

## REFERENCES

- Ananth, A.A., Ramesh, R. and Prabakaran, B. (2010) 'Service quality gap analysis in private sector bank - a customer perspective', *Indian Journal of Commerce & Management Studies*, Vol. II, Issue 1, January 2011.
- Aagja, J.P. and Garg, R. (2010). Measuring perceived service quality for public hospitals (PubHosQual) in the Indian context. *International Journal of Pharmaceutical and Healthcare Marketing*, 4(1), pp.60–83. doi:<https://doi.org/10.1108/17506121011036033>.
- Abdullah, S., Kousar, R., Azhar, M., Waqas, A. and Gilani, S. (2017). Nurses' and Patients' Perception Regarding Nurse Caring Behaviors and Patients Satisfaction in Sir Ganga Ram Hospital, Lahore, Pakistan. *The International Annals of Medicine*, 1(5). doi:<https://doi.org/10.24087/iam.2017.1.5.145>.
- Ahmadi Kashkoli, S., Zarei, E., Daneshkohan, A. and Khodakarim, S. (2017). Hospital responsiveness and its effect on overall patient satisfaction. *International Journal of Health Care Quality Assurance*, 30(8), pp.728–736. doi:<https://doi.org/10.1108/ijhcqa-07-2016-0098>.
- Al Azzam, A.F. (2015) 'The impact of service quality dimensions on customer satisfaction: A field study of Arab Bank in Irbid City, Jordan', *European Journal of Business and Management*.
- Al-Borie, H.M. and Sheikh Damanhour, A.M. (2013). Patients' satisfaction of service quality in Saudi hospitals: a SERVQUAL analysis. *International Journal of Health Care Quality Assurance*, 26(1), pp.20–30. doi:<https://doi.org/10.1108/09526861311288613>.
- Ali, F. and Amin, M. (2014). The influence of physical environment on emotions, customer satisfaction and behavioural intentions in Chinese resort hotel industry. *J. for Global Business Advancement*, 7(3), p.249. doi:<https://doi.org/10.1504/jgba.2014.064109>.
- Alkazemi, M.F., Bayramzadeh, S., Alkhubaizi, N.B. and Alayoub, A. (2019). The physical environment and patient satisfaction ratings on social media: an exploratory study. *Facilities*, 38(1/2), pp.86–97. doi:<https://doi.org/10.1108/f-11-2018-0138>.
- Anwar, K. and Balcioglu, H. (2016). *The relationship between transformational leadership characteristics and effectiveness: A case study of construction*

companies in Erbil. [online] Available at:  
<https://eprints.tiu.edu.iq/761/1/KofandAnwarandHasretBalcioglu.pdf>.

Azizah, N.R., (2019). *Hubungan Waktu Tunggu dengan Tingkat Kepuasan Pasien Terhadap Pelayanan Rawat Jalan di Rumah Sakit Happy Land Medical Centre Yogyakarta*. [online] Ugm.ac.id. Available at:  
<https://etd.repository.ugm.ac.id/penelitian/detail/173442> [Accessed 11 Dec. 2024].

Babakus, E. and Boller, G.W. (1992). An Empirical Assessment of the SERVQUAL Scale. *Journal of Business Research*, [online] 24(3), pp.253–268.  
doi:[https://doi.org/10.1016/0148-2963\(92\)90022-4](https://doi.org/10.1016/0148-2963(92)90022-4).

Badan Kebijakan Pembangunan Kesehatan (2024). Indonesian Health Survey 2023 in Numbers. *Kemkes.go.id*. [online]  
doi:<https://repository.badankebijakan.kemkes.go.id/id/eprint/5538/1/English%20SKI%202023%20in%20Numbers.pdf>.

Bahadori, M., Teymourzadeh, E., Ravangard, R., Nasiri, A., Raadabadi, M. and Alimohammadzadeh, K. (2016). Factors contributing towards patient's choice of a hospital clinic from the patients' and managers' perspective. *Electronic physician*, [online] 8(5), pp.2378–2387.  
doi:<https://doi.org/10.19082/2378>.

Baron, S., Harris, K. and Hilton, T. (2009) 'Service quality and customer satisfaction', in *Services Marketing*, pp. 167-189, DOI: 10.1007/978-1-137-16396-7\_8.

