

DAFTAR PUSTAKA

- Abdel Fattah, F. A. M., Dahleez, K. A., Darwazeh, R. N., & Al Alawi, A. M. M. (2021). Influence of service quality on consumer loyalty: a mediation analysis of health insurance. *The TQM Journal*, 33(8), 1787-1805.
- Ade, N., & Hendra, A. (2019). Pengaruh Daya Tanggap terhadap Kepuasan Pelanggan pada Industri Layanan Kesehatan. *Jurnal Manajemen Pelayanan Kesehatan*, 13(1), 45-56
- Agiesta, W., Sajidin, A., & Perwito, P. (2021). Pengaruh kualitas pelayanan dan kepuasan pelanggan terhadap loyalitas pelanggan ka lokal Bandung Raya. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 5(2), 1653-1664.
- Ahmed, M., & Zafar, M. (2021). The Impact of Promotional Strategies on Patient Loyalty in Healthcare Services. *International Journal of Healthcare Marketing*, 15(3), 211-225.
- Ahuja, V., & Kapoor, A. (2019). Seasonal promotions and their impact on sales during peak periods. *Journal of Retailing and Consumer Services*, 51, 125-132.
- AlOmari, F., & A. Hamid, A. B. (2022). Strategies to improve patient loyalty and medication adherence in Syrian healthcare setting: The mediating role of patient satisfaction. *PloS one*, 17(11), e0272057.
- Ananda Sabil Husain (2015) Penelitian bisnis dan manajemen menggunakan

partial least squares (PLS) dengan smart PLS 3.0, Modul ajar jurusan manajemen
fakultas ekonomi dan bisnis universitas Brawijaya

Anderson, E. W., & Sullivan, M. W. (2020). The antecedents and consequences of
customer satisfaction for firms. *Marketing Science*, 39(2), 251-269.

Aprileny, I., Rochim, A., & Emarawati, J. A. (2022). Pengaruh Kualitas Pelayanan,
Harga Dan Kepercayaan Terhadap Loyalitas Pelanggan Melalui Kepuasan
Pelanggan. *Jurnal STEI Ekonomi*, 31(02), 60-77.

Astarini, Y., & Fachrodji, A. (2023). The effect of promotion, quality of service and
price on patient loyalty with patient satisfaction as mediation. *International
Journal of Social and Management Studies*, 4(2), 37-45.

Belch, G. E., & Belch, M. A. (2020). Advertising and Promotion: An Integrated
Marketing Communications Perspective (12th ed.). McGraw-Hill
Education.

Bendapudi, N., & Berry, L. L. (2019). Dimensi Kualitas Layanan: Menciptakan
Kepercayaan Melalui Kompetensi dan Keahlian. *Journal of Service
Research*, 22(4), 478-491.

Siguaw, J. A., Mattila, A. S., & Austin, J. R. (2019). Empathy and Service Quality: Creating Emotional Connections.
Journal of Service Research, 22(2), 140-158.

Berry, L. L. (1995). Relationship marketing of services growing interest, emerging
perspectives. *Journal of the Academy of Marketing Science*, 23(4), 236–
245.

Berry, L. L., Parasuraman, A., & Zeithaml, V. A. (2021). Delivering Quality
Service: Balancing Customer Perceptions and Expectations. Free Press.

- Boulding, W., Gwin, C. F., Staelin, R., & Zeithaml, V. A. (2019). The Relationship Between Customer Satisfaction and Customer Loyalty: A Conceptual Framework. *Journal of Marketing*, 83(1), 1-22.
- Bhat dan Gupta (2021)
- 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*, 11(1), 1-9.
- Chaffey, D., & Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice* (7th ed.). Pearson Education.
- Chakraborty, A., & Ray, S. (2021). Understanding Service Quality: Functional and Emotional Aspects. *Journal of Service Marketing*, 35(4), 482-495.
- Chana, P., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021). Effect of the service marketing mix (7Ps) on patient satisfaction for clinic services in Thailand. *International Journal of Business, Marketing and Communication*, 1(2), 1-12.
- Chaudhuri, A., & Holbrook, M. B. (2021). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*.
- Chavan, A., Mohanty, A., & Joshi, S. (2024). Examining the nexus of relationship marketing and patient loyalty: The mediation and moderation analysis. *Environment and Social Psychology*, 9(3).
- Chen, H., & Li, S. (2021). The role of promotional strategies in customer satisfaction and loyalty. *Journal of Marketing Research*, 58(5), 745-759.

