

## DAFTAR PUSTAKA

- Amrin, Muchlis, N., & Iktiar, M. (2020). Perbandingan Tarif Rumah Sakit Dengan Hasil Perhitungan Biaya Berdasarkan Pendekatan Activity Based Costing ( ABC ) Di Poliklinik Interna ( Studi Kasus Pada Rumah Sakit Sumantri Parepare ). *Journal of Muslim Community Health (JMCH)*, 1(3), 56–64.
- Anur, C. M. (2023). Jumlah Pengguna Internet Global Tembus 5,16 Miliar Orang pada Januari 2023. In *Databoks* (pp. 6–7). <https://databoks.katadata.co.id/datapublish/2023/02/03/jumlah-pengguna-internet-global-tembus-516-miliar-orang-pada-januari-2023>
- Baker, C. (2023). NHS Key Statistics: England July 2023. *House of Commons Library*, November, 1–32. <https://commonslibrary.parliament.uk/research-briefings/cbp-7281/>
- BPS. (2023). Statistik Indonesia 2023. In *Jakarta: Badan Pusat Statistik RI*.
- Bur, N., & Suyuti, S. (2019). Hubungan bauran pemasaran dengan pemanfaatan layanan kesehatan pasien umum rawat inap RSUD kota Makassar. *Promotif: Jurnal Kesehatan Masyarakat*, 9(0451), 53–64.
- Burhanuddin, N., & Suyuti, S. (2020). Hubungan Faktor Pendukung Customer Relationship Manajemen dengan Loyalitas Pasien Poli Interna Ratulangi Medical Centre. *Window of Health: Jurnal Kesehatan*, 3(1), 10–17. <https://doi.org/10.33368/woh.v0i0.220>
- Chaffey, D., & Ellis-Chadwich, F. (2016). Digital Marketing Strategy, Implementation and Practice. In *Harlow: Pearson Education Limited*. (p. 729).
- Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Startegy, Implementation, and Practice. In *Pearson* (p. 545).
- Dwikanthi, A., & Irawan, H. (2020). *Penerapan Electronic Customer Relationship Management ( E-Crm ) Guna Meningkatkan*. 88–105.
- Fadhilah, H., Nurlita, N., & Listiana, I. (2020). Tingkat Kepuasan Pasien Terhadap Pelayanan Kefarmasian Di Instalasi Farmasi Rawat Jalan Rumah Sakit Bhineka Bakti Husada. *Edu Masda Journal*, 4(2), 121. <https://doi.org/10.52118/edumasda.v4i2.103>
- Ghose, A. dkk. (2021). Empowering Patients Using Smart Mobile Health Platforms: Evidence From A Randomized Field Experiment. *Journal of Economic Perspectives*, 21(1), 1–9. <https://doi.org/10.1016/j.solener.2019.02.027%0Ahttps://www.golder.com/insights/block-caving-a-viable-alternative/%0A???>

