TABLE OF CONTENTS

ORIGINALITY STATEMENT OF THE THESIS ii
FINAL ASSIGNMENT SUPERVISOR APPROVAL iii
FINAL ASSIGNMENT PUBLICATION APPROVAL v
ABSTRAK vi
ABSTRACT vii
ACKNOWLEDGEMENT viii
TABLE OF CONTENTS x
LIST OF FIGURES xiii
LIST OF TABLES xiv
LIST OF APPENDIX xv
CHAPTER 1 INTRODUCTION 1
1.1. Background 1
1.2. Research Questions 6
1.3. Research Objectives 7
1.4. Research Benefits 8
1.5. Systematic of Research 9
CHAPTER 2 LITERATURE REVIEW 11
2.1. Basics of Theories 11
2.1.1. Variable of Accessibility 11
2.1.2. Variable of Waiting Time 12
2.1.3. Variable of Organization of Care 12
2.1.4. Variable of Healthcare Provided by the Plastic Surgeon 13
2.1.5. Variable of Services From The Clinic's Staff 13
2.1.6. Variable of Personal Issue of the Patient 14
2.1.7. Variable of The Standards of the Health Facility 14
2.1.8. Variable of Post-operative Patient Consciousness of Appearance 15
2.1.9. Variable of Clinic Recommendation Likelihood 15
2.2. Development of Hypothesis 16
2.2.1. Relation between accessibility and post-operative patient consciousness of appearance 17
2.2.2. Relation between waiting time and post-operative patient consciousness of appearance 17
2.2.3. Relation between organization of care with post-operative patient consciousness of appearance 17

2.2.4. Relation between healthcare by surgeon and post-operative patient consciousness of appearance 18
2.2.5. Relation between staff service and post-operative patient consciousness of appearance 18
2.2.6. Relation between patient personal issue with post-operative patient consciousness of appearance 19
2.2.7. Relation between health facility standard with post-operative patient consciousness of appearance 19
2.2.8. Relation between accessibility with likelihood to recommend clinic 19
2.2.9. Relation between waiting time with likelihood to recommend clinic 20
2.2.10. Relation between organization of care with likelihood to recommend clinic 20
2.2.11. Relation between healthcare by plastic surgeon with likelihood to recommend clinic 20
2.2.12. Relation between staff service with likelihood to recommend clinic 20
2.2.13. Relation between patient personal issue with likelihood to recommend clinic 21
2.2.14. Relation between health facility standard with likelihood to recommend clinic 21
2.2.15. Relation between post-operative consciousness of appearance with likelihood to recommend clinic 21
2.3. Conceptual Framework 22
CHAPTER 3 RESEARCH METHODS 24
3.1. Research Objects 24
3.2. Unit Analysis 24
3.3. Type of Research 25
3.4. Operational Variables 26
3.4.1. Variables Measurement 26
3.4.2. Definition of Conceptual and Operational Variables 27
3.5. Population and Sample 27
3.5.1. Determination of Sample Size 27
3.5.2. Sampling Method 28
3.6. Data Collection Method 29
3.6.1. Primary Data 29
3.6.2. Secondary Data 29
3.7. Data Analysis Method 29
3.7.1. Model Analysis on PLS-SEM 30
3.7.1.1. Outer Model 30
3.7.1.2. Inner Model 31
CHAPTER 4 RESULTS AND DISCUSSION 34

4.1. Respondent Characteristics 34
4.2. Inferential Analysis 36
4.2.1. Measurement Model (Outer Model) 36
4.2.2. Structural Model (Inner Model) 39
4.3. DISCUSSION 45
4.3.1. Key findings 45
CHAPTER 5 CONCLUSION 51
5.1. Conclusion 51
5.2. Managerial Implications 52
5.3. Strengths and Limitations 53
REFERENCES 54

LIST OF FIGURES

Figure 1.1 Top 5 plastic surgery procedures worldwide (ISAPS 2020) 1
Figure 2.1. Conceptual Framework..... 22
Figure 3.1 Sample Size Determination using power analysis..... 28
Figure 4.1. Outer Model..... 37
Figure 4.2. Inner Model 40
Figure 4.3. Importance-performance map of contructs..... 44
Figure 4.4. Importance-performance map of indicators..... 45

LIST OF TABLES

Table 1.1 Worldwide Plastic Surgery Procedures 2
Table 1.2 Preoperative and Postoperative DAS59 score comparison 5
Table 1.3 List of items from Derriford Appearance Scale 5
Table 4.1. Demographic profile 34
Table 4.2. Patients' profile 35
Table 4.3 Variables' Descriptives 35
Table 4.4. Outer loading 37
Table 4.5. Internal consistency reliability and convergent validity 38
Table 4.6. Discriminant validity 39
Table 4.7. Inner variance inflation factor (VIF) 40
Table 4.8. R square dan Q square predict 41
Table 4.9. f-squared 41
Table 4.10. Hypotheses test result 42
Table 4.11. Specific indirect effect 43

LIST OF APPENDIX

Appendix 1 Questionnaire..... 60
Appendix 2. Conceptual and Operational Definition of Variables..... 67
Appendix 3. Empirical Correlation Matrix..... 69
Appendix 4. Turnitin Results..... 70