

ABSTRAK

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ANALISIS FAKTOR-FAKTOR PENENTU *BEHAVIORAL INTENTION* PASIEN LAYANAN *MEDICAL CHECKUP*: PENGARUH *CUES TO ACTION*, *PERCEIVED AUTONOMY*, DAN *HEALTH KNOWLEDGE* MELALUI *PERCEIVED VALUE* DAN *EMOTION* DI SILOAM HOSPITALS MANADO
(xv+165 halaman; 11 gambar; 45 tabel; 2 lampiran)

Penelitian ini bertujuan untuk menguji pengaruh dan signifikansi *cues to action*, *perceived autonomy*, dan *health knowledge* terhadap *behavioral intention* pasien layanan *medical check-up* (MCU) di Siloam Hospitals Manado, melalui mediasi *perceived value* dan *emotion*, dengan menggunakan kerangka integratif yang bersumber dari *Health Belief Model* dan *Self-Determination Theory*. Penelitian ini menggunakan metode kuantitatif dengan pengambilan sampel sebanyak 200 responden pasien yang telah melakukan MCU di Siloam Hospitals Manado. Analisis data yang dilakukan dengan menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) menunjukkan bahwa *cues to action* tidak menunjukkan pengaruh tidak langsung (*indirect effect*) yang signifikan terhadap *behavioral intention* melalui *perceived value*, bahkan pengaruh langsung *cues to action* melalui *emotion*, memberikan pengaruh negatif yang signifikan terhadap emosi pasien. Hal ini berarti, bentuk stimulus yang diberikan kemungkinan tidak sesuai harapan pasien sehingga menimbulkan resistensi atau ketidaknyamanan emosional. *Perceived autonomy*, dan *health knowledge* berpengaruh positif signifikan terhadap *perceived value* dan *emotion*. Selanjutnya, *perceived value* dan *emotion* juga terbukti secara signifikan mempengaruhi *behavioral intention* pasien terhadap MCU. Temuan penelitian ini memberikan wawasan teoritis tentang perilaku pasien terkait kesehatan preventif serta implikasi praktis bagi penyedia layanan kesehatan, khususnya dalam mengoptimalkan program MCU dan meningkatkan partisipasi pasien melalui pengambilan keputusan kesehatan yang terinformasi.

Referensi: 56 (2007-2023).

Kata Kunci: *Health Belief Model*, *Self-Determination Theory*, *Perceived Value*, *Emotion*, *Behavioral Intention*, *Medical Check-Up*, Siloam Hospitals Manado

ABSTRACT

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AN ANALYSIS OF FACTORS DETERMINING PATIENTS' BEHAVIORAL INTENTION TOWARD MEDICAL CHECK-UP SERVICES: THE EFFECTS OF CUES TO ACTION, PERCEIVED AUTONOMY, AND HEALTH KNOWLEDGE THROUGH PERCEIVED VALUE AND EMOTION AT SILOAM HOSPITALS MANADO

(xv+165 pages; 11 figures; 45 tables; 2 appendices)

This study aims to examine the influence and significance of cues to action, perceived autonomy, and health knowledge on the behavioral intention of medical check-up (MCU) patients at Siloam Hospitals Manado, mediated by perceived value and emotion. The research adopts an integrative framework based on the Health Belief Model and Self-Determination Theory. A quantitative approach was employed with a sample of 200 MCU patients at Siloam Hospitals Manado. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that cues to action do not have a significant indirect effect on behavioral intention through perceived value. In fact, the direct influence of cues to action on emotion shows a significant negative effect, suggesting that the stimulus provided may not align with patient expectations, thus leading to emotional resistance or discomfort. On the other hand, perceived autonomy and health knowledge have a significant positive effect on both perceived value and emotion. Furthermore, perceived value and emotion are proven to significantly influence patients' behavioral intention toward undergoing MCU. These findings provide theoretical insights into preventive health behaviors and offer practical implications for healthcare providers, particularly in optimizing MCU programs and enhancing patient participation through informed health decision-making.

References: 56 (2007-2023).

Keywords: Health Belief Model, Self-Determination Theory, Perceived Value, Emotion, Behavioral Intention, Medical Check-Up, Siloam Hospitals Manado