



## DAFTAR PUSTAKA

- Agustino, Leo. *Dasar-dasar Kebijakan Publik*. Alfabeta. 2008.
- Balaji, M.S. *Customer Satisfaction with Indian Mobile Service*. IUP. 2009.
- Battangi, Achmad. *Manajemen Pelayanan Umum*. Universitas Terbuka Jakarta. 2005.
- Chen, Hsueh-Fen, Bazzoli, Gloria J, H. Hui Min. *Hospital Financial Condition and the Provision of Unprofitable Services*. International Atlantic Economy Society. 2009.
- Cheng, Joseph and Ives. J.C. *Dual Choice Health Insurance Policy: A Proposal and a Cost Analysis*. J Health Care Finance; 36(2): 60-70. Aspen Publisher Inc. 2009.
- Cooper, D.R. Schindler, P.S. *Business Research Methods*. Mcgraw-Hill International Edition. 2008.
- Dajan, Anto. *Pengantar Metode Statistik Jilid I*. LP3ES. Jakarta. 1987.
- Dwiyanto, Djoko. *Metode Kualitatif: Penerapannya dalam penelitian*. Fakultas Ilmu Budaya Universitas Gadjah Mada. Working Paper.
- Fuchs, V.R. *Perspective Health Reform: Getting the Essentials Right*. Project Hope. The People to People Health Foundation Inc. 2009.
- Fermana, Surya. *Kebijakan Publik Sebuah Tinjauan Filosofis*. AR-RUZZ media. 2009
- Guterman, Stuart. Davis, Karen, Schoenbaum, Stephen. Shih, Anthony. *Using Medicare Payment Policy to Transform the Health System: A Framework for Improving Performance*. Project Hope. The People to People Health Foundation Inc. 2009.
- Hussain, Aftab and Patrick A. Rivers. *Confronting The Challenges of Long-Term Health Care Crisis in The United States*. J Health Care Finance; 36(2): 71-82. Aspen Publisher Inc. 2009.
- Hernandez, G.B. Fornos, L.B. Mika, V.S. Urbansky, Kathleen. Villareal, Roberto. *One Regional Health System 's Innovative Steps to Deal with the Uninsured*. J Health Care Finance. Aspen Publisher, Inc. 2009.
- Hadi, Sutrisno. *Analisis Butir Untuk Instrumen*. Yogyakarta: Andi Offset. 1991.
- Hatch and Farhady. *Industrial and Organizational Psychology*. Tokyo: Kogakusha, Co, Ltd. 1981.
- Hartono. *Analisis Pelayanan terhadap Kepuasan Nasabah PT Bank Jateng Cabang Purworejo*. Working Paper.
- J. Supranto. *Statistik, Teori dan Aplikasi jilid I*. Erlangga Jakarta. 2000.
- Kothari, Rejesh and Narendra Sharma. *Defining and Measuring the Effect of Service Quality in Selection of a Mutual Fund in Indian Context*. Journal of Services Research. Volume 9, Number 2. 2009.
- Kuncoro, Mudrajad. *Metode Riset Untuk Bisnis dan Ekonomi*. Erlangga Jakarta. 2003.
- Kotler, Phillip. *Marketing Management*, The Millennium Edition. New Jersey: Prentice-Hall, 2000.
- Kotler, Philip. *Marketing Management*. New Jersey: Prentice Hall International, Inc. 2000.
- Kerlinger, F. N. *Foundation of Behavior Research*. Renehart and Winstone. 1983.
- Lovelock, C.H., Petterson, P.G. Walker, R.H. *Services Marketing: an Asian Pacific Perspective*. Prentice hall. 2001.