Batbaatar, E., Dorjdagva, J., Luvsannyam, A., Savino, M.M. and Amenta, P. (2017). Determinants of patient satisfaction: a systematic review. *Perspectives in Public Health*, 137(2), pp.89–101.  
doi:<https://doi.org/10.1177/1757913916634136>.

Beleffi, E., Mosconi, P. and Sheridan, S. (2021). *The Patient Journey*. [online] PubMed. Available at: <https://pubmed.ncbi.nlm.nih.gov/36315751/>.

Bitner, M.J. and Brown, S.W. (2008). The service imperative. *Business Horizons*, [online] 51(1), pp.39–46. doi:<https://doi.org/10.1016/j.bushor.2007.09.003>.

Bitner, M.J., Booms, B.H. and Tetreault, M.S. (1990). The Service Encounter: Diagnosing Favorable and Unfavorable Incidents. *Journal of Marketing*, [online] 54(1), p.71. doi:<https://doi.org/10.2307/1252174>.

- Bitner, M.J., Ostrom, A.L. and Morgan, F.N. (2008). Service Blueprinting: A Practical Technique for Service Innovation. *California Management Review*, [online] 50(3), pp.66–94. doi:<https://doi.org/10.2307/41166446>.
- Bps.go.id. (2022). *Jumlah Rumah Sakit Umum, Rumah Sakit Khusus, Puskesmas, Klinik Pratama, dan Posyandu Menurut Kabupaten/Kota di Provinsi DI Yogyakarta, 2022 - Tabel Statistik*. [online] Available at: <https://yogyakarta.bps.go.id/id/statistics-table/3/YmlzemNGUkNVblZLVVhObIREWnZXbkEzWld0eVVUMDkjmW==/jumlah-rumah-sakit-umum--rumah-sakit-khusus--puskesmas--klinik-pratama--dan-posyandu-menurut-kabupaten-kota-di-provinsi-di-yogyakarta-2022.html?year=2022> [Accessed 16 Nov. 2024].
- Blodgett, J.G., Granbois, D.H. and Walters, R.G. (1993) 'The effects of perceived justice on complainants' negative word of mouth behavior and repatronage intentions', *Journal of Retailing*, Vol. 69, pp. 399-427. Cited in Maxham, J.G. and Netemeyer, R.G. (2002) 'Modeling customer perceptions of complaint handling over time: the effects of perceived justice on satisfaction and intent', *Journal of Retailing*, Vol. 78, pp. 239-252.
- Camilleri, M.A. and Filieri, R. (2023). *Customer Satisfaction and Loyalty With Online Consumer Reviews: Factors Affecting Revisit Intentions*. [online] Social Science Research Network. doi:<https://doi.org/10.2139/ssrn.4531301>.
- Carayon, P., Wooldridge, A., Hoonakker, P., Hundt, A.S. and Kelly, M.M. (2020). SEIPS 3.0: Human-centered design of the patient journey for patient safety. *Applied Ergonomics*, 84(84), p.103033. doi:<https://doi.org/10.1016/j.apergo.2019.103033>.
- Carayon, P. and Wooldridge, A.R. (2019). Improving Patient Safety in the Patient Journey: Contributions from Human Factors Engineering. *Women in Industrial and Systems Engineering*, pp.275–299. doi:[https://doi.org/10.1007/978-3-030-11866-2\\_12](https://doi.org/10.1007/978-3-030-11866-2_12).
- CEICdata.com (2019). *Indonesia Number of Hospitals: General Hospitals*. [online] Ceicdata.com. Available at: <https://www.ceicdata.com/en/indonesia/number-of-hospitals/number-of-hospitals-general-hospitals> [Accessed 16 Oct. 2024].
- Cohen, J. (1960). A Coefficient of Agreement for Nominal Scales. *Educational and Psychological Measurement*, 20(1), pp.37–46. doi:<https://doi.org/10.1177/001316446002000104>.

