

# Mother and Child Hospital in Regional Special Hospitals of Pertiwi, South Sulawesi Province: The Importance of Individual and Customer Value in Services Utilization Decision Making (RSIA) Branch 1 of the Sitti Khadijah Muhamadiyyah in Makassar

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**Abstract.** *By comparing the levels of patient satisfaction at the Regional Special Hospitals (RSKD) for Mother and Children (Pertiwi) and the Mother and Child Hospital (RSIA), the purpose of this study is to investigate the connection between personal value and customer value (Sitti Khadijah 1 Muhammadiyah). In the present investigation, a quantitative observational study has been carried out by employing a cross-sectional design. Patients who were seeking general obstetric treatment at RSKD Ibu and Anak Pertiwi and RSIA Sitti Khadijah 1 Muhammadiyah Branch Makassar were recruited for the purpose of providing samples for this study. The findings of this study provide support to the hypothesis that an individual's own values and those of their potential patients interact significantly while making a decision about which hospital to utilize. When it comes to selecting a hospital, an individual's and a customer's personal values play a crucial influence in the decision-making process. According to the findings of research conducted on the aftereffects of RSKD, mothers and their children in the homeland place a high significance on living a quiet life as an essential component of personal value. Students' social position is given a significant amount of importance at the RSIA St. Khadijah 1 Muhammadiyah Branch in Makassar. The worth of the customer is put first in RSKD mother and child, although price based on behavior is considered to be the most important factor. It has been requested of the management at the Makassar locations of RSKD Ibu and Anak Pertiwi and RSIA St. Khadijah 1 Muhammadiyah that they conduct regular analyses of the priorities of their staff as well as their customers in order to enhance the quality of the services provided by making them friendlier and more accommodating.*

**Keywords:** *Decision to Choose Hospital, Personal Value, Customer Value, Consumer Behavior*

## INTRODUCTION

The healthcare industry is growing more competitive as a result of increasing levels of competition, decreasing levels of government support, and increasing levels of patient demands (Cavusgil & Zou, 1994). As a result, it is essential for hospitals to have the capacity to manage their services by providing a comprehensive selection of high-quality products in conjunction with their service infrastructure. As one of the goals of doing business is to achieve superior results to those of one's competitors and to win over new customers, the hospital pursues this strategy in order to expand its presence in the market and secure its continued existence. The healthy competition that exists amongst healthcare facilities serves to push those facilities to enhance the service management strategies they employ in order to fulfill the requirements and preferences of all of their patients. According to the idea of sustainable competitive advantage proposed by (Porter, 2008), in order for a company to outperform its competitors in the same industry, the company in question needs to have some distinctive characteristics or resources that set it apart from the competition. The ability of a business to provide value for its customers can, in essence, become a source of competitive advantage (Porter, 2008). According to (Hoffman, 2000), value is one of the criteria that may be used to generate a lasting competitive advantage for a company.

Some of the challenges that hospitals are currently confronting include market transitions, accelerated economic growth, intricate bureaucratic procedures, severe commercial competition, and an increase in the community's need for health care. Because of this development, it is more essential than ever before for hospitals to enhance the quality of the services they provide and investigate new ways to differentiate themselves from their rivals. Hospitals that employ strategic marketing to their advantage might gain a competitive advantage over their contemporaries by adapting their service offerings to meet the ever-changing needs of their patients. If you provide your customers more value, they will return more frequently, be happier overall, and remain loyal to your service for an even longer period of time. An growth in the number of patients treated at a hospital is one indicator of the quality of service provided by the institution (Kotler, 2002; Pasinringi, 2008). Evaluations will have an impact on the activities taken by customers. The actual behavior of the client is analyzed by looking at it through the prism of a transaction. Taking into account the fact that consumer behavior can be analyzed by modeling their beliefs and values (Kotler, 2002; Pasinringi, 2008), A person's "perception/value" refers to the one-of-a-kind process they use to choose, organize, and interpret material in order to form an accurate mental image (Kotler & Keller, 2009). When choosing a medical facility, it is crucial to take into account patients' opinions regarding their own value and the level of satisfaction they receive as customers.

