. Nuryadin, MT & Kurniawan, LD. (2018). Pengaruh Brand Image dan Relationship Marketing terhadap Keputusan Nasabah (Studi Pada Nasabah Produk Kredit Cepat Aman (KCA) PT Pengadaian (Persero) UPC Kuripan Banjarmasin). *Prosiding Seminar Nasional ASBIS 2018*: 474–484.
- Zhou, WJ. Wan, QQ. Liu, CY. Feng, XL & Shang, SM. (2017). Determinants of Patient Loyalty to Healthcare Providers: An Integrative Review. *International Journal for Quality in Health Care*, 29(4): 442-449.
- Zulkarnain, R. Taufik, H & Ramdansyah, A. (2020). Pengaruh Kualitas Pelayanan dan Kualitas Produk Terhadap Loyalitas Nasabah dengan Kepuasan Nasabah Sebagai Variabel Intervening (Studi Kasus Pada Pt Bank Syariah Mu'amalah Cilegon). *Jurnal bisnis dan Manajemen*, 1(2): 87-110.