- Cronin, J.J. and Taylor, S.A. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, 56(3), pp.55–68. doi:<https://doi.org/10.2307/1252296>.
- Cronin, J.J. and Taylor, S.A. (1994). SERVPERF versus SERVQUAL: Reconciling Performance-Based and Perceptions-Minus-Expectations Measurement of Service Quality. *Journal of Marketing*, 58(1), p.125. doi:<https://doi.org/10.2307/1252256>.
- Czepiel, J.A. (1990). Service encounters and service relationships: Implications for research. *Journal of Business Research*, 20(1), pp.13–21. doi:[https://doi.org/10.1016/0148-2963\(90\)90038-f](https://doi.org/10.1016/0148-2963(90)90038-f).
- Arlinta, D. (2024). *Ramai-ramai Berobat ke Luar Negeri, Saat Rumah Sakit Dalam Negeri Tak Sesuai Harapan*. [online] [kompas.id](https://www.kompas.id). Available at: <https://www.kompas.id/baca/humaniora/2024/06/17/ramai-ramai-berobat-ke-luar-negeri-saat-layanan-kesehatan-dalam-negeri-tak-sesuai-harapan> [Accessed 16 Nov. 2024].
- Douglas, J.A., McClelland, R., Davies, J. and Sudbury, L. (2009). Using critical incident technique (CIT) to capture the voice of the student. *The TQM Journal*, 21(4), pp.305–318. doi:<https://doi.org/10.1108/17542730910965038>.
- Eckhardt-Abdulla, R., Bock, M. and Bauer, M. (2008). Patient satisfaction in hospital: critical incident technique or standardised questionnaire? *Der Anaesthetist*, [online] 57(3), pp.275–83. doi:<https://doi.org/10.1007/s00101-008-1324-z>.
- Fachri, M. (2024). The Effect of Tangibles, Reliability, Responsiveness, Assurance, and Empathy Aspects on Hospitalization Services in Hospitals on Patient Satisfaction. *International Journal of Psychology and Health Science*, [online] 2(2), pp.39–51. doi:<https://doi.org/10.38035/ijphs.v2i2.522>.
- Farmalkes Kemkes. (2023). *Law Number 17 of 2023 on Health*. [online] Available at: <https://farmalkes.kemkes.go.id/en/unduh/uu-17-2023/> [Accessed 16 Dec. 2024].
- FitzGerald, K., Seale, N.S., Kerins, C.A. and McElvaney, R. (2008). The critical incident technique: a useful tool for conducting qualitative research. *Journal of Dental Education*, [online] 72(3), pp.299–304. Available at: <https://pubmed.ncbi.nlm.nih.gov/18316534/>.

- Flanagan, J.C. (1954). The critical incident technique. *Psychological Bulletin* , [online] 51(4). Available at: <https://www.apa.org/pubs/databases/psycinfo/cit-article.pdf>.
- Gabbott, M. and Hogg, G. (1996). The glory of stories: Using critical incidents to understand service evaluation in the primary healthcare context. *Journal of Marketing Management*, 12(6), pp.493–503. doi:<https://doi.org/10.1080/0267257x.1996.9964431>.
- Gremler, D.D. (2004). The Critical Incident Technique in Service Research. *Journal of Service Research*, 7(1), pp.65–89. doi:<https://doi.org/10.1177/1094670504266138>.
- Hall, M.A., Dugan, E., Zheng, B. and Mishra, A.K. (2001). Trust in Physicians and Medical Institutions: What Is It, Can It Be Measured, and Does It Matter? *The Milbank Quarterly*, 79(4), pp.613–639. doi:<https://doi.org/10.1111/1468-0009.00223>.
- Harvey, L. and Knight, P.T. (1996) *Transforming Higher Education*. Buckingham: Society for Research into Higher Education & Open University Press.
- Heizer, J.H. and Render, B. (2011). *Operations management*. Harlow, Essex: Pearson Education.
- Hirschman, A.O. (1980). ‘Exit, Voice, and Loyalty’: Further Reflections and a Survey of Recent Contributions. *The Milbank Memorial Fund Quarterly. Health and Society*, 58(3), p.430. doi:<https://doi.org/10.2307/3349733>.
- Hollins, B. and Shinkins, S. (2006). *Managing service operations : design and implementation*. London: Sage Publications.
- Hong, T.L. and Marimuthu, M. (2014). Relationship Between Service Quality and Customer Satisfaction: A Study of Malaysian Banking Industry. *The Journal of Technology Management and Technopreneurship (JTMT)*, [online] 2(2). Available at: <https://jtmt.utem.edu.my/jtmt/article/view/246>.
- Johnson, M.D., Anderson, E.W. and Fornell, C. (1995). Rational and Adaptive Performance Expectations in a Customer Satisfaction Framework. *Journal of Consumer Research*, 21(4), p.695. doi:<https://doi.org/10.1086/209428>.
- Johnson, M.D. and Fornell, C. (1991). A framework for comparing customer satisfaction across individuals and product categories. *Journal of Economic Psychology*, 12(2), pp.267–286. doi:[https://doi.org/10.1016/0167-4870\(91\)90016-m](https://doi.org/10.1016/0167-4870(91)90016-m).

