

## DAFTAR PUSTAKA

- Abalo, J., Varela, J. and Manzano, V. (2007) Importance Values for Importance-Performance Analysis: A Formula for Spreading out Values Derived from Preference Rankings. *Journal of Business Research*, Vol 60, pp 115-121.
- Ahmadi, C., dan Hermawan, D. (2013). *E-Bussiness and E-Commerce*. Yogyakarta: Andi Offset.
- Asnawi, A. A., Awang, Z., Afthanorhan, A., and Mohamad, M. (2019). The influence of hospital image and service quality on patients satisfaction and loyalty. *Management Science Letters*, Vol. 9, pp. 911–920. doi: 10.5267/j.msl.2019.2.011.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2019). Hasil Survei Penetrasi dan Perilaku Pengguna Internet 2019. Diakses dari <https://apjii.or.id/>.
- Badan Pusat Statistik Sleman. (2019). Jumlah dan Penyebaran Dokter Gigi di Sleman. Diakses pada <https://slemankab.bps.go.id/statictable/2018/10/11/351/banyaknya-dokter-spesialis-dokter-umum-dan-dokter-gigi-di-sarana-pelayanan-kesehatan-di-kabupaten-sleman-2017.html>
- Baran, R.J. and Galka, R.J. (2017). *Customer Relationship Management: The Foundation of Contemporary Marketing Strategy*. Second Ed. New York: Taylor and Francis.
- Barnes, S. and Vidgen, R. (2000). WebQual : An Exploration of Web-site Quality, *Proceedings of ECIS 2000*, doi: 10.1590/S0104-530X2005000200011.
- Barnes, S.J. and Vidgen, R.T. (2001). Assessing the Quality of Auction Web Sites. *Proceedings of the Hawaii International Conference on Systems Sciences, CD-ROM*, Maui, Hawaii.
- Barnes, S.J. and Vidgen, R.T. (2002). A An Integrative Approach To The Assessment Of E-Commerce Quality. *Journal of Electronic Commerce Research*, Vol. 3(3), pp. 114-127
- Barnes, J.G. (2003). *Secret of Customer Relationship Management*. Yogyakarta: Penerbit Andi.
- Boon-itt, S. (2019) ‘Quality of health websites and their influence on perceived usefulness , trust and intention to use : an analysis from Thailand’, *Journal of Innovation and Entrepreneurship*. Journal of Innovation and

Entrepreneurship, 8(4).

- Buttle, F. (2007). *Customer Relationship Management*. Oxford: Elsevier, hal. 4.
- Chaffey, D. (2007). *E-Business and E-Commerce Management*. New Jersey: Prentice Hall.
- Coghlan, D., and Brannick, T. (2005). *Doing Action Research in Your Own Organization*. Second Ed. London: Sage Publications.
- Cooper, N. (2015). Designing a modern dental practice website. Diakses pada [www.dentalproductsreport.com](http://www.dentalproductsreport.com)
- Dubey, P. and Sahu, S.K. (2019). Effect of Service Quality on Perceived Value, Satisfaction and Loyalty of Customers: A Study on Selected Hospitals of Chhattisgarh, *International Journal of Computer Sciences and Engineering*, Vol. 7(3), pp . 55-62.
- Dou, L. *et al.* (2018). The prevalence of dental anxiety and its association with pain and other variables among adult patients with irreversible pulpitis, *BMC Oral Health*. Vol. 18(1), pp. 1–6. doi: 10.1186/s12903-018-0563-x.
- Geib, M., Kolbe , L., and Brenner. (2005). Knowledge Enable CRM: Integrating CRM and KM Concepts. *Journal of Knowledge Mangement*, 107-123.
- Gummerus, J., Liljander, V., Pura, M.P., and Riel A.V. (2001). Customer loyalty to content-based Web sites: the case of online health-care service. Vol. 18(3), pp 175-186.
- Hasan, L., and Abuelrub, E. (2011). Assessing the quality of web sites. *Applied Computing and Informatics*, Vol. 9(1), pp. 11-29.
- Hidayat, R. (2010). *Cara Praktik Membangun Website Gratis*. Jakarta: PT Elex Media Komputindo.
- Hinchliffe, A., dan Mummery, W.K. (2008). Applying usability testing techniques to improve a health promotion website. *Health Promot J Austr*. Vol 19(1), pp 29-35.
- Hootsuite. (2019). Digital 2019: Global Internet Use Accelerates. Diakses dari <https://wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates>
- Huang, J. (2019). Analysis on the membership management of fashion brand by big data technology. *American Journal of Industrial and Business Management*, Vol. 9(10), pp 1931-1948.