- Go Jefferies, J., Bishop, S., & Hibbert, S. (2019). Customer boundary work to navigate institutional arrangements around service interactions: Exploring the case of telehealth. *Journal of Business Research*, 105(April), 420–433. <https://doi.org/10.1016/j.jbusres.2019.03.052>
- Hana Khairun Nisa, & Dela Aristi. (2023). Faktor-Faktor yang Berhubungan dengan Loyalitas Pasien Rawat Jalan di Rumah Sakit. *Jurnal Semesta Sehat (J-Mestahat)*, 3(1), 31–45. <https://doi.org/10.58185/j-mestahat.v3i1.102>
- Hariyanti, T., Kurniawan, G., Yunus, A., Saputro, D., Husada, U. C., Rhyntanti, C. L., & Rohman, F. (2023). The Influence of Social Media Marketing on Patient Visit Intention Mediated by Brand Awareness. *JMMR (Jurnal Medicoeticolegal Dan Manajemen Rumah Sakit)*, 12(2), 163–178. <https://doi.org/10.18196/jmmr.v12i2.67>
- Hasan, A. (2014). Marketing dan Kasus-Kasus Pilihan. In *CAPS, Yogyakarta*.
- Ismanto, J. (2020). Manajemen pemasaran. In *Tangerang Selatan: Unpam Press*.
- Kesehatan, M. (2022). Peraturan Menteri Kesehatan Republik Indonesia Nomor 13 Tahun 2022 Tentang Perubahan Atas Peraturan Menteri Kesehatan Nomor 21 Tahun 2020 Tentang Rencana Strategis Kementerian Kesehatan Tahun 2020-2024. In *16 Januari 2022 (Issue 3, pp. 1–592)*. <https://peraturan.bpk.go.id/Home/Download/212694/Permenkes-Nomor-13-Tahun-2022.pdf>
- Khiong, K., Tinggi, S., Agama Buddha, I., & Boyolali, S. (2022). Impact and Challenges of Digital Marketing in Healthcare Industries during Digital Era and Covid-19 Pandemic. *Journal of Industrial Engineering & Management Research*, 3(5), 112–118.
- Kotler, P. (2019). Marketing 4.0: bergerak dari tradisional ke digital. In *Gramedia Pustaka Utama*.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2022). Marketing 5.0: Teknologi Untuk Kemanusiaan. In *PT. Gramedia Pustaka Utama (p. 196)*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*.
- Laksmi Jaya, D., & Andriani, H. (2023). Efektivitas Penerapan Teknologi Digital Marketing Di Pelayanan Kesehatan (Literature Review). *BEST Journal (Biology Education, Sains and Technology)*, 6(1), 162–168. <https://jurnal.uisu.ac.id/index.php/best/article/view/6668>
- Lin, Y. H., Guo, J. L., Hsu, H. P., Yang, L. S., Fu, Y. L., & Huang, C. M. (2019). Does “hospital loyalty” matter? Factors related to the intention of using a mobile app. *Patient Preference and Adherence*, 13, 1283–

1294. <https://doi.org/10.2147/PPA.S207031>
- Liu, S., Li, G., Liu, N., & Hongwei, W. (2021). The Impact of Patient Satisfaction on Patient Loyalty with the Mediating Effect of Patient Trust. *Inquiry (United States)*, 58. <https://doi.org/10.1177/00469580211007221>
- Lukitawati, R., & Novianto, W. T. (2023). Regulasi Layanan Kesehatan Digital di Indonesia: Tantangan Etis dan Hukum. *Ajudikasi: Jurnal Ilmu Hukum*, 7(2), 391–414. <https://doi.org/10.30656/ajudikasi.v7i2.7862>
- Masyitoh, C. D., Sumarni, S., & Sarwadhamana, R. J. (2021). The Effectiveness of Social Media Facebook and Instagram as Hospital Promotional Media. *Jurnal Manajemen Kesehatan Indonesia*, 9(3), 236–241. <https://doi.org/10.14710/jmki.9.3.2021.236-241>
- Mentari, G. B., & Susilawati. (2017). FAKTOR-FAKTOR YANG MEMPENGARUHI AKSES PELAYANAN KESEHATAN DI INDONESIA. *Journal of Psychiatric Research*, 94(3), 36–46.
- Mishra, T. (2018). Importance of Digital Marketing Services for Healthcare Professionals in the Context of Bangladesh. *BRAC University*.
- Mubarok, E. S., Kurniawan, A., Hidayat, R., Hia, A. K., & Bandawaty, E. (2022). Determinant of Customer of Loyalty in Healthcare Industry : Mediating Role of Customer Trust. *Ilomata International Journal of Management*, 3(1), 370–390. <https://doi.org/10.52728/ijjm.v3i1.406>
- Nurfardiansyah, Indiyani, & Multazam. (2023). HUBUNGAN KOORDINASI DENGAN EFEKTIFITAS KERJA PEGAWAI RUMAH SAKIT UMUM DAERAH BATARA GURU KABUPATEN LUWU. *Window of Public Health Journal*, 4(6), 945–956.
- Nurmalina, R., Yulianti, C., Fitri, Utami, A. D., Sari, R. M., Risenasari, H., Siwang, R. S., Khotimah, H., Rosiana, N., Rachman, A., & Hasibuan, M. (2018). *Pemasaran: Konsep dan Aplikasi*. [https://repository.ipb.ac.id/jspui/bitstream/123456789/81341/2/Pemasaran Konsep dan Aplikasi.pdf](https://repository.ipb.ac.id/jspui/bitstream/123456789/81341/2/Pemasaran%20Konsep%20dan%20Aplikasi.pdf)
- Oliver. (2024). The Impact of Digital Hospitals on Patient and Clinician Experience: Systematic Review and Qualitative Evidence Synthesis. *National Library Medicine*.
- Pasaribu, T. (2012). Pelayanan Kesehatan Pasien Di Puskesmas Bintara Menggunakan Metode Waiting Line. *Cakrawala-Jurnal Humaniora*, 12(2), 178–185.
- Purnomo, J., & Febri Mustika, I. (2021). Penggunaan Sosial Media Sebagai Strategi Marketing Rumah Sakit. *Jurnal Medika Indonesia*, 2(2), 1–7.

