

DAFTAR PUSTAKA

- Albrecht, K.. & Zemke, R. 1985. *Service America*. Homewood, Ill: Dow Jones-Irwin.
- Asyati, A. dkk. 2007. Analisa Kualitas Pelayanan Rumah Sakit Umum Daerah (RSUD) Wonogiri Menggunakan Metode Fuzzy-Servqual. *Gema Teknik*, hlm. 22-26.
- Bahia, K and Nantel, J. 2000. A Reliable and Valid Measurement Scale for the Perceived Service Quality of Banks. *International journal of Bank Marketing*, Vol. 18 No. 2, pp. 84-91.
- Beterfield, D.H. 2003. *Total Quality Management*. 3rd ed. New Jersey : Pearson.
- Bovee, C.L, M.J Houston dan J.V Thill. 1995. *Marketing*. 2nd ed. New York: McGraw-Hill,Inc.
- Bryslan, Alexandria and Curry, Adrienne. 2001. Service improvements in public services using SERVQUAL. *Managing Service Quality*, Vol. 11, No. 6, pp. 389 – 401.
- Buttle, Francis. 1996. SERVQUAL: review, critique, research agenda. *European Journal of Marketing*. Vol. 30, No. 1, pp. 8 – 32.
- Chase, Richard B., Nicholas J., Aquilano, dan F. Robert Jacobs. 2001. *Operation Management of Competitive Advantage*. Ed 9. McGraw Hill.
- Depkes RI. (1995). *Pedoman Sanitasi Rumah Sakit di Indonesia*. Jakarta. Dirjen PPM & PLP dan Dirjen Yan Medik Departemen Kesehatan RI.
- Dwiyanto, Agus.2005.*Mewujudkan Good Governance Melalui PelayananPublik*.Yogyakarta: Gadjah Mada University Press.

- Fitzsimmons, J.A., & Fitzaimmons, M.J. 2004. *Service Management*. 4th ed. McGrawHill Companies.
- Foster, Thomas S. 2004. *Managing Quality An Integrative Approach*. 2nd ed. New Jersey : Pearson Prentice Hall.
- Gronroos, C.1990. Service Management: A Management Focus for Service Competition. *International Journal of Service Industry Management*, Vol. 1 Iss: 1, pp.6 – 14.
- Hadi, Sutrisno. 1991. *Analisis Butir Untuk Instrumen*. Yogyakarta. Andi Offset
- Hoffman, K.D., & Jhon E.G. Bateson. 2001. *Essential of Service Marketing*. 2nd ed. South-Western.
- Hutagaol, Henry Joy. 2009. *Penerapan Total Productive Maintenance Untuk Peningkatan Efisiensi Produksi Dengan Menggunakan Metode Overall Equipment Effectiveness Di PT. Perkebunan Nusantara III Gunung Para*.
- Ilie, G. and. Ciocoiu C.N. 2010. Application Of Fishbone Diagram To Determine The Risk Of An Event With Multiple Causes. *Management Research And Practice*, vol. 2 issue 1 (2010) p: 1-20.
- J. Supranto. 2001. *Pengukuran Tingkat Kepuasan Pelanggan*. Jakarta : Rineka Cipta.
- Juran, J.M. 1989. *Juran on Leadership for Quality*. The Free Press : McMillan, Inc.
- Kartikasari, V. 2005. *Peningkatan Kualitas Jasa Perbankan Menggunakan Analisa SERVQUAL dan QFD (Studi Kasus di Bank N Cabang Surabaya)*. Tesis Jurusan Teknik Industri ITS Surabaya.
- Kotler, Philip.1995. *Manajemen Pemasaran, Analisis, Perencanaan, Implementasi, dan Pengendalian*. Jakarta : Salemba Empat.

