

ABSTRACT

Cerebrovascular disease (stroke) is the number two cause of death and the number three cause of disability. Data from the World Health Organization (WHO), that around 70% experience disability due to stroke and 87% of deaths occur in low and middle income countries and there has been an increase of more than twofold. Efforts that can be made to minimize disability in post-stroke patients are medical rehabilitation through the hospital health promotion program (PKRS). This study aims to analyze the effect of the Hospital Health Promotion Program (PKRS) on stroke patients' motivation for medical rehabilitation.

This research is a quantitative analytic study with a cross-sectional approach. The research was conducted at Adam Malik Central General Hospital and Medan Hajj General Hospital. The research population was 124 people and all of them were used as samples. Sampling by means of purposive sampling. Data analysis used univariate, bivariate with chi-square test, and multivariate with multiple logistic regression at 95% confidence level ($\alpha=0.05$).

The results showed that the Hospital Health Promotion Program (PKRS) had a significant effect on the motivation of stroke patients for medical rehabilitation, namely empowerment ($p=0.023$), atmosphere building ($p=0.020$), advocacy ($p=0.016$) and partnerships ($p=0.028$). The variable that has the most dominant influence on the motivation of stroke patients to carry out medical rehabilitation in this study is the advocacy variable which has a value of $\text{Exp}(B)/\text{OR} = 3.028$ meaning that stroke patients who express good advocacy tend to have high motivation to carry out medical rehabilitation 3.0 times higher compared to stroke patients who stated poor advocacy.

It is suggested to hospital leaders to increase empowerment, foster an atmosphere, advocacy, and partnerships that can increase patient motivation in carrying out medical rehabilitation, such as providing proper education, presenting a calm and pleasant atmosphere, providing proper support to patients and families, and building collaboration. between health workers and patients/families.

Keywords: Health Promotion, Stroke Patients, Medical Rehabilitation