



UNIVERSITAS ANDALAS

**ANALISIS KEPUASAN PESERTA TERHADAP SISTEM PELAYANAN
JAMINAN KESEHATAN NASIONAL (JKN) DI BPJS KESEHATAN
KANTOR CABANG PADANG TAHUN 2023**

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FAKULTAS KESEHATAN MASYARAKAT

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xiv + 154 halaman, 55 tabel, 13 gambar, 9 lampiran

ABSTRAK

Tujuan Penelitian

BPJS Kesehatan berkomitmen untuk terus meningkatkan pelayanan melalui petugas maupun Mobile JKN. Terdapat 57% tidak puas dengan pelayanan petugas di BPJS Kesehatan dan 62% kurang puas terhadap pelayanan Mobile JKN. Tujuan penelitian menganalisis kepuasan peserta terhadap sistem pelayanan JKN di BPJS Kesehatan Kantor Cabang Padang Tahun 2023.

Metode

Jenis penelitian kuantitatif deskriptif. Populasi peserta yang datang ke BPJS Kesehatan KC Padang dan juga menggunakan Mobile JKN dengan sampel 103 responden menggunakan teknik *purposive sampling*. Instrumen penelitian kuesioner. Pengolahan data menggunakan analisis univariat dan *Importance Performance Analysis*.

Hasil

Hasil menunjukkan pelayanan Mobile JKN peserta belum puas pada dimensi *usefulness* (84,58%), *easy of use* (87,59%) dan *easy of learning* (84,63%), sedangkan peserta puas pada dimensi *user friendly* (91,35%), *completeness of information* (91,75%), *flexibility* (93,04%) dan *interface quality* (94,10%). Pada pelayanan petugas peserta belum puas pada dimensi *reability* (87,24%), *responsiveness* (87,76%) dan *emphaty* (85,86%), sedangkan puas pada dimensi *tangible* (90,79%) dan *assurance* (88,52%).

Kesimpulan

Peserta rata-rata puas dengan sistem pelayanan BPJS Kesehatan KC Padang. Namun, pada Mobile JKN dimensi *usefulness*, *easy of use* dan *easy of learning* masih belum memuaskan. Pada pelayanan petugas dimensi *reability*, *responsiveness* dan *emphaty* masih belum memuaskan. Disarankan BPJS Kesehatan meningkatkan sosialisasi dan edukasi Mobile JKN kepada peserta serta memberikan pelatihan kepada petugas.

Daftar Pustaka : 69 (1994-2023)

Kata Kunci : kepuasan peserta, sistem pelayanan, BPJS Kesehatan

**FACULTY OF PUBLIC HEALTH
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**ANALYSIS OF PARTICIPANT SATISFACTION WITH THE NATIONAL
HEALTH INSURANCE (JKN) SERVICE SYSTEM AT BPJS HEALTH PADANG
BRANCH OFFICE IN 2023**

xiv + 154 pages, 55 tables, 13 pictures, 9 appendices

ABSTRACT

Objective

BPJS Kesehatan is committed to continuously improving its services through its staff and Mobile JKN program. There is a 57% dissatisfaction rate with service provided by BPJS Kesehatan staff, and a 62% dissatisfaction rate with Mobile JKN service. Objective of the study is to analyze participant satisfaction with JKN service system at BPJS Kesehatan Padang Branch Office in 2023.

Method

The research is a descriptive quantitative study. Population consists of participants who visit BPJS Kesehatan KC Padang and also utilize Mobile JKN service, with a sample 103 respondents selected using purposive sampling technique. Research instrument is a questionnaire. Data processing involves univariate analysis and Importance Performance Analysis.

Results

Result indicate that Mobile JKN service participants are not yet satisfied in dimensions usefulness (84.58%), easy of use (87.59%), and easy of learning (84.63%), while they are satisfied in dimensions of user friendly (91.35%), completeness of information (91.75%), flexibility (93.04%), and interface quality (94.10%). Regarding staff service, participants are not satisfied in dimensions reliability (87.24%), responsiveness (87.76%), and empathy (85.86%), whereas they are satisfied in dimensions tangibles (90.79%) and assurance (88.52%).

Conclusions

Participants are generally satisfied with service system BPJS Kesehatan KC Padang. However, in Mobile JKN aspect, dimensions usefulness, easy of use, and easy of learning are still not satisfactory. In terms of staff service, dimensions of reliability, responsiveness, and empathy are still not satisfactory. It is recommended that BPJS Kesehatan improves socialization and education of Mobile JKN to participants and provides training for staff.

References : 69 (1994-2023)

Keywords : participant satisfaction, service system, BPJS Kesehatan