

## DAFTAR PUSTAKA

- Abbasi, E., Vahdani, F. A., Ahmadi, S. H., & Behrouz, R. (n.d.). *Developing and ranking strategies for machinery companies via QSPM and SWOT matrix: A case study in Toolid Atash machinery company*. 10.
- Ahlstrom, D., Arregle, J.-L., Hitt, M. A., Qian, G., Ma, X., & Faems, D. (2020). Managing Technological, Sociopolitical, and Institutional Change in the New Normal. *Journal of Management Studies*, 57(3, Special Issue: Strategy, Innovation, and New Ventures in the New Normal Global Business Landscape), 411–437.
- Bhattacharjee, D., & Dey, M. (n.d.). *COMPETITIVE PROFILE MATRIX: A THEORETICAL REVIEW*. 10.
- Bodenheimer, T., & Pham, H. H. (2010). Primary Care: Current Problems And Proposed Solutions. *Health Affairs*, 29(5), 799–805. <https://doi.org/10.1377/hlthaff.2010.0026>
- Budiati, I., Susianto, Y., Adi, W. P., Ayuni, S., Reagan, H. A., Larasaty, P., Setiyawati, N., Pratiwi, A. I., & Saputri, V. G. (2018). *Statistik Gender Tematik: Profil Generasi Milenial Indonesia*. Kementerian Pemberdayaan Perempuan dan Perlindungan Anak.
- Cassidy, C. M., Glissmeyer, M. D., & Capps III, C. J. (2013). Mapping An Internal-External (I-E) Matrix Using Traditional And Extended Matrix Concepts. *Journal of Applied Business Research (JABR)*, 29(5), 1523. <https://doi.org/10.19030/jabr.v29i5.8033>
- David, F. R. (2011). *Strategic management: Concepts and cases* (13th ed). Prentice Hall.
- David, F. R., & David, F. R. (2016). *Manajemen Strategik: Suatu Pendekatan Keunggulan Bersaing* (15th ed.). Salemba Empat.
- Deloitte. (2021). *2021 Global Healthcare Outlook: Accelerating Industry Change*. Deloitte. [https://www2.deloitte.com/us/en/insights/industry/health-care.html?icid=top\\_health-care](https://www2.deloitte.com/us/en/insights/industry/health-care.html?icid=top_health-care)

Gürel, E. (2017). SWOT ANALYSIS: A THEORETICAL REVIEW. *Journal of International Social Research*, 10(51), 994–1006. <https://doi.org/10.17719/jjsr.2017.1832>

Harisudin, M. (n.d.). *COMPETITIVE PROFILE MATRIX SEBAGAI ALAT ANALISIS STRATEGI PEMASARAN PRODUK ATAU JASA*. 5.

Hidayati, I. Y., & Akbar, B. M. B. (2019). Strategi Pengembangan Bisnis Klinik- Q Medical dan Dental melalui Pendekatan Sustainable Development Goals. *Jurnal REKOMEN (Riset Ekonomi Manajemen)*, 3(No.1). <https://jurnal.untidar.ac.id/index.php/rekomen/article/view/1700/986>

Hubeis, M., & Najib, M. (2014). *Manajemen Strategik dalam Pengembangan Daya Saing Organisasi*. PT Elex Media Komputindo.

Insani, I. B. (2020). *Faktor-faktor yang mempengaruhi kepuasan pasien di Klinik PT. X Jakarta Utara Tahun 2020* [Master Thesis, Universitas Pelita Harapan]. <http://repository.uph.edu/id/eprint/10953>

Karmawan, B. (2016). *Penyusunan Rencana Strategis Rumah Sakit Pertamina Jaya Tahun 2017-2022*. 2, 12.

Lasyera, E., Yeni, Y. H., & Busuddin, H. (n.d.). *Analisis Rencana Strategi Rumah Sakit Umum Daerah Arosuka, Kabupaten Solok*. 6.

Misnaniarti, M., Hidayat, B., Pujiyanto, P., Nadjib, M., Thabrany, H., Junadi, P., Besral, B., Purwoko, B., Trihono, T., & Yulaswati, V. (2018). Ketersediaan Fasilitas dan Tenaga Kesehatan Dalam Mendukung Cakupan Semesta Jaminan Kesehatan Nasional. *Jurnal Penelitian dan Pengembangan Pelayanan Kesehatan*, 6–16. <https://doi.org/10.22435/jpppk.v1i1.425>

Nekoei-Moghadam, M., Amiresmaili, M., & Izadi, A. (2016). The Competitive Analysis of the Private Hospital Industry Using Porter's Competitive Diamond Model: A Case Study in Kerman 2014. *Journal of Qualitative Research in Health Sciences*, 5(1), 29–45.