- Chen, Y., & Liu, Z. (2021). The Impact of Patient Satisfaction on Patient Loyalty: The Role of Service Quality, Speed of Service, and Comfort of Facilities. *Journal of Healthcare Marketing*, 34(4), 221-235.
- Chen, Z., & Wang, R. (2022). Exploring the role of promotion in building customer loyalty in the e-commerce sector. *Journal of Marketing*, 86(4), 56-71.
- Chen, Z., & Xie, K. L. (2021). Customer satisfaction and loyalty in online travel services. *Journal of Travel Research*, 60(2), 132-147.
- Chin, W. W. (1998). The partial least squares approach to structural equation modelling. In Marcoulides G. A. (Ed.). *Modern Methods for Business Research*, 295(2), 295–336.
- Choi, S., & Lee, J. (2020). The Impact of Healthcare Service Quality on Patient Loyalty: The Mediating Role of Patient Satisfaction. *Journal of Health Marketing*, 45(2), 87-98
- Wang, Z., & Liu, J. (2021). The Role of Service Quality in Enhancing Patient Loyalty: Mediating Role of Patient Satisfaction. *Healthcare Management Review*, 34(3), 212-226.
- Christiany, M. (2022). Hubungan Aspek Kualitas Pelayanan Dengan Kepuasan Pasien Rawat Inap. *Citra Delima Scientific Journal of Citra Internasional Institute*, 5(2), 105-112.
- de Sousa, D. D. N. S., & Sulistiadi, W. (2024). Hubungan Bauran Pemasaran dengan Loyalitas Pasien: Literature Review. *Media Publikasi Promosi Kesehatan Indonesia (MPPKI)*, 7(2), 321-333.
- Dowling, G. R., & Uncles, M. (1997). Do Customer Loyalty Programs Really Work? *Sloan Management Review*, 38(4), 71–82.

- Gandhi, S., & Sood, S. (2021). The influence of service quality on customer satisfaction in healthcare services. *Journal of Services Marketing*, 35(1), 55-67.
- Grunig, J. E., & Hunt, T. (1984). *Managing Public Relations*. Holt, Rinehart, and Winston.
- Gupta, S. (2022). The role of promotional strategies in inventory management and cash flow improvement. *Journal of Business Economics*, 15(4), 345-358.
- Hadi, A., & Duma, S. (2020). The Impact of Service Quality on Patient Satisfaction in Hospitals: A Study of Speed, Medical Skills, and Cleanliness. *Journal of Health and Care Services*, 18(4), 123-137.
- Hapsari, E., Yulianti, A., & Nugroho, W. (2021). Customer Loyalty in Healthcare Services: Long-Term Commitment to Consistent Service Providers Despite Alternatives. *International Journal of Health Services Research*, 45(3), 211-223.
- Harris, K., & Goode, M. (2021). The Role of Service Interaction Quality in Healthcare Settings. *Journal of Service Research*, 24(3), 285-299.
- Hemmington, N., Sharples, L., & Jafari, S. (2022). Service quality and customer satisfaction: Implications for customer loyalty in hospitality. *International Journal of Contemporary Hospitality Management*, 34(5), 1654-1673.
- Hidayat, A., & Ubaidillah, M. (2020). The Role of Promotions in Patient Satisfaction and Loyalty in Healthcare Settings. *Journal of Health Marketing*, 10(2), 123-134.