- Lovelock, Christopher H. *Services Marketing: Text, Cases, and Reading*. New Jersey: Prentice-Hall. 1984
- Meng, Juan. Summey, J.H. Herndon, N.C. Kwong, K.K. *Some Retail Service Quality Expectations of Chinese Shoppers*. International Journal of Market Research Vol. 51 Issue 6. 2009..
- Mukti, A.G and Moertjahjo. *Sistem Jaminan Kesehatan: Konsep Desentralisasi Terintegrasi*. Magister Kebijakan Pembiayaan dana Manajemen Asuransi Kesehatan Fakultas Kedokteran Universitas Gadjah Mada Bekerjasama dengan Asosiasi Jaminan Sosial Daerah. 2008.
- Munir, H.A.S. *Manajemen Pelayanan Umum Di Indonesia*. Bumi Aksara Jakarta. 1998.
- Nurchaya, I Nyoman. *Analisis Kualitas Pelayanan Rumah Sakit di Propinsi Bali*. Fakultas Ekonomi Universitas Udayana. Working Paper.
- Parasuraman, A. and L.L. Berry. *Building a New Academic Field, the Case of Services Marketing*. Journal of Retailing, Vol. 69. 1993.
- Porter, Michael E. *The Competitive Advantage of Nations*. New York: The Free Press. 1990.
- Parasuraman, A. Valarie A, Zeithmal. and Leonard L. Berry. *A Conceptual Model of Service Quality and its Implication for Future Research*. Journal Marketing. 1985.
- Porter, M.E. *Competitive Advantage*. McGraw-Hill Inc. 1985.
- Pedoman Pelaksanaan Jaminan Kesehatan Masyarakat (JAMKESMAS) 2008*. Departemen Kesehatan Republik Indonesia. 2009.
- Pedoman Pelaksanaan Jaminan Kesehatan Masyarakat (JAMKESMAS) 2008*. Departemen Kesehatan Republik Indonesia. 2008.
- Petunjuk Teknis Program Jaminan Kesehatan Masyarakat di Puskesmas dan tahun 2009*. Departemen Kesehatan Republik Indonesia. 2009.
- Pedoman Pelaksanaan Unit Pelayanan Pasien Jaminan*. Rumah Sakit Dr. Cipto Mangunkusumo Jakarta. 2009.
- Ramseook-Munhurrun, Prabha. Naidoo, Perunjodi. Lukae-Bhiwejee, S.D. *Measuring Service Quality: Perceptions of Employees*. Global Journal of Business Research. Volume 4. Number 1. 2010.
- Reichheld, F.F. and W. Earl Sasser Jr. *Zero Defection: Quality comes to Service*. Harvard Business Review. September-Oktober. 1990.
- Subarsono, A.G. *Analisis Kebijakan Publik: Konsep, Teori dan Aplikasi*. Pustaka Pelajar. Cetakan IV. 2009
- Suharto, Edi. *Analisis Kebijakan Publik Panduan Praktis Mengkaji Masalah dan Kebijakan Sosial*. Alfabeta. 2008.
- Schneider, Benjamin and Susan S White. *Service Quality Research Perspective*. 2004.
- Tjiptono, Fendy and Gregorius Chandra. *Service, Quality and Satisfaction*. Andi. Edisi II. 2007.
- Triton, PB. *SPSS 13.0 Terapan Riset Statistik Parametrik*. Andi Yogyakarta. 2006.
- Umar, Husein. *Metodologi Penelitian untuk Skripsi dan Tesis Bisnis*. Rajawali Pers. 2005.
- Zeithaml, Valerie A. & Bitner, Mary Jo. *Services Marketing*, McGraw-Hill Companies, Inc. 1996.



UNIVERSITAS  
GADJAH MADA

Zeithaml, Valarie A., A. Parasuraman, and Leonard L. Barry. *Communication and Control Processes in the Delivery of Service Quality*. Journal of Marketing. American Marketing Association, April, 1988.

Zulva, Eva. *Perbedaan Tingkat Kepuasan Pasien Peserta Jamkesmas dan Pasien Umum di Instalasi Rawat Jalan*. Fakultas Kedokteran Universitas Islam Indonesia Yogyakarta. Working Paper.

<http://www.suara.pembaruan.com>. *Akses Kesehatan buat Rakyat Miskin*. Retrieved October 9, 2009 at 16:45.

<http://www.icw.com>. *Jamkesmas: Hak Sehat Warga Masih Terabaikan*. Retrieved November 12, 2009 at 18:10.

<http://www.depkes.go.id>. *Jaminan kesehatan untuk masyarakat miskin tetap dilanjutkan*. Retrieved November 12, 2009, at 19:20.

<http://www.depkes.go.id/> *Depkes On-Line*

<http://www.jpkm-online.net/> *Jamkesmas On-Line*