- Radu, M., Radu, G., Condurache, A., & Lorin Purcărea, V. (2018). The influence of digital media on the success of a health care unit. *Journal of Medicine and Life*, 11(3), 254–256. <https://doi.org/10.25122/jml-2018-0064>
- Rahmah, N., & Mudayana, A. A. (2023). Hubungan Bauran Pemasaran Dengan Loyalitas Pasien Poliklinik Instalasi Rawat Jalan di RSUD Nyi Ageng Serang Kulon Progo. 6(1), 1–5.
- Sangadji, Mamang, E., & Sopiah. (2013). Perilaku konsumen. In *Andi, Yogyakarta*.
- Schiffman, L., & Wisenblit, J. (2019). Consumer Behaviour. In *Pearson, New York*.
- Siti Nur Ainun Nadiyah, & Diansanto Prayoga. (2024). Transformasi Digital Sebagai Bagian dari Strategi Pemasaran Rumah Sakit: Literature Review. *Media Publikasi Promosi Kesehatan Indonesia (MPPKI)*, 7(2), 265–272. <https://doi.org/10.56338/mppki.v7i2.4283>
- Srivastava, S. (2020). Impact of Digital Marketing on Customer Buying Decision. *Journal of Xidian University*, 14(5). <https://doi.org/10.37896/jxu14.5/603>
- Suhail Ajina, A. (2019). The role of content marketing in enhancing customer loyalty: an empirical study on private hospitals in Saudi Arabia. *Innovative Marketing*, 15(3), 71–84. [https://doi.org/10.21511/im.15\(3\).2019.06](https://doi.org/10.21511/im.15(3).2019.06)
- Tamonsang, M., & Apriliyanto, M. D. (2022). Pengaruh Kualitas Pelayanan dan Fasilitas Terhadap Loyalitas Pasien Dengan Kepuasan Pasien Sebagai Variabel Intervening (Studi Pada Poliklinik Jantung RSUD Bakti Dharma Husada Surabaya). *Jurnal Manajemen Dan Bisnis*, 1(2), 72–80.
- Tao, Z. S., Nazeranah, N., & Omar, B. (2023). The Relationship Between Digital Marketing Strategies and Firm Performance In Selected Hospitals In Beijing , China. *International Journal of Academic Research in Business and Social Sciences*, 13(11), 2680–2692. <https://doi.org/10.6007/IJARBS/v13-i11/19741>
- UNHAS, R. S. (2023). *Profil RS Unhas*. Universitas Hasanuddin.
- Wahyuni, S., Nuryadin, A. A., Pratiwi, R. D., Zulkifli, & Poetra, R. P. (2020). Hubungan Bauran Pemasaran (Marketing Mix) 10 P dengan Loyalitas Pasien Rawat Inap di Rumah Sakit Ibu dan Anak Ananda Makassar. *Jurnal Penelitian Kesehatan Pelamonia Indonesia*, 3(1), 7823–7830.
- Wardhana, A. (2022). Strategi Digital Marketing. In *Strategi Digital Marketing* (Issue February).

[https://www.researchgate.net/publication/359467934\\_Strategi\\_Digital\\_Marketing](https://www.researchgate.net/publication/359467934_Strategi_Digital_Marketing)

- Yang, X., & Kovarik, C. L. (2021). A systematic review of mobile health interventions in China: Identifying gaps in care. *Journal of Telemedicine and Telecare*, 27(1), 3–22. <https://doi.org/10.1177/1357633X19856746>
- Zulfa, I., & Hariyani, T. (2022). Implementasi Bauran Pemasaran 7P Dalam Meningkatkan Volume Penjualan UKM Ampuh Di Kabupaten Kediri Pada Masa Pandemi Covid-19. *Jurnal Multidisiplin Madani*, 2(1), 299–314. <https://doi.org/10.54259/mudima.v2i1.363>