- Hidayat, R., & Aryani, S. (2020). Pengaruh Kualitas Layanan terhadap Kepuasan dan Loyalitas Pasien di Rumah Sakit. *Jurnal Manajemen Pelayanan Kesehatan*, 8(2), 98-105.
- Hidayat, S., & Huda, S. (2021). Service Quality, Customer Satisfaction, and Loyalty in the Hospitality Industry: A Case Study of Hotels in Indonesia. *Journal of Hospitality and Tourism Management*, 15(3), 160-175.
- Huang, Y., & Chen, W. (2022). The impact of promotional activities on customer satisfaction and loyalty in the retail sector. *International Journal of Retail and Distribution Management*, 50(2), 132-145.
- Hurriyati, H. (2020). *Loyalitas Pelanggan dalam Industri Jasa dan Produk*. Jakarta: Penerbit Universitas X.
- Hussain, S., Awan, H. M., & Qureshi, M. I. (2020). The role of promotional strategies in enhancing brand recognition and customer loyalty. *Journal of Business and Economic Development*, 5(3), 117-126.
- Imran, I., Yuliharsi, Y., Almasdi, A., & Syavardie, Y. (2021). Dampak kualitas pelayanan terhadap kepuasan pasien puskesmas. *Jurnal Penelitian Dan Pengembangan Sains Dan Humaniora*, 5(3), 389-396.
- Jayadipraja, E. S. N., & Nurzalmariah, W. O. S. (2021). Hubungan Kualitas Pelayanan Terhadap Loyalitas Pasien Rawat Inap Umum di Rumah Sakit Umum Daerah Kota Kendari Tahun 2019. *Indonesian Journal of Health and Medical*, 1(2), 305-318.

- Jeng, C. L., Yen, C. H., & Tsai, M. Y. (2023). The Impact of Service Quality and Customer Satisfaction on Customer Loyalty: A Mediation Analysis. *Journal of Service Management*, 34(4), 538-561.
- Kamalin, F., Mamesah, M. M., Wijaya, H., & Setiawan, L. (2024). Pengaruh Persepsi Bauran Pemasaran Terhadap Loyalitas Pasien Poliklinik (Non-JKN) Di Rumah Sakit Adi Husada Kapasari. *Journal of Health Management Research*, 3(2), 97-104.
- Khan, S., & Qureshi, M. (2021). Impact of Service Quality on Customer Loyalty in the Healthcare Industry. *Journal of Healthcare Marketing*, 39(3), 147-160.
- Kim, M., Lee, H., & Han, Y. (2020). The effect of promotional offers on customer satisfaction and loyalty in the retail industry. *Journal of Business Research*, 110, 309-318.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (18th ed.). Pearson Education.
- Kotler, P., & Armstrong, G. (2022). *Principles of Marketing*. Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2020). *Marketing Management* (15th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (15th ed.). Pearson.

- Krizanova, A., Papadopoulos, T., & Homberger, L. (2020). Customer Loyalty and Repeat Purchase Behavior in Healthcare Services. *Journal of Healthcare Marketing*, 38(4), 59-74.
- Kumar, A., & Sharma, R. (2019). Promotional strategies and their impact on competitive advantage in a crowded market. *Marketing Science Review*, 8(4), 57-68.
- Kumar, V., & Shah, D. (2020). Customer Loyalty in Healthcare Services: Implications for Marketing and Service Quality. *Journal of Healthcare Management & Marketing*, 42(5), 97-115.
- Kusnadi, A., & Surya, A. (2020). The Influence of Service Quality on Patient Satisfaction and Loyalty in Healthcare Industry. *International Journal of Healthcare Management*, 14(1), 32-40.
- Lee, H., & Choi, S. (2023). Consumer experience-oriented promotions and their impact on customer satisfaction in online transactions. *Journal of Digital Marketing*, 29(2), 112-126.
- Lee, J., & Kim, H. (2023). How promotion affects customer satisfaction and loyalty in service industries. *Journal of Services Marketing*, 37(3), 240-252.
- Lee, J., & Lee, S. (2021). Impact of Tangibles on Service Quality Perception: A Case Study in Healthcare Industry. *Journal of Healthcare Management*, 46(2), 145-156.
- Lee, S. M., Kim, Y., & Choi, J. (2023). Service quality, customer satisfaction, and loyalty in the hospitality industry. *International Journal of Hospitality Management*, 92, 102754.

