

## DAFTAR PUSTAKA

- Assauri, S. 2003. *Customer Service yang Baik Landasan Pencapaian Customer Satisfaction dalam Usahawan*, No. 01, Tahun XXXII, Januari, hal.25-30: Jakarta.
- Aviliani dan Wilfidrus, 1997. "Membangun Kepuasan Pelanggan Melalui Kualitas Pelayanan". Usahawan No.05 Tahun XXVI, Mei.
- Azwar, S. 1996. *Reliabilitas dan Validitas*. Edisi ketiga. Pustaka Pelajar, Yogyakarta.
- Azwar, Azrul H. 1996. *Menjaga Mutu Pelayanan Kesehatan*. Jakarta: Pustaka Sinar Harapan.
- Utama, S. 2005. "Memahami Fenomena Kepuasan Pasien Rumah Sakit". *Jurnal Manajemen Kesehatan*. 09 (1), 1-7.
- Tan Kay C, and Pawitra Theresia A. 2001. *Integrating's SERVQUAL and Kano's Model Into QFD for Service Excellence Development*. Managing Service Quality journal Volume 11 Number 6.
- Yang, C. C (2005). The refined Kano's model and its application. *Total Quality Management and Business Excellence*, 16(10), 1127-1137, <https://doi.org/>
- Martilla, J. A. and James, J.C. (1977). *Importance-Performance Analysis*. The Journal of Marketing.
- Zhu, D., & Tsai, (2010). A study on the evaluation of customer' satisfaction - the perspective of quality. *International Journal for Quality Research*, 4(2), 105-116. Retrieved from <https://doaj.org/>
- Tan, K. C., & Pawitra, T.A. (2009). *Research and concepts integrating SERVQUAL and Kano' s model into QFD for service excellence development*
- Kotler, P. 2000. *Manajemen Pemasaran : Analisis, Perencanaan, Implementasi dan Pengendalian*, diindonesiakan oleh Ancella Aniwati Hermawan, Salemba Empat :Prentice Hall Edisi Indonesia
- Zeithaml V.A.,A. Parasuraman, and L.L. Berry (1990) "Delivery Quality Service Balancing Customer Perceptions and Expectation". New York : The Free Press P. 46.
- Tjiptono, F. 2000. *Strategi Pemasaran*, Andi offset, Yogyakarta.
- Utama, S. 2005. "Memahami Fenomena Kepuasan Pasien Rumah Sakit". *Jurnal Manajemen Kesehatan*. 09(1), 1-7.

- Kano. (1984). *Attractive Quality and Must Be Quality*, *J. Japanese Society Qual. Control*, 39-48.
- Kawakita, J. (1991). *The Original KJ Method (Revised Edition)*, Kawakita Research Institute, Tokyo.
- Malhotra, NK, Birks, DF. (2007). *an Applied Apporach 3rd European Edition*, Prentice Hall Inc, New Jersey.
- Matzler, K. &. (1998). *How to Make Product Development Projects more Succesful by Integrating Kano Model of Customer Satisfaction into Quality Function Deployment*. 25-38.
- Sugiyono. (2012). Memahami Penelitian Kualitatif. Bandung: ALFABETA.
- RSUD IR.Soekarno Kab.Sukoharjo. (2019). Profil Kesehatan RSUD Ir. Soekarno Kab. Sukoharjo Tahun 2019, from : <https://rsud.sukoharjokab.go.id/>
- Tobagus, A. (2018). Pengaruh *E-Service Quality* Terhadap *E-Satisfaction* Pada Pengguna Di Situs Tokopedia. *Agora Journal*, Vol.6 (1), 1-10.
- Shanin, A., & Akasheh, S.(2017). *Classifying customer requirements using Kano model and Kano map: the case of hospital services*.
- Izadi, A., Jahani, Y., Rafiei, S., Masoud, A., & Vali, L,. (2017). *Evaluating health service quality: using importance performance analysis*
- Ali Hasan. (2014). Marketing dan Kasus-Kasus Pilihan. Yogyakarta: CAPS.