

DAFTAR PUSTAKA

- Bambang Hariadi (2005), *Strategi Manajemen Strategi Memenangkan Perang Bisnis*, Bayumedia Publishing.
- Burhan Bungin (2010), *Penelitian Kualitatif*. Edisi 1 Cetakan ke-4. Jakarta: Prenada Media Group.
- Chan Kim W., Renee Mauborgne (2005), *Blue Ocean Strategy*, Harvard Business School Publishing Corporation.
- David F.R. (2009), *Manajemen Strategis Konsep*, Edisi ke 12 Pearson Education Penerbit Salemba Empat.
- Djuaras A. Amaludin (1998), *Strategi Pemasaran Jasa Pelayanan Kesehatan (Studi Kasus Rumah Sakit Haji Jakarta)*, Tesis. Program Pasca Sarjana Bidang Ilmu Sosial, Universitas Indonesia.
- Fandy Tjiptono & Gregorius Chandra (2005), *Service, Quality & Satisfaction*. Yogyakarta: Penerbit Andi.
- Freddy Rangkuti (2002), *Creating Effective Marketing Plan*, PT Gramedia Pustaka Utama, Jakarta, 2002
- Hamid Patilima (2007), *Metode Penelitian Kualitatif*. Cetakan kedua. Bandung: Penerbit Alfabeta.
- Hermawan Kertajaya (2004), *On Differentiation Seri 9 Elemen Marketing*, Mizan Mark Plus & Co,
- Kotler, P. (2003), *Marketing Management 11e*. Pearson International Edition, Pearson Prentice Hall, USA.
- Kotler, P., Keller, KL. (2006), *Marketing Management 12e*. Pearson International Edition, Pearson Prentice Hall, USA.
- Statuta Asri Medical Center, 2009
- Suhardjo, Hartono (2007), *Ilmu Kesehatan Mata*, Bag. Ilmu Kesehatan Mata FK UGM. Edisi pertama, cetakan pertama November.
- Suwarsono Muhammad (2008), *Manajemen Strategik Konsep dan Kasus*, UPP STIM YKPN, edisi ke empat, September.

Susanto, MS, (2013), *Metodologi Penelitian*, Visi Solusi Madani, Cetakan I, Agustus .

Thompson, A.A. Jr.; Strickland III, A.J. (1995), *Strategic Management*. Edisi 6 Boston, MA 02116.

Thulasiraj, R.D., "Social Marketing for Effective Eye Care Delivery." *WHO Vision 2020 Action Plan*. Accessed on 29 July 2010

Yazid, (2005), *Pemasaran Jasa. Konsep dan implementasi*. Yogyakarta: Ekonisia.

Zeithaml, V.A.; Bitner, M.J.; and Gremler, D.D. (2006), *Services Marketing*, Fourth Edition. Singapore : Mc Graw Hill.

<http://www.businessplans.org/market.html> Business Resource Software, Inc. *Marketing Plan*, Business Resource Software, Inc. 1779 Wells Branch Pkwy, Austin, Texas 78728.

<http://www.quickmba.com/strategy/swot/> QuickMBA Strategy, (1999-2007), *SWOT Analysis*.

http://www.idrc.ca/en/ev-56615-201-1-DO_TOPIC.html The International Development Research Center, *Focus Group Discussion*, Canada.

<http://www.penalaran-unm.org/index.php/artikel-nalar/penelitian/116-metode-penelitian-kualitatif.html>, Iyan Afriani H.S.(2009), *Metode Penelitian Kualitatif*.

<http://www.lsi.co.id/artikel.php?id=197> Lingkaran Survei Indonesia, (2006), *Panduan Menyelenggarakan Focus Group Discussion*.

<http://www.marketingexperiments.com/blog/marketing-insights/anti-crowdsourcing.html> Burstein, D. (2010), *Anti-crowdsourcing: On (not) getting marketing ideas from your customers*.

<http://www.jakartaeyecenter.com>