- Lemon, K. N., & Verhoef, P. C. (2020). Understanding Customer Experience throughout the Customer Journey. *Journal of the Academy of Marketing Science*, 48(6), 1-17.
- Lestari, F., & Putri, N. (2020). The Impact of Service Quality on Patient Loyalty: The Role of External Factors such as Non-transparent Pricing and Varied Service Quality. *Journal of Healthcare Management*, 38(3), 145-153.
- Li, C., Wang, J., & Zhang, L. (2023). Personalized promotion strategies and customer satisfaction: The role of data-driven marketing. *Journal of Retailing*, 99(2), 123-136.
- Li, X., & Liu, J. (2020). The effect of promotional strategies on customer loyalty: Evidence from the retail sector. *Journal of Retailing and Consumer Services*, 55, 102050.
- Liu, J., & Zhang, W. (2022). The Relationship between Patient Satisfaction and Loyalty in Healthcare: Medial and Non-Medial Service Dimensions. *Journal of Health Care Management*, 48(2), 177-189.
- Liu, Y., & Yang, H. (2020). Service quality and customer satisfaction in the airline industry: A systematic review. *Journal of Air Transport Management*, 86, 101-111.
- Liu, Z., & Liu, X. (2023). Examining the impact of promotional offers on customer satisfaction and loyalty. *Journal of Consumer Behaviour*, 22(4), 513-526.
- Lovelock, C., & Wirtz, J. (2018). *Services Marketing: People, Technology, Strategy* (8th ed.). Pearson.

- Maharani, P. H., Dewi, L. K. C., & Martini, L. K. B. (2023). Pengaruh Penanganan Keluhan Dan Kualitas Pelayanan Terhadap Loyalitas Pasien Dengan Kepuasan Pasien Sebagai Variabel Mediasi Di Masa Pandemi Covid Di RSK Bedah Bimc, Kuta. *Relasi: Jurnal Ekonomi*, 19(1), 134-145.
- Martínez-Ruiz, M., Rodríguez del Bosque, I., & Sánchez-García, J. (2022). The effect of promotional offers on customer satisfaction in the tourism industry. *Journal of Hospitality and Tourism Research*, 46(1), 72-90.
- Mena, J. A., Hughes, D. E., & Pol, O. (2021). Customer satisfaction and loyalty in service-based industries: The role of service quality and emotional connections. *Journal of Service Research*, 24(3), 303-318.
- Mendelson, H., & Pillai, R. (2000). Customer satisfaction in service systems: The role of perceived service quality. *Management Science*, 46(7), 902–912.
- Momen, M. A., Khaerul, A. K. M., Kristina, K. M., & Dian, D. E. (2023). Hubungan Bauran Pemasaran Dengan Loyalitas Pasien Rawat Inap Di Rumah Sakit Stella Maris Makassar. *Public Health and Medicine Journal*, 1(2), 23-31.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38.
- Morgeson, F. V., & Chapman, L. J. (2022). Customer satisfaction and loyalty: A longitudinal study in retail. *Journal of Retailing and Consumer Services*, 64, 102743.
- Mulyani, R., & Setiawan, A. (2020). The Impact of Service Quality on Customer Loyalty in E-commerce: Examining the Role of Trust and Satisfaction. *Journal of Digital Commerce*, 12(2), 94-110.

- Nguyen, B., & Tran, H. (2023). The role of service quality in customer satisfaction and loyalty in the banking sector. *Journal of Retailing and Consumer Services*, 65, 102730.
- Nguyen, B., Simkin, L., & Canhoto, A. I. (2014). The Dark Side of CRM: Advancing the Consumer-Relationship Management Concept. *Journal of Strategic Marketing*, 22(4), 326–343.
- Nisa, A., & Ahmad, R. (2020). The Effect of Promotional Discounts on Patient Loyalty in Healthcare Services. *Journal of Healthcare Management*, 22(1), 80-92.
- Oktavia, S. N., & Prayoga, D. (2023). Kualitas pelayanan terhadap loyalitas pasien pada Rumah Sakit Ibu dan Anak: Literature review. *Jurnal Kesehatan Tambusai*, 4(3), 2199-2205.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.
- Oliver, R. L. (2021). *Satisfaction: A Behavioral Perspective on the Consumer*. Routledge.
- Pandya, P., & Solanki, R. (2018). The impact of price promotion on consumer buying decision. *International Journal of Management Research & Review*, 8(9), 1-12
- Pappas, I. O. (2022). The role of customer satisfaction in the relationship between service quality and customer loyalty: Evidence from Greece. *International Journal of Consumer Studies*, 46(4), 417-429.

- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Pasya, A. R. (2024). The Mediating Effect of Patient Satisfaction in The Effect of Service Quality on Patient Loyalty: Patient Survey at Hermina Hospital Bandung Pharmacy Installation. *Return: Study of Management, Economic and Bussines*, 3(2), 76-91.
- Patel, A., & Dholakia, N. (2020). The Impact of Service Quality on Customer Satisfaction and Loyalty in Healthcare Services. *Journal of Health Marketing*, 21(3), 210-225.
- Pereira, L., & Mota, J. (2021). Marketing Strategies in Healthcare: The Role of Brand Positioning in Building a Positive Image and Patient Loyalty. *International Journal of Healthcare Management*, 14(3), 125-137.
- Jiang dan Zhang (2021)
- Permatasari, I. K., & Anshory, F. T. (2023). Pengaruh Bauran Pemasaran Terhadap Kepuasan Pasien Di Apotek Rahma Krian Sidoarjo. *Jurnal Bisnis Terapan*, 7(1), 57-66.
- Prasetyo, A., & Hidayat, M. (2020). The Influence of Medical and Administrative Service Quality on Patient Satisfaction: A Case Study in Public Hospitals. *Journal of Healthcare Management*, 25(3), 145-159.
- Priyanto, A., & Hasan, I. (2020). The Impact of Patient Satisfaction on Patient Loyalty: The Role of External Factors such as Location, Limited Services,

- and Hospital Policies. *Journal of Health Services Research and Policy*, 45(2), 106-112.
- Propello (2024). *The Power of Customer Loyalty in Marketing*.
- Putra, M. S., & Diah, R. W. (2021). The Impact of Promotional Strategies on Patient Loyalty in Public Hospitals. *Journal of Healthcare Marketing*, 35(2), 45-56.
- Rahayu, S., & Syafe'i, D. (2022). Pengaruh Kualitas Pelayanan, Harga Dan Promosi Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan. *Jesya (Jurnal Ekonomi dan Ekonomi Syariah)*, 5(2), 2192-2107.
- Raman, A., & Saini, S. (2021). The Impact of Promotional Strategies on Patient Satisfaction and Loyalty in Healthcare Services. *International Journal of Health Care Management*, 14(3), 220-235.
- Reichheld, F. F., & Sasser, W. E. (1990). Zero Defections: Quality Comes to Services. *Harvard Business Review*.
- Ryan, D. (2020). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page.
- Safi'i, A., & Sulistiadi, W. Dampak Marketing Mix "Physical Environment" terhadap Kepuasan Pasien Rumah Sakit: Literature Review. *Jurnal ARSI (Administrasi Rumah Sakit Indonesia)*, 7(2), 2.
- Samara, A., & Susanti, M. (2023). Pengaruh Kemudahan Penggunaan, Pengalaman Pengguna Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada Penggunaan Aplikasi Dompet Digital (E-Wallet) di Kalangan Mahasiswa Universitas Buddhi Dharma. *Jurnal Riset Akuntansi*, 1(2), 249-260.

- Sari, D., & Pratama, M. (2020). The Impact of Patient Satisfaction on Patient Loyalty in Health Services: The Role of Medical Services and Hospital Facilities. *Journal of Healthcare Management*, 23(2), 110-125.
- Sari, E. P., Arieayani, A., Utai, F. A., Chohan, M. Z., Lestarinigrum, S., Rahani, S. M., & Sulistiadi, W. (2022). Pengaruh Bauran Pemasaran Sumber Daya Manusia (SDM) terhadap Loyalitas Pasien Rumah Sakit: Systematic Review. *Jurnal Administrasi Rumah Sakit Indonesia*, 7(3), 109-119.
- Sari, T. P. (2022). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Rawat Inap Dirumah Sakit X. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(1), 53-59.
- Setiawan, M., & Nugroho, A. (2020). Pengaruh Kualitas Layanan Terhadap Kepuasan dan Loyalitas Pasien Rumah Sakit. *Jurnal Manajemen dan Pemasaran*, 9(1), 23-38.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill Education.
- Shimp, T. A., & Andrews, J. C. (2018). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications* (10th ed.). Cengage Learning.
- Sofia D. Wulandari, Iqbal H. Harsono (2023). "Pengaruh Kualitas Layanan dan Promosi terhadap Loyalitas Pasien di Rumah Sakit di Surabaya." *Jurnal Perawatan Kesehatan*.
- Sumaedi, M., & Yarmen, M. (2022). Service Quality and Customer Loyalty in the Retail Sector: The Role of Customer Satisfaction. *Journal of Retail and Service Marketing*, 28(4), 211-225.