According to the definition, values are "beliefs that refer to desired purposes, transcend particular acts or situations, serve as criteria to guide the selection or assessment of behavior, people, and events, and are ordered by relative significance." Values transcend particular acts or situations and serve as criteria to guide the selection or assessment of behavior, people, and events. According to Flint (Ledden et al., 2007), a person's own beliefs both guide their purchasing decisions and give them confidence in the decisions they make. This is consistent with the findings that were uncovered by (Putri & Huda, 2018), who observed that individuals' moral convictions had a considerable effect on the decisions that they make regarding their financial spending. When a customer finds that a company's product or service lives up to or exceeds their

expectations after using it, they are more likely to remain loyal to that company (Butz & Goodstein, 1996). Customers have a greater vested interest in the success of a company if they believe they are gaining value from the products and services they purchase from that company (transaction). In 2017, researchers at Siti Aisyah Madiun Islamic Hospital (Qomaryah, 2017) investigated the connection between customer value and the number of times outpatients came back to see the hospital's clinical expert in obstetrics and gynecology. The study was conducted to determine whether or not there was a correlation between the two.

Since Lages and Fernandes believe that values play a key part in understanding consumer behavior, they make an effort to assign a numerical value to the opinions and perspectives of individuals. The SERPVAL Scale is the name of the specific scale that is utilized for the assessment process. The SERPVAL scale (Flípe & Cosme, 2005) determines one's level of contentment with life based on three factors: their social standing (SVSR), their level of social involvement (SVPL), and their level of peace (SVSI). The hospital's quality, the patient's emotional reaction to the hospital, the patient's financial commitment to the hospital, the patient's willingness to change their behavior, and the facility's reputation are all potential factors that may influence a patient's choice of hospital. Other potential factors include the patient's willingness to change their behavior (Petrick, 2017).

Between the years 2016 and 2017, the number of patients who went to the RSIA Khadijah 1 Muhammadiyah Branch in Makassar for treatment for medical concerns that were not considered to be emergencies reduced by 11%. At this point in time, it is twenty percent less than what it would have been in the year 2020. At the RSKD Mother and Child Pertiwi in South Sulawesi Province, the number of outpatient visits dropped by 32% in 2018, followed by a further 59% drop in 2019. According to the data presented, the RSIA in Khadijah dropped by an average of 11% between the years 2016 and 2018. In the region of South Sulawesi, where the Mother and Child Hospital is situated, the rate of infant mortality dropped by an average of 35%. Patient visits at RSIA Khadijah 1 Muhammadiyah Branch Makassar, a private hospital that is not for profit and falls under the category of type C, continue to be erratic, although they have significantly fallen at RSKD, the mother and child hospital run by the provincial government.

The Mother and Child Mother and Child Hospital of South Sulawesi Province has a 4-star primary level of service that is recognized by KARS certification. The quality of service at RSIA Sitti Khadijah 1 Muhammadiyah Branch Makassar is regarded as qualified. In contrast to the RSIA Sitti Khadijah 1 predicate, KARS has decided to award the Madya Star 3 designation to the Muhammadiyah Branch of the Makassar campus. It is possible that improvements in medical care, changes in consumer behavior, and the influence of enhanced self-worth and customer value will all contribute to cost reductions in healthcare (Petrick, 2017; Flípe & Cosme, 2005). The primary purpose of this research is to come to some conclusions about the degree to which the RSKD Ibu and Anak Pertiwi and the Khadijah 1 Muhammadiyah hospital for women and children, Makassar Branch, are comparable in terms of their significance from the points of view of both individuals and society.

