

DAFTAR PUSTAKA

- Adisasmito, W. (2011). *Kesiapan Rumah Sakit Dalam Menghadapi Globalisasi*. Jakarta: Universitas Indonesia Press.
- Adrutdin, K. F., Ali, A., Nor, N. M., & Saleh, M. (2015). The Relationship of Customer Knowledge, Knowledge Management and Service Quality on Customer Satisfaction : A Study of Retail Islamic Banking. *E-Proceeding of the International Conference on Social Science Research*, pp.464–487.
- Amali, H. R. (2001) Pengaruh Kepuasan Gaji, Kepuasan kerja dan Komitmen Organisasional Terhadap Intensi Keluar, *Jurnal Bisnis dan Akuntansi*. 1 (1), pp.335-352.
- Andrew, B. W., Soo-Young, L., Taesik, Y., & Chan, S. J. (2010). Collaborative Behavior And The Performance Of Government Agencies. *International Public Management Journal*, 13 (4), pp.321-349
- Bayaa, E. A., Goedegebuure, R., & Jones, S. (2009). Drivers For The Adoption Of Relationship Selling Behaviors Among B2B Sales Staff In The GCC. *Innovative Marketing Journal*, 5, pp.7-26.
- Boles, J. H., Howard, W. G., & Donofrio, H. H. (2001). An investigation into the inter-relationships of work family conflict, family work conflict and work satisfaction. *Journal of Managerial Issues*, 13 (3), pp.376-390.
- Buchari, A. (2004). *Manajemen Pemasaran Dan Pemasaran Jasa*. Bandung: CV.Alfabeta.
- Cahyono, S. B. (2008). *Gaya Hidup dan Penyakit Modern*. Yogyakarta: Kanisius
- Castleberry, S. B., & Tanner, J. F. (2010). *Selling Building Partnership Edition 8th*. New York: Mc Graw-Hill Education
- Culica, D., Rohrer, J. E. M., Ward, M. M., & Hilsenrath, P. E. (2012). *Medical Check Ups: Who Does Not Get Them?. American Journal of Public Health*. 92 (1), pp.88-91.
- Dalrymple, D. J. (1985). *Sales Management Concepts And Cases Second Edition*. United States of America: John Wiley and Sons, Inc.
- Departemen Kesehatan RI. Undang-Undang Republik Indonesia Nomor 36 Tahun 2009 Tentang Kesehatan. Jakarta: Kementerian Kesehatan Republik Indonesia
- Direktorat Jendral P2L & PM. (2004) Rencana Pembangunan Indonesia Sehat 2010. Jakarta: Promkes Departemen kesehatan Republik Indonesia.

- Handoko, H.T., (2012). *Managemen Edisi 2*. Yogyakarta: BPFE.
- Hidayat, A. (2010). *Metode Penelitian Kesehatan: Paradigma Kuantitatif*. Surabaya: Health Books Publishing.
- Hollensen, S. (2005). *Marketing Management: A Relationship Approach, USA*: Prentice Hall.
- Jackson, D. W. (1994). Relationship Selling: A Personalization Of Relationship Marketing. *Australia Marketing Journal*, 2, pp.50-63.
- Jobber, D., & Lancaster, G. (2009). *Selling And Sales Management 8th Edition*. Essex: Prentice Hall.
- Johnson, E. M., Kurtz, D. L., & Scheung, E. E. (1994). *Sales Management*. New York: Mc Graw-Hill.
- Kanter, R. M. (1994), Collaborative Advantage: The Art of Alliances. *Harvard Business Review*, 72 (4), pp.96-108.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Marshall, G. W., Moncrief, W. C., & Lass, F. G. (2006). A Contemporary Taxonomy Of Sales Position. *Jurnal Of Personal Salling & Sales Management*, 28(1), pp.55-65.
- Mohr & Spekman, (1994), Charateristic of Partnering Succes: Partnering Attributes, Communication Behavior, and Conflict Resolution Techniques. *Strategic Management Journal*, 15 pp.135-152.
- Norton, B. W., Wilson, J. R., Shelton, H. M., & Hill, K. D. (1991). The Effect of Shade on Forage Quality. *In Forage For Plantation Crop, ACIAR Proc.* 32, pp.83-88.
- Peraturan Gubernur Jawa Timur Nomor 38 Tahun 2013 Tentang Tata Kelola Rumah Sakit Umum Daerah dr. Soedono Provinsi Jawa Timur. Gubernur Jawa Timur.
- Peraturan Menteri Dalam Negeri Nomor 61 Tahun 2007 tentang Pedoman Teknis Pengelolaan Keuangan Badan Layanan Umum Daerah.
- Peraturan Menteri Tenaga Kerja Dan Transmigrasi No 2 Tahun 1980 Pasal 3 Ayat 2 tentang *Pemeriksaan Kesehatan Tenaga Kerja*. Jakarta.