- Sundram, S., Tambvekar, S. E., Sekar, S., Tiwari, S. K., & Gopinathan, R. (2022). The effect of service quality on patient loyalty mediated by patient satisfaction. *Journal of Pharmaceutical Negative Results*, 1393-1400.
- Syاهدilla, I., Sonia, P., Faradiba, R., Mulyani, S., Pasyah, Y., & Agustina, D. (2023). Analisis Pengaruh Kualitas Pelayanan terhadap Kepuasan Pasien di Rumah Sakit Sumatera Utara. *Transformasi Manageria: Journal of Islamic Education Management*, 3(2), 429-438.
- Taha, M. A., & Said, M. A. (2020). The Role of Digital Marketing in Enhancing Hospital Competitiveness: The Use of Social Media, Mobile Apps, and Technology-Based Platforms. *Journal of Health Marketing & Management*, 11(2), 95-112.
- Tura (2022)
- Teguh, A. P. P., & Oentara, S. (2022). Pengaruh kualitas pelayanan terhadap loyalitas pasien di Wellclinic Gading Serpong. *Fair Value: Jurnal Ilmiah Akuntansi dan Keuangan*, 4(6), 2452-2463.
- Tjiptono, F., & Chandra, G. (2021). *Strategic Marketing: An Introduction*. Andi Publisher.
- Trilaksono, A. I., & Prabowo, B. (2023). Analisis Pengaruh Experiential Marketing terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai Variabel Intervening. *Reslaj: Religion Education Social Laa Roiba Journal*, 5(1), 101-112.
- Wahyuni, N., & Rina, M. (2020). The Impact of Promotional Strategies on Patient Loyalty in Private Hospitals. *Journal of Healthcare Marketing*, 18(2), 45-59.

- Wang, J., & Zhang, L. (2021). A mediation model of promotional strategies, customer satisfaction, and loyalty. *Marketing Science*, 40(6), 912-928.
- Wang, X., & Chen, H. (2021). The Impact of Medical and Non-Medical Service Quality on Patient Satisfaction in Hospitals. *Journal of Health Management*, 29(3), 214-227.
- Windreis, C. (2021). Pengaruh Harga dan Promosi Terhadap Kepuasan Pasien dengan Pelayanan Sebagai Variabel Intervening Pada RS Bina Kasih Pekanbaru. *Journal of Trends Economics and Accounting Research*, 1(4), 142-146.
- Wu, L., & Huang, C. Y. (2022). Service quality, satisfaction, and loyalty in the digital marketplace: A mediation model. *Journal of Business Research*, 139, 1139-1148.
- Yoo, B., & Donthu, N. (2021). Promotional strategies in recessionary periods: Understanding price sensitivity and value perception. *Journal of Business Research*, 133, 140-148.
- Yoo, J., & Lee, Y. (2022). The effects of discount promotions on customer satisfaction and loyalty: A comparison of two types of promotions. *Journal of Business Research*, 144, 396-404.
- Yu, H., Xu, S., & Zhao, Y. (2021). The impact of personalized promotions on customer loyalty in online retailing. *Journal of Business Research*, 123, 361-369.

- Yusuf, H., & Putra, F. (2020). The Impact of Hospital Service Quality on Patient Satisfaction: The Role of Expectations and Past Experiences. *Journal of Health Services Research*, 18(4), 205-218.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2006). *Services Marketing: Integrating Customer Focus Across the Firm* (4th ed.). McGraw-Hill.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill Education
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2021). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill
- Zeithaml, V. A., dkk. (2021). "The Role of Marketing Mix in Building Patient Loyalty in Healthcare." *Health Care Management Review*, 46(2), 112-124
- Zhang, X., Liu, Y., & Chen, Z. (2022). Service quality and customer satisfaction: The mediating role of customer experience. *Journal of Service Research*, 12(3), 150-166.
- Zhang, X., Wang, Y., & Tan, G. (2023). The role of customer satisfaction in the relationship between service quality and customer loyalty: Evidence from a longitudinal study. *Journal of Services Marketing*, 37(4), 45-62.
- Zhang, Y., Wang, H., & Liu, X. (2022). Exploring the impact of service quality on customer satisfaction in the hospitality industry. *International Journal of Hospitality Management*, 104, 102323.

Zhou, J., Li, H., & Zhang, Z. (2022). The impact of excessive promotional activities on customer perceptions of brand quality. *Journal of Consumer Marketing*, 39(5), 556-568.