- , 2003. *Manajemen Pemasaran*. Buku Satu. Jakarta : Salemba Empat.
- Malhotra, Naresh K. 2005. *Riset Pemasaran : Pendekatan Terapan Jilid 1*. Jakarta : PT. Indeks.
- Nasution, M.N. 2004. *Manajemen Jasa Terpadu: Total Service Management*. Bogor: Ghalia Indonesia.
- Nazir, Mohammad. (2003). *Metode Penelitian*. Jakarta: Ghalia Indonesia.
- Oppewal, H. and Vriens M. 2000. Measuring Perceived Service Quality Using Integrated Conjoint Experiments. *International Journal of Bank Marketing*, Vol. 18 No. 4, pp. 154-69.
- Parasuraman, A., Zeithaml, V.A. and Berry L.L. 1985. A conceptual model of service quality and its implications for future research. *Journal of Marketing*.
- , 1996. The Behavioral Consequences of Service Quality. *Journal of Marketing*. Vol. 60 pp. 31-46
- Payne, Adrian. 1993. *The Essence of Service Marketing*. Yogyakarta. Penerbit Andi.
- Peraturan Walikota Surabaya Nomor 46 tahun 2013 Tentang Rencana kerja Pembangunan Daerah (RKPD) Kota Surabaya Tahun 2014.
- Remiasa, M. dan Lukman Y. 2007. *Analisis Persepsi Pelanggan Terhadap Kualitas Layanan Coffe Shop Asing dan Coffe Shop Lokal*. Surabaya: Jurnal Manajemen Perhotelan vol.3. h. 70-79
- Richard B.Chase, Nicholas J.Aquilano, F.Robert Jacobs. 2001. *Operations Management for Competitive Advantage*, 9th Editions, McGraw-Hill Companies, Inc., New York,

- Sari, D.P. & Harmawan, A. 2012. Usulan Perbaikan Kualitas Pelayanan Pada Instalasi Rawat Jalan dengan Metode Servqual dan Triz. *Jurnal TI Undip*, vol vii, no 2.
- Sasser, W. Earl, Jr., R. Paul Olsen, and D. Daryl Wyckoff. 1978. *Management Of Service Operation: Texts and Cases*. Boston: Allyn & Bacon.
- Sekaran, Uma. 2006. *Metodologi Penelitian untuk Bisnis*. Jilid 1. Edisi 4. Jakarta: Salemba Empat
- Santoso, Singgih. 2010. *Statistik Multivariat*, Jakarta : PT Gramedia
- Sugiarto, Endar. 2002. *Psikologi Pelayanan dalam Industri Jasa*. Gramedia Pustaka Utama : Jakarta
- Sugiyono. 2009. *Metode Penelitian Kuantitatif dan Kualitatif*. Bandung: CV.Alfabeta.
- . 2010. *Metode Penelitian Bisnis*. Bandung: ALFABETA.
- Tjiptono, Fandy. 1995. *Strategi Pemasaran*. Yogyakarta: Andi Offset.
- . 1996. *Manajemen Jasa*. Yogyakarta: Andi Offset.
- . 2007. *Manajemen Jasa*. Yogyakarta: Andi Offset.
- Tjiptono, F, dan Anastasia, Diana. 2001. *Total Quality Management*. Yogyakarta : Andi.
- Tjiptono, F, dan Chandra, G. 2005, *Manajemen Kualitas Jasa*, Yogyakarta. ANDI
- Triguno. 1997. *Budaya Kerja Menciptakan Lingkungan Kondusif untuk Meningkatkan Produktivitas Kerja*. Jakarta : Golden Terayon Press.

Undang-Undang RI Nomor 36 Tahun 2009 *Tentang Kesehatan*.

Wisniewski, Mik. 2001. Using SERVQUAL to assess customer satisfaction with public sector services. *Managing Service Quality*. Vol. 11, No. 6, pp. 380 – 388.

Zeithaml, V. A. 1981. How consumer evaluation process differ between goods and services. In J. H. Donnelly & W. R. George (Eds.), *Marketing of services*. Chicago, IL: American Marketing Association, 186-190.