- Johnston, R. (1995). The Determinants of Service quality: Satisfiers and Dissatisfiers. *International Journal of Service Industry Management*, [online] 6(5), pp.53–71. doi:<https://doi.org/10.1108/09564239510101536>.
- Kapoor, R., Paul, J. and Halder, B. (2011) *Services marketing: Concepts & practices*. New Delhi: Tata McGraw Hill Education.
- Kartikawati, M.U. (2024). *Rp1,35 Triliun Mengalir Deras ke Industri Kesehatan Malaysia karena 400 Ribu Orang Indonesia Berobat*. [online] Inilah.com. Available at: <https://www.inilah.com/rp135-triliun-mengalir-deras-ke-industri-kesehatan-malaysia-karena-400-ribu-orang-indonesia-berobat> [Accessed 1 Dec. 2024].
- Kassarjian, H.H. (1977). Content Analysis in Consumer Research. *Journal of Consumer Research*, [online] 4(1), pp.8–18. Available at: <https://www.jstor.org/stable/2488631>.
- Kondrenko, K. (2023). *Patient journey mapping: what it is, its benefits, and how to do it*. [online] UXPressia Blog. Available at: [https://uxpressia.com/blog/patient-journey-mapping#What\\_is\\_a\\_patient\\_journey](https://uxpressia.com/blog/patient-journey-mapping#What_is_a_patient_journey) [Accessed 18 Dec. 2024].
- Kazemi, N., Ehsani, P., Abdi, F. and Bighami, M.K. (2013). Measuring hospital service quality and its influence on patient satisfaction: An empirical study using structural equation modeling. *Management Science Letters*, 3(7), pp.2125–2136. doi:<https://doi.org/10.5267/j.msl.2013.06.005>.
- Kotler, P. and Clarke, R.N. (1987). *Marketing for health care organizations*. Englewood Cliffs, N.J.: Prentice-Hall.
- Lapr , M.A. and Tsikriktsis, N. (2006). Organizational Learning Curves for Customer Dissatisfaction: Heterogeneity Across Airlines. *Management Science*, 52(3), pp.352–366. doi:<https://doi.org/10.1287/mnsc.1050.0462>.
- Lee, D. (2016). HEALTHQUAL: a multi-item scale for assessing healthcare service quality. *Service Business*, [online] 11(3), pp.491–516. doi:<https://doi.org/10.1007/s11628-016-0317-2>.
- Lee, A.V., Moriarty, J.P., Borgstrom, C. and Horwitz, L.I. (2010). What can we learn from patient dissatisfaction? An analysis of dissatisfying events at an academic medical center. *Journal of Hospital Medicine*, [online] 5(9), pp.514–520. doi:<https://doi.org/10.1002/jhm.861>.