## **METHODS**

The campuses of RSKD Ibu and Anak Pertiwi and RSIA Sitti Khadijah 1 Muhammadiyah in Makassar were utilized for the research project. The design of the study is a quantitative cross-sectional study, and a significant amount of participant

observation was included. 869 of the respondents were patients looking for general care at the obgyn poly obgyn RSKD Ibu and Anak Pertiwi, and 661 people were looking for care at the RSIA Sitti Khadijah 1 Muhammadiyah Branch Makassar. The sample size at Mother and Child Hospital of Motherland was 90, whereas the sample size at RSIA Sitti Khadijah 1 Muhammadiyah Branch Makassar was 87. A questionnaire is used in order to collect the necessary data. Both the notion of self-value and that of client-value will function as independent variables during the course of this inquiry. The choice of where to receive medical treatment is the dependent variable in this study. The data were analyzed in a variety of ways, including univariate, bivariate, and multivariate approaches. We started by conducting a univariate analysis so that we could gain a sense of the overall scale of the problem. This involved compiling a summary of each of the study's variables as well as the specific characteristics of the respondents. The majority of the univariate analysis consisted of descriptive analyses of both the research factors and the responder variables. A bivariate analysis was used to investigate the impact that personal and customer values have on selection practices at RSKD Ibu and Anak Pertiwi and RSIA Sitti Khadijah 1 Muhammadiyah Branch in Makassar. In order to accomplish this, a statistical procedure known as a "difference test" is utilized (Independent T-Test). The B-values of the variables involved in the strength test were analyzed using multivariate comparison.

## RESULTS AND DISCUSSION

### Univariate Analysis

Table 1. Distribution of Comparison of Respondents Based on Characteristics of Respondents

Characteristic Respond	Mother And Child Hospital		RSIA Khadijah 1 Muhammadiyah Branch Makassar	
	Frequency (n)	Percentage (%)	Frequency (n)	Percentage (%)
<b>Age Category (year)</b>				
17-25	22	24.4	23	26.4
26-35	65	72.2	63	72.4
36-45	2	2.2	1	1.1
46-55	1	1.1	0	0
<b>Last Encoding</b>				
Elementary School	1	1.1	0	0
Junior School	20	22.2	19	21.8
High school	45	50	43	49.4
Diploma	13	14.4	12	13.8
Bachelor Degree	11	12.2	9	10.3
Master Degree	0	0	4	4.6
<b>Work</b>				
PNS/TNI/POLRI (Civil Servant)	3	3.3	7	8.0
Private Employees	8	8.9	14	16.1
House Wife	55	61.1	49	56.3
Self employed	22	24.4	17	19.5
Other	2	2.2	0	0
<b>Income</b>				
< Rp. 1,300,000	3	3.3	3	3.4
Rp. 1,400,000 – Rp. 2,500,000	24	26.7	25	28.7
Rp. 2,500,001 – Rp. 5,000,000	60	66.7	52	59.8
Rp. 5,000,001 – Rp. 10,000,001	3	3.3	7	8
≥ Rp. 10,000,000	0	0	0	0

Both the RSKD for women and children in Pertiwi and the RSIA Sitti Khadijah 1 Muhammadiyah Branch in Makassar claim that the majority of their respondents are between the ages of 26 and 35. [Citation needed] (see Table 1). This description fits sixty-three respondents (72.4% of those who responded to the RSIA) and sixty-five respondents (72.2% of those who responded to the RSKD for women and children. RSIA Sitti Khadijah 1 Muhammadiyah Branch Makassar had 49% of their respondents with a high school diploma, while RSKD Mother and Child Pertiwi had 50% of their respondents with a high school diploma.

At RSKD Mother and Child, there was a survey conducted with fifty-five participants of an IRT study (61.1 percent of the sample). At the RSIA Sitti Khadijah 1 Muhammadiyah Branch in Makassar, the response rate was similarly rather high, coming in at 56.3% and totaling 49 people. Sixty percent of respondents at Mother and Child Hospital claimed an annual income between Rp. 2,500,000 and Rp.5,000,000, whereas only fifty-two percent of respondents at RSIA Sitti Khadijah 1 Muhammadiyah Branch Makassar did so. Mother and Child Hospital is located in Makassar, Indonesia.

