

## DAFTAR PUSTAKA

Best, Roger J. (2013). *Market –Based Management, Sixth Edition*. Pearson Prentice Hall.

David, Fred R. (2013). *Strategic Management: Concepts and Cases 14<sup>th</sup> edition*. New Jersey: Pearson prentice Hall-International.

Hawkins, D., Mothersbaugh, & Best, R. (2007). *Consumer Behavior : Building Marketing Strategy*. New York: McGraw Hill.

Kotler, K. (2011). *Market –Based Management, Sixth Edition*. Pearson Prentice Hall.

Lovelock, Christoper, and Jochen Wirtz. (2005). *Service Marketing*. New Jersey: Pearson.

Malhotra, N. (2010). *Marketing Research : An Applied Orientation Global Edition, Sixth Edition*. New Jersey: Pearson Prentice Hall.

PT IDS Medical System Indonesia. (2014, December). *Product*. <http://www.idsmmed.com/indonesia>

Sugiyono. (2012). *Memahami Penelitian Kualitatif*. Bandung: ALFABETA.

Tim Pengajar Minaut Indonesia. (2008). *Minaut Indonesia*. Jakarta: PPM Manajemen.

www.healthkompas.com.N.p.,n.d.Web.14Nov.2014.<http://health.kompas.com/read/2013/03/16/06305643/Pengidap.Jantung.Usia.Produktif.Naik>

www.depkes.go.id.com.N.p.,n.d.Web.14Nov.2014.[http://sirs.buk.depkes.go.id/rsonline/report/profile\\_pdf.php?id=31prop](http://sirs.buk.depkes.go.id/rsonline/report/profile_pdf.php?id=31prop)

www.depkes.go.id.com.N.p.,n.d.Web.14Nov.2014[http://sirs.buk.depkes.go.id/rsonline/report/report\\_by\\_catrs1\\_2012.php?alamat\\_prop=DKI+JAKARTA&submit=Find](http://sirs.buk.depkes.go.id/rsonline/report/report_by_catrs1_2012.php?alamat_prop=DKI+JAKARTA&submit=Find)