- Huang, Y.K., Fan, W.S., Tsai, M.C. and Ho, Y.H. (2015). Using importance-performance analysis in evaluating taiwan blog E-Service Quality. *Journal of Economics, Business and Management*, Vol 3, pp 338-345.
- Jaapar, M., Musa, G., Moghavvemi, S., and Saub, R. (2017). Dental tourism: Examining tourist profiles, motivation and satisfaction. *Tourism Management*, Vol. 61, pp. 538-552.
- Jurišić, E. (2018). A Review Of Websites “ Selling ” Dental Tourism, *Tourism & Hospitality Industry 2018, Congress Proceedings*, pp. 167–179.
- Konsil Kedokteran Indonesia. (2019). Data Penyebaran Dokter Gigi dan Dokter Gigi Spesialis. Diakses pada <https://www.suara.com/health/2019/04/28/120500/ilmu-dan-teknologi-jadi-kunci-masa-depan-kedokteran-gigi-indonesia>
- Kotler and Keller. (2007). *Manajemen Pemasaran*. Edisi 12 Jilid 1. Jakarta: PT.Indeks.
- Kotler, Philip and Gary Armstrong. (2012). *Prinsip-prinsip Pemasaran*. Edisi 13. Jilid 1. Jakarta: Erlangga.
- Kuncoro, M. (2013). *Metode Riset untuk Bisnis dan Ekonomi*. Edisi 4. Jakarta: Erlangga
- Kumar, V and Reinartz, W.J. (2012). *Customer Relationship Management: Concept, Strategies, and Tools*. London: Springer.
- Liu, X., Bao, Z., Liu, H., and Wang, Z. (2011). The quality and characteristics of leading general hospitals websites in china, *Journal of Medical Systems*, Vol. 35(6), pp. 1553–1562. doi: 10.1007/s10916-010-9432-0.
- Lončarić, D., Bašan, L., and Jurković, M. (2013). Websites as Tool for Promotion of Health Tourism Offering in Croatian Specialty Hospitals and Health Resorts, *Recent Advances in Business Management and Marketing*, pp. 265-270.
- Magal, S.R. and Levenburg, N.M. (2005) Using Importance-Performance Analysis to Evaluate E-Business Strategies among Small Businesses. *IEEE Proceedings of the 38th Hawaii International Conference on System Sciences*, Big Isl- and, HI, 3-6 January 2005, 176a.
- Martilla, J.A. and James, J.C. (1977). Importance-Performance Analysis. *Journal of Marketing*, Vol 41, pp 77-79.

- Maroneze, M.C., Ardenghi, D.M., Brondani, M., Unfer, B., and Ardenghi, T.M. (2019). Dental treatment improves oral health-related quality life of adolescents: a mixed-methodes approach. *Int J Paediatr Dent*. <https://doi.org/10.1111/ipd.12548>
- Nichols, L. C. and Hassall, D. (2011). Quality and content of dental practice websites, *British Dental Journal*. Nature Publishing Group, Vol. 210(7), pp. 1–5. doi: 10.1038/sj.bdj.2011.242.
- Nugroho, B. (2009). *Latihan Membuat Aplikasi Web PHP dan MySQL dengan Dreameaver*. Yogyakarta: Penerbit Gava Media.
- Park, Y.J., Heo, P.S., Rim, M.H. and Park, D.S. (2008) Customer Satisfaction Index Measurement and Importance- Performance Analysis for Improvement of the Mobile RFID Services in Korea. *Proceedings of the International Conference on Management of Engineering & Technology*, 2657-2665.
- Peraturan Kementerian Kesehatan Republik Indonesia Nomor 4 Tahun 2018 tentang Kewajiban Rumah Sakir dan Kewajiban Pasien, pasal 4, ayat 1 dan ayat 5.
- Perhimpunan Rumah Sakit Indonesia. (2015). Kode Etik Rumah Sakit (KODERSI) dan Penjelasannya, pasal 8.
- Persatuan Dokter Gigi Indonesia. (2019). Data Statistik Jumlah Dokter Gigi Terdaftar. Diakses di <https://pdgisleman.wordpress.com/>
- Radu, G. *et al.* (2017). The adaptation of health care marketing to the digital era. *Journal of Medicine and Life*, Vol. 10(1), pp 44-46.
- Reddy, K. Y., Ravindranath, N. S. and Raju, R. (2019). Perception of Dental Appearance: a review article. *International Journal of Oral Health and Medical Research*, Vol. 5(5), pp. 27–31.
- Ristiawan, H. (2016). Pengembangan Situs Web Pemerintah Kota Singkawang berbasis Citizen Centric. *Tesis*. Yogyakarta: UGM.
- Sekaran, U. (2015). *Metodologi Penelitian Untuk Bisnis. Edisi Keempat*. Jakarta: Salemba Empat.
- Shia, B.C., Chen, M., Ramdanyah, A.D., and Wang, S. (2016). Measuring customer satisfaction toward localization website by webqual and importance performance analysis (case study on aliexpress site in Indonesia). *American Journal of Industrial and Business Management*, Vol 6, pp (117-128).

Singh, R. (2017). Online marketing of medical tourism. *Asian Journal of Research in Social Sciences and Humanities*, Vol. 7(3), pp. 1486-1495.

Tanuwijaya, H. (2012). Implementasi Customer Relationship Management dalam meningkatkan keunggulan bersaing perguruan tinggi. *Snasti*, 69-76.

Turban, E. (2005). *Decision Support Systems and Intelligent Systems*. Yogyakarta: Andi Offset

Waterman. (2001). Action research: a systematic review and guidance for assessment. *Health technology Assessment*, Vol. 5 (23).