

ABSTRAK

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PENGARUH ELEMEN *QUALITY OF CARE* PADA *PATIENT WELL-BEING* SERTA DAMPAKNYA TERHADAP *HOSPITAL REPUTATION* (STUDI PADA PASIEN RAWAT INAP DENGAN *ADVANCED CANCER* DI RS KANKER XYZ)

(xvi+143 halaman; 10 gambar; 30 tabel; 2 grafik; 8 lampiran)

Pelayanan yang diberikan pasien kanker di Indonesia masih terbatas, perlu adanya perhatian dan perbaikan atas pelayanan agar pasien dapat mendapatkan pelayanan lebih baik, khususnya di Rumah sakit swasta yang melayani pasien kanker. Tujuan penelitian ini adalah untuk menganalisis pengaruh elemen *quality of care* pada *patient well-being* serta dampaknya terhadap *hospital reputation*. Penelitian ini menggunakan metode kuantitatif dengan survei dimana model penelitian yang diuji dimodifikasi dari penelitian terdahulu. Model penelitian diuji secara empiris pada pasien kanker di RS Kanker XYZ. Data diperoleh dengan *purposive sampling* dengan 167 responden, melalui kuesioner dengan skala Likert. Kuesioner distribusikan secara langsung dan *online* sesuai dengan kondisi pasien yang kemudian di analisis dengan PLS-SEM. Hasil penelitian ini menunjukkan variabel *independent* yang meliputi *effective communication*, *family centered care*, *attentive care*, dan *inter-professional team* mempunyai pengaruh positif yang signifikan terhadap *patient well-being* ($T > 1,645$; $\alpha = 0,05$). Namun pada variabel *supportive setting* tidak ditemukan pengaruh yang signifikan terhadap *patient well-being*. Lebih lanjut *Patient well-being* ditemukan mempunyai pengaruh positif yang signifikan terhadap *hospital reputation*. Hasil penelitian ini memberikan saran bagi manajemen rumah sakit untuk memperhatikan *patient well-being* terutama melalui *effective communication* melalui tenaga medis. Model penelitian ini mempunyai kemampuan *moderate predictive accuracy* sehingga perlu dikembangkan untuk penelitian selanjutnya.

Kata kunci: RS Kanker, *effective communication*, *family-centered care*, *attentive care*, *supportive setting*, *inter-professional team*, *patient well-being* dan *hospital reputation*.

ABSTRACT

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THE EFFECT OF QUALITY OF CARE ELEMENTS ON PATIENT'S WELL-BEING AND THE IMPACT ON HOSPITAL REPUTATION (STUDY ON INPATIENT ADVANCED CANCER PATIENTS AT XYZ CANCER HOSPITALS)

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The services provided by cancer patients in Indonesia are still limited, there needs to be attention and improvement in services so that patients can get better services, especially in private hospitals that serve cancer patients. The purpose of this study was to analyze the effect of quality of care elements on patient well-being and their impact on a hospital's reputation. This study uses a quantitative method with a survey where the research model tested is modified from previous research. The research model was tested empirically on cancer patients at the XYZ Cancer Hospital. Data were obtained by purposive sampling with 167 respondents, through a questionnaire with a Likert scale. The questionnaires were distributed directly and online according to the patient's condition which was then analyzed by PLS-SEM. The results of this study indicate that the independent variables which include effective communication, family-centered care, attentive care, and the inter-professional team have a significant positive effect on patient well-being ($T > 1.645$; $\alpha = 0.05$). However, in the supportive setting variable, no significant effect was found on patient well-being. Furthermore, patient well-being was found to have a significant positive effect on the hospital's reputation. The results of this study provide suggestions for hospital management to pay attention to patient well-being, especially through effective communication through medical personnel. This research model has moderate predictive accuracy, so it needs to be developed for further research.

Keywords: *Cancer Hospital, effective communication, family-centered care, attentive care, supportive setting, inter-professional team, patient well-being, and hospital reputation*