Table 2. Comparative Distribution of Respondents' Perceptions

Personal Value	Mother And Child Hospital		RSIA Khadijah 1 Muhammadiyah Branch Makassar	
	n	%	n	%
Agree	90	100	87	100
Disagree	0	0	0	0
<b>Total</b>	<b>90</b>	<b>100</b>	<b>87</b>	<b>100</b>

According to Table 2, both RSIA Sitti Khadijah 1 Muhammadiyah Branch Makassar and RSKD Mother and Child Motherland have 100% agreement that they provide a great deal of personal value and customer value to their customers. This is reflected in the fact that both companies have received five stars overall.

Table 3. Comparative Distribution of Respondents' Perceptions About Customer Value

Customer Value	Mother And Child Hospital		RSIA Khadijah 1 Muhammadiyah Branch Makassar	
	n	%	n	%
Good	90	100	87	100
Bad	0	0	0	0
<b>Total</b>	<b>90</b>	<b>100,0</b>	<b>87</b>	<b>100</b>

Table 3 presents the findings obtained from 87 mothers and fathers who participated in the RSKD Mother and Child Pertiwi survey and were asked about their opinions regarding the worth of various elements of the product that they had been given. All of the respondents gave their honest feedback.



## Bivariate Analysis

### Personal Value

Table 4. The Influence of Personal Value and Customer Value Variables

Variable	Standardized Coefficient Beta	
	B	Sig
(Constant)	-.371	.002
Personal Value	.710	.002
Customer Value	.402	.000
Peaceful Life	.209	.002
Social Recognition	.084	.019
Social Intergration	.137	.000
Quality	.033	.215
Emotional	.634	.000
Monetary Price	-.063	.276
Behavioral Price	-.134	.027
Reputation	.197	.001

This shows that individual values have a substantial impact on the selection process because table 4's probability value of 0.002 0.05 indicates that we should accept  $H_a$  and reject  $H_0$ ; this also shows that we should accept individual values. According to Table 4, the likelihood value of the peaceful life indicator is 0.002 0.05, which indicates that  $H_0$  is ruled out as a viable choice and  $H_a$  is given the green light as a potential solution.

According to Table 4, the likelihood of social recognition is 0.019 0.05; hence, it is self-evident that the alternative hypothesis ( $H_a$ ) is accepted, but the null hypothesis ( $H_0$ ) is rejected. With a probability of 0.000 0.05, we can choose to reject hypothesis  $H_0$  in favor of hypothesis  $H_a$ , demonstrating that social contact plays a considerable part in the selection process.

### Customer Value

Table 4 shows that the probability value for the customer value indication is 0.000 0.05, which indicates that customer value plays a substantial influence in picking between  $H_0$  and  $H_a$ . According to what is shown in Table 4, there is no discernible impact that quality has on the selection of patients when  $H_0$  is accepted but  $H_a$  is not. A probability value of 0.215 0.05 can be assigned to quality.

Table 4's probabilities indicate that hypothesis  $H_0$  should be rejected, but hypothesis  $H_a$  should be accepted; this suggests that an individual's emotional reaction plays a significant part in the selection of a patient. As can be seen in table 4, the probability value of monetary price is 0.276 0.05, which means that money does not play a very significant part in the selection process. This points to  $H_0$  being accepted and  $H_a$  being rejected as a possibility. In light of the information shown in Table 4, it is possible for us to draw the conclusion that hypothesis  $H_a$  is correct while hypothesis  $H_0$  is incorrect. This would imply that behavioral pricing plays a substantial part in the selection of patients.

According to Table 4,  $H_a$  has a reputation chance of 0.001 and  $H_0$  has a chance of 0.05, hence  $H_a$  is approved while  $H_0$  is refused. This suggests that fame is a significant consideration to consider when choosing patients.