- Lin, C.-C., Wu, H.-Y. and Chang, Y.-F. (2011). The critical factors impact on online customer satisfaction. *Procedia Computer Science*, 3(3), pp.276–281. doi:<https://doi.org/10.1016/j.procs.2010.12.047>.
- Lockwood, A. (1994). Using Service Incidents to Identify Quality Improvement Points. *International Journal of Contemporary Hospitality Management*, 6(1/2), pp.75–80. doi:<https://doi.org/10.1108/09596119410052170>.
- Longo, B., Connor, G. and Barnhart, T. (1993). Using the Critical Incident Survey to Assess Hospital Service Quality. *Journal of Hospital Marketing*, 7(2), pp.91–100. doi:[https://doi.org/10.1300/j043v07n02\\_09](https://doi.org/10.1300/j043v07n02_09).
- Luo, X. and Homburg, C. (2008). Satisfaction, Complaint, and the Stock Value Gap. *Journal of Marketing*, 72(4), pp.29–43. doi:<https://doi.org/10.1509/jmkg.72.4.029>.
- Martens, C., Petermans, A. and Delcourt, C. (2022) 'The critical incident technique as a method to understand the impact of healthscapes on patient experience [preprint]', *The Evolving Scholar / ARCH22*.
- McCarthy, S., O'Raghallaigh, P., Woodworth, S., Lim, Y.L., Kenny, L.C. and Adam, F. (2016). An integrated patient journey mapping tool for embedding quality in healthcare service reform. *Journal of Decision Systems*, 25(sup1), pp.354–368. doi:<https://doi.org/10.1080/12460125.2016.1187394>.
- Meesala, A. and Paul, J. (2018). Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. *Journal of Retailing and Consumer Services*, 40, pp.261–269. doi:<https://doi.org/10.1016/j.jretconser.2016.10.011>.
- Munusamy, J., Chelliah, S. and Mun, H.W. (2010) 'Service quality delivery and its impact on customer satisfaction in the banking sector in Malaysia', *International Journal of Innovation, Management and Technology*, 1, pp. 398-404.
- Moon, H., Yoon, H.J. and Han, H. (2015). Role of Airport Physical Environments in the Satisfaction Generation Process: Mediating the Impact of Traveller Emotion. *Asia Pacific Journal of Tourism Research*, 21(2), pp.193–211. doi:<https://doi.org/10.1080/10941665.2015.1048260>.
- Oliver, R.L. (2014). *Satisfaction: A Behavioral Perspective on the Consumer*. 2nd ed. [online] Routledge. doi:<https://doi.org/10.4324/9781315700892>.

- Oppenheim, A.N. (2000) *Questionnaire Design, Interviewing and Attitude Measurement*. Bloomsbury Publishing.
- Parasuraman A., Zeithaml, V.A. and Berry, L.L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), pp.12–40.
- 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*, 49(4), pp. 41–50. Available at: <http://dx.doi.org/10.2307/1251430>.
- Rahim, A.I.A., Ibrahim, M.I., Musa, K.I., Chua, S.-L. and Yaacob, N.M. (2021). Patient Satisfaction and Hospital Quality of Care Evaluation in Malaysia Using SERVQUAL and Facebook. *Healthcare*, 9(10), p.1369. doi:<https://doi.org/10.3390/healthcare9101369>.
- Razi, M.O., Fouzia, R. and Razzaque, M.S. (2023). Decline of empathy among healthcare apprentices. *International Medical Education*, 2(4), pp.232–238. doi:<https://doi.org/10.3390/ime2040022>.
- Richard, L.J. and Koch, G.G. (1977). The Measurement of Observer Agreement for Categorical Data. *Biometrics*, 33(1), pp.159–174. doi:<https://doi.org/10.2307/2529310>.
- Sarana, P., Dan, P. and Kesehatan, P. (2007). *DEPARTEMEN KESEHATAN RI SEKRETARIAT JENDERAL PEDOMAN TEKNIK SARANA DAN PRASARANA RUMAH SAKIT KELAS C*. [online] Available at: <https://manajemenrumahsakit.net/wp-content/uploads/2012/11/Pedoman%20Teknis%20Fasilitas%20RS%20Kelas%20C-complete.pdf>.
- Scheuren, F. (n.d.). *What is a Survey*. [online] Available at: <https://www.unh.edu/institutional-research/sites/default/files/media/2022-05/what-is-a-survey.pdf>.
- Shostack, L. (1984). *Designing Services That Deliver*. [online] Harvard Business Review. Available at: <https://hbr.org/1984/01/designing-services-that-deliver>.
- Smith, H., Currie, C., Chaiwuttisak, P. and Kyprianou, A. (2017). Patient choice modelling: how do patients choose their hospitals? *Health Care Management Science*, 21(2), pp.259–268. doi:<https://doi.org/10.1007/s10729-017-9399-1>.



