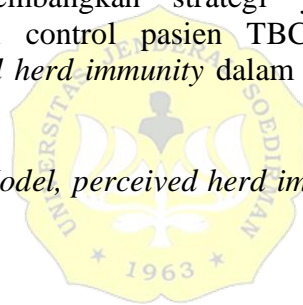


ABSTRAK

Penelitian ini bertujuan untuk menganalisis hubungan antara *Health Belief Model* (HBM) dan *perceived herd immunity*, pada kepatuhan kontrol pasien Tuberkulosis (TBC) dengan *Brand characteristic* sebagai variabel moderasi di Balai Kesehatan Paru Masyarakat (BKPM) Purwokerto. Metode penelitian menggunakan pendekatan *Structural Equation Modeling* (SEM) dengan metode *Partial Least Squares* (PLS). Responden dalam penelitian ini adalah pasien TBC BKPM Purwokerto. Pengumpulan data dilakukan dengan menyebarkan kuesioner secara offline. Sebanyak 105 kuesioner terkumpul akan tetapi terdapat kerusakan dan sebagainya sehingga total 98 jawaban kuesioner yang dapat dianalisis. Hasil penelitian menunjukkan bahwa HBM dan *perceived herd immunity* berpengaruh positif terhadap kepatuhan kontrol pasien TBC. *Brand characteristic*, terbukti memoderasi hubungan HBM dan *perceived herd immunity* dengan kepatuhan kontrol pasien TBC. Penelitian ini memberikan kontribusi dalam memahami faktor-faktor yang memengaruhi kepatuhan control pasien TBC, dengan mengakui peran penting *brand characteristic* dan *perceived herd immunity* dalam memoderasi hubungan tersebut. Implikasi dari temuan ini dapat membantu BKPM Purwokerto dalam mengembangkan strategi yang lebih cermat dalam mempromosikan kepatuhan control pasien TBC, serta memperkuat *brand characteristic* dan *perceived herd immunity* dalam upaya pengendalian penyakit ini.

Kata kunci: *Health Belief Model*, *perceived herd immunity*, *brand characteristic*, TBC, BKPM



ABSTRACT

This study aims to analyze the relationship between the Health Belief Model, perceived herd immunity, on control adherence of Tuberculosis (TB) patients with Brand characteristic as a moderating variable at the Community Lung Health Center (BKPM) Purwokerto. The research method uses the Structural Equation Modeling (SEM) approach with the Partial Least Squares (PLS) method. Respondents in this study were TB BKPM Purwokerto patients. Data collection was carried out by distributing questionnaires offline. A total of 105 questionnaires were collected but there were damages and so on so that a total of 98 questionnaire answers could be analyzed. The results showed that HBM and perceived herd immunity had a positive effect on TB patient control adherence. Brand characteristics, proven to moderate the relationship between HBM and perceived herd immunity with TB patient control adherence. This study contributes to understanding the factors influencing TB patient adherence, by recognizing the important role of brand characteristics and perceived herd immunity in moderating the relationship. The implications of these findings can assist BKPM Purwokerto in developing a more careful strategy in promoting TB patient compliance, as well as strengthening brand image and perception of herd immunity in efforts to control this disease.

Keywords: *Health Belief Model, perceived herd immunity, brand characteristics, TB, BKPM*