Permana, D., & Lukviarman, N. (2012). ANALISIS LINGKUNGAN INDUSTRI DAN FORMULASI STRATEGI: STUDI PENGEMBANGAN INSTITUSI RUMAH SAKIT. *Jurnal Siasat Bisnis*, 16(1). <https://doi.org/10.20885/jsb.vol16.iss1.art1>

- Porter, M. E. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance with a new introduction* (First Free Press Edition 1985). The Free Press.
- Profil Kesehatan Indonesia 2019*. (2020). Kementerian Kesehatan Republik Indonesia. <https://pusdatin.kemkes.go.id/resources/download/pusdatin/profil-kesehatan-indonesia/Profil-Kesehatan-indonesia-2019.pdf>
- Rahno, D., Roebijoso, J., & Leksono, A. S. (n.d.). *Pengelolaan Limbah Medis Padat Di Puskesmas Borong Kabupaten Manggarai Timur Propinsi Nusa Tenggara Timur*. 11.
- Safitri, E. F. D., Supriyadi, Adi, S., & Puspitasari, S. T. (2020). Formulating Business Strategy With SWOT Analysis Approach in Sekarpuro Medical Clinic Malang: *Proceedings of the 1st International Scientific Meeting on Public Health and Sports (ISMOPHS 2019)*. The 1st International Scientific Meeting on Public Health and Sports (ISMOPHS 2019), Malang City, East Java, Indonesia. <https://doi.org/10.2991/ahsr.k.201203.029>
- Sarsby, A. (2016). *SWOT Analysis: A guide to SWOT for business studies student*. The Leadership Library.
- Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). *Essentials of entrepreneurship and small business management* (Eighth Edition). Pearson.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th ed.). West Sussex: John Wiley & Sons Ltd. <https://www.wiley.com/en-ba/Research+Methods+For+Business:+A+Skill+Building+Approach,+7th+Edition-p-9781119266846>
- Sohel, S. M., & Rahman, A. M. A. (2014). *COMPETITIVE PROFILE MATRIX (CPM) AS A COMPETITORS' ANALYSIS TOOL: A THEORETICAL PERSPECTIVE*. 3(1), 9.
- Wardhani, F. K. (n.d.). Strategy Formulation Using SWOT Analysis, SPACE Matrix And QSPM: A Conceptual Framework. *International Journal of Innovative Science and Research Technology*.
- Wheelen, T. L. (2018). *Strategic management and business policy: Globalization, innovation, and sustainability* (Fifteenth edition). Pearson.

Zis, S. F., Effendi, N., & Roem, E. R. (2021). Perubahan Perilaku Komunikasi Generasi Milenial dan Generasi Z di Era Digital. *Satwika : Kajian Ilmu Budaya dan Perubahan Sosial*, 5(1), 69–87. <https://doi.org/10.22219/satwika.v5i1.15550>

Zulkarnain, A., Wahyuningtias, D., & Putranto, T. S. (2018). Analysis of IFE, EFE and QSPM matrix on business development strategy. *IOP Conference Series: Earth and Environmental Science*, 126, 012062. <https://doi.org/10.1088/1755-1315/126/1/012062>

<https://www.who.int/news-room/fact-sheets/detail/health-care-waste> Health-care waste, 8 February 2018

<https://www.liputan6.com/bisnis/read/4496337/setahun-corona-covid-19-begini-kondisi-ekonomi-indonesia> (diakses tanggal 18 Juni 2021)

<https://smeru.or.id/id/content/ringkasan-eksekutif-dampak-sosial-ekonomi-covid-19-terhadap-rumah-tangga-dan-rekomendasi> (diakses tanggal 18 Juni 2021)

<https://www.uin-malang.ac.id/r/101001/triangulasi-dalam-penelitian-kualitatif.html> (diakses tanggal 15 Juni 2021)

<https://www.ui.ac.id/teknologi-mahadata-potensi-pelayanan-kesehatan-di-masa-depan/> (diakses tanggal 18 Juni 2021)

<https://ugm.ac.id/id/berita/18264-pengelolaan-limbah-medis-di-indonesia-belum-maksimal> (diakses tanggal 18 Juni 2021)

<https://pusdatin.kemkes.go.id/resources/download/pusdatin/profil-kesehatan-indonesia/Profil-Kesehatan-indonesia-2019.pdf> (diakses tanggal 18 Juni 2021)

<https://www.bps.go.id/statictable/2012/05/21/1620/persentase-penduduk-yang-berobat-jalan-sebulan-terakhir-menurut-provinsi-dan-tempat-cara-berobat-2009-2019.html> (diakses tanggal 18 Juni 2021)

<https://bisnis.tempo.co/read/1303040/2020-bpom-targetkan-90-persen-distributor-obat-tersertifikasi/full&view=ok> (diakses tanggal 18 Juni 2021)

<https://www.theconomics.com/accelerated-growth/covid-19-bikin-industri-farmasi-kesulitan-pasokan-bahan-baku/> (diakses 21 Agustus 2021)