## Multivariate Analysis

### Multiple Regression Test

#### Personal Value

Table 5. A comparison of the values of the personal value variables that have the most influence on the decision to choose patients at RSKD Ibu and Anak Pertiwi and RSIA St. Khadijah 1 Makassar in 2021

Dimensions/Indicators	RSIA Pertiwi		RSIA St. Khadijah 1 Makassar	
	B	Itself	B	Itself
Peaceful Life	.747	.000	.082	.001
Social Recognition	-.005	.823	.096	.071
Social Integration	-.118	.000	.337	.000

According to the findings of table 5, the personal value variable that has the greatest influence on the selection of patients at RSKD Ibu and Anak Pertiwi is peaceful living, which has a Beta coefficient of 0.747. This finding was made possible by the fact that peaceful living received the highest possible score. At RSIA Sitti Khadijah 1 Muhammadiyah Branch Makassar, the patient selection process is determined by a number of factors, but social integration stands out as the most important factor thanks to its Beta coefficient of 0.337.

#### Customer Value

Table 6. Value B of the Customer Value Variables that Have the Most Influence on the Decision to Choose Patients at RSKD Ibu and Anak Pertiwi and RSIA St. Khadijah 1 Muhammadiyah Makassar Branch in 2021 Compared and Contrasted.

Dimensions/Indicators	RSIA Pertiwi		RSIA St. Khadijah 1 Makassar	
	B	Itself	B	Itself
Quality	.028	.436	-.053	.002
Emotional	.089	.011	.678	.000
Monetary Price	-.007	.823	-.123	.127
Behavioral	.350	.000	-.164	.045
Reputation	-.024	.511	.095	.008

Table 6 reveals that Behavioral Price, one of the Mother and Child Hospital RSKD's customer value variables, has a B value of 0.350. This value gives Behavioral Price a good indication of the customer value variable that most affects patients' decisions to give birth at the Mother and Child Hospital because it is a good indication of the customer value variable that has the greatest influence on patients' decisions. Motherland.

On the other hand, the emotional response was the indicator of the customer value variable that had the biggest B value at the RSIA St. Khadijah 1 Muhammadiyah Branch in Makassar. This value was 0.678. This indicates that the emotional response is the indicator of the customer value characteristic that has the most significant impact on the decision to choose patients at this particular location.

#### Test F (Simultaneous)

According to the information shown in table 6, the estimated value of  $f$  is 494.152 > 3.05, the value of  $f$  in the table is 0.000 0.05, and the probability is 0.000 0.05. To be more exact, we compare the estimated F value to the F table. If the F count is higher than

the F table, then the individual value variable as well as the customer value variable have a positive and statistically significant influence on the selection of hospital.

Taking into account the fact that the probability value of personal value is 0.002 0.05, we are able to deduce that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted; hence, personal value has a significant influence on the decision of which hospital to select. This is in line with the findings of (Putri & Huda, 2018), who discovered that the moral convictions of individuals play a significant effect in the purchasing behavior of those individuals. According to the findings of yet another piece of research (Kwanda, 2020), personal factors do, in fact, have a positive and statistically significant influence on the decisions that consumers make.

The attitudes and behaviors that individuals exhibit when making decisions are largely influenced by their values (Rokeachs et al., 1994; Homer & Kahle, 1988). When values are properly regarded as "criteria or standards for a decision," they encompass cognitive, emotional, and immediately related components that guide thought, preference, and choice. Values are valuable because they provide "criteria or standards for a decision."

The probability value of customer value is 0.000 0.05, which indicates that H<sub>0</sub> is refused and H<sub>a</sub> is approved, which indicates that the choice to select a hospital is heavily influenced by customer value. Research conducted by (Qomaryah, 2017) reveals that the value provided to customers is a factor in the decision of which hospital to choose. This finding is supported by this study. The research that backed up this study (Prasetyo & Suseno, 2015) demonstrates that the importance of the customer's value plays a significant role in the decision-making process.

