

**PENGARUH STATUS KESEHATAN DAN MOTIVASI KESEHATAN
MOTIVASI KESEHATAN PADA KEPUTUSAN BEROBAT YANG DI
MEDIASI KETERLIBATAN**

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ABSTRACT

This study aims to examine treatment decisions that are influenced by health status and health motivation mediated by involvement. the influence of health status and health motivation and mediated involvement will influence Consumer treatment decisions. Data obtained through a questionnaire distributed to consumers in Surakarta in a cluster. The sampling technique used was purposive sampling of 200 respondents. Hypothesis testing uses Structural Equation Modeling (SEM) analysis. The results showed a positive health status on involvement, health motivation does not have a positive effect on involvement, involvement has a positive effect on treatment decisions.

Keywords : Health Status, Health Motivasion, Involvement, treatment Decision



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