

DAFTAR PUSTAKA

- Annur, Cindy Mutia. *Jumlah Pengguna Internet di Indonesia (2018-2022)*. 23 Maret 2022. <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022>.
- Barney, J.B. *Gaining and Sustaining Competitive Advantage*. New Jersey: Pearson Prentice Hall, 2002.
- BPS. *Analisis profil Penduduk Indonesia*. Jakarta: Badan Pusat Statistik, 2022.
- David, Fred R. *Strategic Management CONCEPTS AND CASES*. South Carolina: Prentice Hall, 2011.
- DJSN, Dewan Jaminan Sosial Nasional. <http://sismonev.djsn.go.id/>. 31 April 2023. <http://sismonev.djsn.go.id/pelayanan/> (accessed June 16, 2023).
- Fattah, Reynaldi Zakaria, and Mardiaty Nadjib. "marketing Effectiveness through Social Media in Increasing Patient Visits at Hospitals: Literature Review." *The Indonesian Journal of Health Promotion*, 2023: 545-552.
- Griffin, Ricky. *Management Edisi 2*. Jakarta: Erlangga, 2000.
- Hamdan, A.L. *Strategic Thinking in a Hospital Setting*. New York: Springer International Publishing, 2016.
- INDONESIA, MENTERI KESEHATAN REPUBLIK. *PERATURAN MENTERI KESEHATAN REPUBLIK INDONESIA NOMOR 24 TAHUN 2014 TENTANG RUMAH SAKIT KELAS D PRATAMA*. PERATURAN MENTERI KESEHATAN REPUBLIK INDONESIA, Jakarta: MENTERI HUKUM DAN HAK ASASI MANUSIA REPUBLIK INDONESIA, 2014.
- INDONESIA, MENTERI KESEHATAN REPUBLIK. *PERATURAN MENTERI KESEHATAN REPUBLIK INDONESIA NOMOR 9 TAHUN 2014*. PERATURAN MENTERI KESEHATAN REPUBLIK INDONESIA, Jakarta: MENTERI HUKUM DAN HAK ASASI MANUSIA REPUBLIK INDONESIA, 2014.
- Ketchen, Jr. *Strategy*. New York: McGraw-Hill, 2009.

- Klaten, Badan Pusat Statistik Kabupaten. *KECAMATAN DELANGGU DALAM ANGKA 2021*. Klaten: Badan Pusat Statistik, 2021.
- Meltwater, and We Are Social. *Digital 2023 Global Overview Report Social Media Statistics for Indonesia [Updated 2023]*. Overview Report, Meltwater; We Are Social, 2023.
- Mustafa, SOBA, and Aydin Erhan. "The Role of Income Level on Sensitivity Levels for Similar Product: A Purchasing." *International Journal of Humanities and Social Science* , 2012: 177-181.
- Peter M. Ginter, W. Jack Duncan, Linda E. Swayne. *Strategic Management of Healthcare Organizations*. New Jersey: John Wiley & Sons, 2018.
- Porter, M. "Industry Structure and Competitive Strategy : Keys to Profitability." *Financial Analysis Journal*, 1980: 30-41.
- Pratama, Mudata Berry, Suharto Sugeng, and Alimansyah. *ANALISIS STRATEGI PENINGKATAN KUNJUNGAN PASIEN PADA RUMAH SAKIT DIREKTORAT KESEHATAN TENTARA BENGKULU*. Undergraduate thesis, Bengkulu: UNIB, 2013.
- Sangadji, Etta Mamang, Sopiah. *Metode Penelitian: Pendekatan Praktis dalam Penelitian*. Yogyakarta: ANDY, 2010.
- Thompson, Peteraf, Gamble, and Strickland. *Crafting & Executing Strategy The Quest for Competitive Advantage*. Alabama: McGraw Hill, 2021.
- . *CRAFTING & EXECUTING STRATEGY: CONCEPTS AND CASES*. New York: McGraw Hill, 2022.
- Watkinson, Matt. *THE GRID The Decision- making Tool for Every Business (Including Yours)*. London: Random House Business Books, 2016.
- Whelen, Thompson L., and J. David Hunger. *Strategic Management and Business Policy Concept and Case*. South Florida: Pearson Prentice Hall, 2005.