Customer value is the entire evaluation of the usefulness of a product or service based on the customer's perspective of what they obtain and what is offered (Berry & Zeithaml, 1988). This evaluation is derived from the customer's perspective of what they get and what is provided. If the customer believes that your product or service has a great deal of value for them, there is a greater chance that they will connect with you and do business with you (Allen & Gale, 1997).

The quality of life component is the most essential one since it demonstrates how diverse cultural values influence RSKD in mothers and their offspring. This is corroborated by the comments of the respondents, who indicate that the selection of a hospital for RSKD for mothers and children plays a big part in the role that the tranquillity of the surrounding environment plays in the selection of the hospital. For instance, those individuals who reported feeling calmer stated that they had been hospitalized. Field research indicates that voters are less likely to be bothered by noise and throng in polling places if the facilities themselves are in good condition.

Although the social integration variable is the most essential component of the RSIA Sitti Khadijah 1 Muhammadiyah Branch Makassar, there are a number of other factors that are as significant. When deciding which hospital to go to for treatment, one's level of social integration is a significant element to consider. The vast majority of patients cited excellent recommendations from friends and family members as the primary factor that led them to choose the facility.

This is congruent with the findings of research (Kamra et al., 2016) that indicate the influence of friends and family members on a patient's choice of hospital. In addition, research has demonstrated that the reference group possesses a positive regression



coefficient value, which in turn influences the decisions that customers make (Wibowo & Riyadi, 2017).

Both RSKD Ibu and Anak Pertiwi can be differentiated from one another in terms of the impact that they have on customer value thanks to the behavioral pricing variable. According to the results of the survey, waiting times for more expedient services play a factor in determining which RSKD program mothers and their children in Pertiwi end up participating in. According to research on the influence of unfavorable outcomes on patients' choices for a surgical facility (Mheen et al., 2010), the length of time a patient must spend in the hospital's waiting room may be an essential consideration for patients when making their choice of where to have surgery.

While the emotional reaction is the most essential component in RSIA Sitti Khadijah 1 Muhammadiyah Branch Makassar, there are a number of other factors to consider. Nurses and doctors who are personable and receptive to the input of their patients have a part in this phenomenon. The respondents' choice of the medical center can be understood by considering this justification, as a result. Emotional responses to service delivery, including the influence that the friendliness, communication, and responsiveness of service providers and physicians have on the emotional responses of patients and clients to the service they get (Sweeney & Soutar, 2001). When choosing a hospital, the most important consideration should be given to the manner in which the medical staff treats patients, as indicated by the findings of many research (Zwijnenberg et al, 2011).

## CONCLUSION

Patients' own values have a significant bearing on the choices they make at both the Mother and Child Hospital and the RSIA Sitti Khadijah 1 Muhammadiyah Makassar Branch. Both of these facilities are located in Makassar. The signals of the personal value subvariables, such as tranquillity of life, respect from peers, and social inclusion, have a significant impact on the choice of hospital. The customer value variance has a significant bearing on the option to pick at both Mother and Child Hospital and RSIA Sitti Khadijah 1 Muhammadiyah Branch Makassar. Both of these establishments are located in Makassar. The decision of which hospital to go to is significantly impacted by several indicators of consumer value subvariables, including emotional reaction, behavioral pricing, and reputation. The quality of the hospital and the expense of treatment there do not play a significant impact in the decision to go there. If they believe they will be able to lead a quiet life there, patients at RSKD Ibu and Anak Pertiwi are more likely to choose that facility as their primary medical provider. However, at the RSIA Sitti Khadijah 1 Muhammadiyah Branch in Makassar, popularity is the most significant factor to take into consideration. The customer value variable, which is represented by the behavioral price, has a significant impact on the selection of patients at both RSKD Ibu and Anak Pertiwi. Patients at the RSIA St. Khadijah 1 Muhammadiyah Branch in Makassar make their decisions based mostly on the emotional responses they experience. The preferences of an individual with regard to a particular hospital are highly impacted by a variety of factors, both subjective and objective..

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