- Rahmadania, S.C., (2024). *Viral 'Berobat ke Malaysia Aja', Ini Alasan Banyak Warga +62 Pilih Berobat ke LN*. [online] detikHealth. Available at: <https://health.detik.com/berita-detikhealth/d-7582500/viral-berobat-ke-malaysia-aja-ini-alasan-banyak-warga-62-pilih-berobat-ke-ln> [Accessed 11 Dec. 2024].
- Sekaran, U. and Bougie, R. (2013) *Research Methods for Business: A Skill-Building Approach*, 6th ed. New York: Wiley.
- Sweeney, J.C., Soutar, G.N. and Johnson, L.W. (1997). Retail service quality and perceived value. *Journal of Retailing and Consumer Services*, [online] 4(1), pp.39–48. doi:[https://doi.org/10.1016/s0969-6989\(96\)00017-3](https://doi.org/10.1016/s0969-6989(96)00017-3).
- Tian, Y. (2023). A review on factors related to patient comfort experience in hospitals. *Journal of Health, Population and Nutrition*, [online] 42(1). doi:<https://doi.org/10.1186/s41043-023-00465-4>.
- Tjiptono, F. and Chandra, G. (2012) *Pemasaran Strategik*. Yogyakarta: Andi.
- Tombs, M. (2019) 'How to use the Critical Incident Technique (CIT) in medical education research'
- Twelker, P. (2004) 'The Critical Incident Technique: A manual for its planning and implementation'. Available at: [http://www.tiu.edu/psychology/Twelker/critical\\_critical\\_incident\\_technique.htm](http://www.tiu.edu/psychology/Twelker/critical_critical_incident_technique.htm) [Accessed 9 Nov. 2024].
- Vasileva, B.K. and Balloni, A.J. (2014). Service Quality Measurement: Implications for Healthcare Sector in Bulgaria. *Proceedings of the 11th CONTECSI International Conference on Information Systems and Technology Management*. doi:<https://doi.org/10.5748/9788599693100-11contecsi/ps-928>.
- Voorhees, C.M., Fombelle, P.W., Gregoire, Y., Bone, S., Gustafsson, A., Sousa, R. and Walkowiak, T. (2017). Service encounters, experiences and the customer journey: Defining the field and a call to expand our lens. *Journal of Business Research*, [online] 79(79), pp.269–280. doi:<https://doi.org/10.1016/j.jbusres.2017.04.014>.
- Voss, R., Gruber, T. and Reppel, A. (2010). Which classroom service encounters make students happy or unhappy? *International Journal of Educational Management*, 24(7), pp.615–636. doi:<https://doi.org/10.1108/09513541011080002>.

- World Health Organization (1957). The role of the hospital in the public health programme. *Who.int*. [online] Available at: [https://iris.who.int/bitstream/handle/10665/40375/WHO\\_TRS\\_122.pdf?sequence=1](https://iris.who.int/bitstream/handle/10665/40375/WHO_TRS_122.pdf?sequence=1).
- World Health Organization (2024). *Quality of care*. [online] World Health Organization. Available at: [https://www.who.int/health-topics/quality-of-care#tab=tab\\_1](https://www.who.int/health-topics/quality-of-care#tab=tab_1).
- Worldometer (2024). *Indonesia Population*. [online] Worldometers.info. Available at: <https://www.worldometers.info/world-population/indonesia-population/>.
- Yaghubian, S., Mahmoudi, G. and Tiji, M.J. (2016). Effect of marketing mix (7 Ps) on patients' tendency to University and social security hospitals in Mazandaran. *Bioscience Biotechnology Research Communications*, 9(4), pp.776–782. doi:<https://doi.org/10.21786/bbrc/9.4/29>.
- Yonatan, A.Z. (2024). *Simak Kota Pilihan Orang Indonesia untuk Wisata - GoodStats Data*. [online] GoodStats Data. Available at: <https://data.goodstats.id/statistic/simak-kota-pilihan-orang-indonesia-untuk-wisata-UiiqX>.
- Zaman, N., Goldberg, D.M., Abrahams, A.S. and Essig, R.A. (2020). Facebook Hospital Reviews: Automated Service Quality Detection and Relationships with Patient Satisfaction. *Decision Sciences*. doi:<https://doi.org/10.1111/deci.12479>.
- Zeithaml, V.A., Mary Jo Bitner and Gremler, D.D. (2012). *Services marketing*. New York: Mcgraw-Hill Higher Education ; London.