

ABSTRAK

Vitta R. Tjiptabudi (01615220002)

PENGARUH *DIABETES TREATMENT SATISFACTION* TERHADAP *HOSPITAL REPUTATION* YANG DIMEDIASI OLEH *PATIENT EMPOWERMENT* SERTA *WELL BEING* DAN DIMODERASI OLEH *LIFESTYLE* (STUDI PADA RUMAH SAKIT XYZ)

(xvii + 132 halaman; 12 gambar; 27 tabel; 9 lampiran)

Tujuan penelitian ini adalah untuk menguji dan menganalisis pengaruh *Diabetes Treatment Satisfaction* terhadap *Hospital Reputation* dengan mediasi *Patient Empowerment* serta *Patient Well Being*. *Diabetes Treatment Satisfaction* diukur dengan instrumen modifikasi dari *Diabetes Treatment Satisfaction Questionnaire* (DTSQ). Dalam penelitian ini terdapat juga satu variabel moderasi yaitu *Lifestyle*. Sesuai tujuannya, penelitian ini merupakan penelitian kuantitatif dengan metode survei. Survei dilakukan dengan instrumen kuesioner terstruktur pada responden yang diperoleh dengan *purposive sampling*. Data *cross sectional* diambil dari RS swasta XYZ di Manado dan diperoleh 160 responden yang memenuhi syarat, sesuai kriteria inklusi. Metode analisis data dilakukan dengan *Partial Least Square-Structural Equation Modelling* (PLS-SEM). *Diabetes Treatment Satisfaction* diukur sebagai *higher order construct* (HOC) dengan dimensi dari *Patient Empowerment* sebagai *lower order construct* (LOC). Penelitian ini menggunakan pendekatan *disjoint two stage*. Temuan penelitian menunjukkan bahwa *Diabetes Treatment Satisfaction* mempunyai pengaruh yang signifikan dan positif terhadap *Hospital Reputation* dengan mediasi *Patient Empowerment* serta *Patient Well Being* (*indirect effect* dengan $p\text{-value} < 0,05$, CI 95%). Pada penelitian ini didapatkan 3 LOC yang reliabel dan valid untuk mengukur HOC secara reflektif. LOC tersebut adalah *Patient Control*, *Patient Participation*, dan *Patient Support*. Diketahui bahwa pengaruh langsung dari *Patient Well Being* terhadap *Hospital Reputation* memberikan *effect size* yang besar ($\beta=0,842$, $f^2=2,427$). Namun variabel *Lifestyle* tidak dapat memoderasi secara signifikan pengaruh antara *Diabetes Treatment Satisfaction* terhadap *Patient Empowerment*, maupun hubungan antara *Patient Empowerment* terhadap *Patient Well Being*. Model penelitian ini diketahui telah mempunyai kemampuan explanatori dan prediksi yang memadai untuk *hospital reputation*

Referensi : 99 (1988 – 2024)

Kata kunci: *Diabetes treatment satisfaction, hospital reputation, patient empowerment, well being.*

ABSTRACT

Vitta R. Tjiptabudi (01615220002)

THE EFFECT OF DIABETES TREATMENT SATISFACTION ON HOSPITAL REPUTATION MEDIATED BY PATIENT EMPOWERMENT AND PATIENT WELL BEING AND MODERATED BY LIFESTYLE (STUDY AT XYZ HOSPITAL)

(xvii + 132 pages; 12 figures; 27 tables; 9 appendices)

The aim of this research is to analyze the influence of Diabetes Treatment Satisfaction on Hospital Reputation with the mediation of Patient Empowerment and Patient Well Being. Diabetes Treatment Satisfaction was measured with a modified instrument from the Diabetes Treatment Satisfaction Questionnaire (DTSQ). In this research there is also one moderating variable, namely Lifestyle. According to its objectives, this research is a quantitative research using a survey method. The survey was conducted using a structured questionnaire instrument on respondents obtained by purposive sampling. Cross sectional data was taken from XYZ private hospital in Manado and a total 160 respondents who met the requirements according to the inclusion criteria were obtained. Data analysis was carried out using Partial Least Square-Structural Equation Modeling (PLS-SEM). Diabetes Treatment Satisfaction is measured as a higher order construct (HOC) with the dimension of Patient Empowerment as a lower order construct (LOC). This research uses a disjoint two stage approach. Research findings show that Diabetes Treatment Satisfaction has a significant and positive influence on Hospital Reputation with the mediation of Patient Empowerment and Patient Well Being (indirect effect with p -value < 0.05 , CI 95%). In this study, 3 reliable and valid LOCs were obtained to measure HOC reflectively. The LOCs are Patient Control, Patient Participation, and Patient Support. It is known that the direct influence of Patient Well Being on Hospital Reputation has a large effect size ($\beta=0.842$, $f^2=2.427$). However, the Lifestyle variable could not significantly moderate the influence of Diabetes Treatment Satisfaction on Patient Empowerment, nor the relationship between Patient Empowerment and Patient Well Being. This research model is known to have adequate explanatory and predictive capabilities for hospital reputation.

References : 99 (1988 – 2024)

Keywords: Diabetes treatment satisfaction, hospital reputation, patient empowerment, well being