- Peter, J., & Olson. C. (2005). *Consumer Behaviour and Marketing Strategy*. New York: Mc. Graw Hill.
- Placa, P. J. L. (2013). Research Priorities For B2B Marketing Researchers. *Industrial Marketing Management Journal*, 17, pp.35-150.
- Plank, R. E., Belonax, J. J., & Newel, S.J. (2008). Impact Of Purchase Importance And Salesperson. *Journal Of Selling And Major Account Management*, 8, pp.8-25.
- Qomariyah. (2012), *Pentingnya Medical Check Up Secara Rutin, Ed. 9*, Jakarta: PT. Temprint.
- Rich, M. J., Michael, W. Giles., & Emily, S. (2001). Collaborating to Reduce Poverty: Views from City Halls and Community-Based Organizations. *Urban Affairs Review*. 37 (2) pp.184–204.
- Robbins, S. P., & Judge. T. A. (2013). *Organizational Behavior Edition 15*. New Jersey: Pearson Education.
- Rossi., Peter, H., Mark, W. L., & Howard, E. F. (2004). *Evaluation: A Systematic Approach. 7th Ed.* Thousand Oaks, CA: Sage Publications.
- Shepherd, D. C., Miles, M., & Munila, L. (2009). Strategic Sales Conversations As A Foundation For Effective Partnership Selling. *Journal Of Business And Economic's Research*, 7, pp.44-51.
- Sieban., Rao, A., & Wanda. (1988). The Effect Of Prior Knowledge On Price Acceptability And The Type Of Information Exhamined. *Journal Of Consumer Research*, 19, pp.256-270.
- Stabile, S. J. (2002). The Use Of Personality Tests As A Hiring Tool:Is The Benefit Worth The Cost?. *Journal Of Labor And Employment Law*, 4, pp.279-313.
- Statistik. B.P., (2014). *Industri Besar Dan Sedang*. Jakarta: Badan Pusat Statistik.
- Statistika, B. P. (2018). *Kota Madiun Dalam Angka*. Kota Madiun: Badan Pusat Statistik
- Sulistiyani, A. T. (2004). *Kemitraan dan Model-Model Pemberdayaan*. Yogyakarta : Graha Ilmu
- Sulastomo. (2000). *Manajemen Kesehatan*. Jakarta: PT. Gramedia Pustaka Utama.

- Taurany, H. (2018), *Administrasi Rumah Sakit, Departemen Pendidikan & Kebudayaan*, Jakarta, Universitas Indonesia, Fakultas Kesehatan Masyarakat.
- Tohar, M. (2001). *Membuka Usaha Kecil*, Yogyakarta: Kanisius.
- Tseng, S. M., & Wu, P. H. (2014). The Impact Of Customer Knowledge And Customer Relationship Management On Service Quality. *International Journal of Quality and Service Sciences*, 6, pp.77-96.
- Tuten, T. L., and Urban, D. J. (2001). An Expanded Model of Business-to-Business Partnership Formation and Success. *Industrial Marketing Management*, 30, pp. 149-164.
- Undang-Undang Tentang Keselamatan Kerja. UU No. 1 Tahun 1970, LN No. 1 Tahun 1970, TLN No.2918.
- Undang-Undang Republik Indonesia Nomor 8 Tahun 1997 tentang Dokumen Perusahaan.
- Undang-Undang Republik Indonesia Nomor 20 Tahun 2008 tentang *Usaha Mikro, Kecil, Dan Menengah*. Kementerian Koperasi dan Usaha Kecil Menengah Republik Indonesia. Jakarta.
- Wells, V. K., (2014). The Influence Of Behavioural Psychology On Consumer Psychology And Marketing. *Journal Of Marketing Management*, 23, pp.1119-1158.
- Wibisono. (2007). *Membedah Konsep dan Aplikasi CSR*. Gresik: Fascho Publishing.
- Wiman, N. G., & Jones. V. P. (2013). Influence of Oviposition Strategy of *Nemorilla pyste* and *Nilea erecta* (Diptera: Tachinidae) on Parasitoid Fertility and Host Mortality. *Bio. Cont.* 64 : 195-202.
- Wohlstetter, P. Smith, J. & Malloy, C. (2005). Strategic Alliances in Action: Toward a Theory of Evolution. *Policy Studies Journal*, 33 (3). Pp.419-438.
- Zainuddi, M. (2011). *Metodologi Penelitian Kefarmasian dan Kesehatan*. Surabaya: Airlangga University Press.
- Zeithaml, V. A., Parasuman, A., & Berry, L. (1994). A Conceptual Model Of Service Quality And Its Implications For Future Research. *Journal Of Marketing*, 12, pp.41-50.