



UNIVERSITAS ANDALAS

**ANALISIS IMPLEMENTASI PROGRAM RENCANA PEMBAYARAN
BERTAHAP (REHAB) UNTUK PENINGKATAN KEAKTIFAN PESERTA**

PBPU KOTA PARIAMAN

TAHUN 2026

Oleh:

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FAKULTAS KESEHATAN MASYARAKAT

UNIVERSITAS ANDALAS

PADANG, 2026

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Skripsi, 30 Juli 2026

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BERTAHAP (REHAB) UNTUK PENINGKATAN KEAKTIFAN PESERTA PBPU
KOTA PARIAMAN TAHUN 2026**

x + 158 halaman, 24 tabel, 20 gambar, 10 lampiran

ABSTRAK

Tujuan Penelitian

Cakupan kepesertaan JKN di Kota Pariaman telah mencapai 100%, namun pada tahun 2025 masih terdapat 7.982 peserta menunggak iuran, sedangkan hanya 337 peserta (4,22%) yang mengikuti Program REHAB. Selain itu, segmen Pekerja Bukan Penerima Upah (PBPU) memiliki proporsi ketidakaktifan tertinggi, yaitu 3.542 dari 7.256 peserta (48,8%), sehingga menjadi kelompok yang paling rentan terhadap tunggakan iuran. Penelitian ini bertujuan menganalisis implementasi Program REHAB berdasarkan aspek *context, input, process, dan product* (CIPP) dalam meningkatkan keaktifan peserta PBPU di BPJS Kesehatan Kota Pariaman.

Metode

Penelitian ini menggunakan desain kualitatif dengan pendekatan CIPP, dilaksanakan di Kota Pariaman April–Juni 2026, dengan enam informan secara *purposive sampling*. Data dikumpulkan melalui wawancara, observasi, dan telaah dokumen, sedangkan keabsahan data diuji dengan triangulasi sumber dan teknik.

Hasil

Hasil menunjukkan REHAB didukung SDM, sarana prasarana, sistem informasi, dan kebijakan memadai, sedangkan dana belum dapat dianalisis karena keterbatasan akses. Pelaksanaan sesuai mekanisme namun terkendala sosialisasi rendah, kendala teknis Mobile JKN, dan keterbatasan finansial peserta. Program membantu pelunasan tunggakan namun pemanfaatannya rendah.

Kesimpulan

Implementasi REHAB sesuai mekanisme namun efektivitasnya belum optimal. Perlu dilakukan penguatan sosialisasi, layanan digital, evaluasi berkala, dan dukungan pemerintah.

Daftar Pustaka : 47 (2003-2026)

Kata Kunci : Program REHAB, BPJS Kesehatan, Peserta PBPU, Tunggakan Iuran JKN, Implementasi Program.

**FACULTY OF PUBLIC HEALTH
ANDALAS UNIVERSITY**

Thesis, 30 July 2026

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**AN ANALYSIS OF THE IMPLEMENTATION OF THE INSTALLMENT
PAYMENT PLAN (REHAB) PROGRAM FOR IMPROVING THE ACTIVE
MEMBERSHIP STATUS OF NON-WAGE WORKER (PBPU) PARTICIPANTS
IN PARIAMAN, 2026**

x + 158 pages, 24 tables, 20 figures, 10 appendices

ABSTRACT

Research Objectives

JKN membership coverage in Pariaman City reached 100%, however by 2025 7,982 participants still had premium arrears, while only 337 participants (4.22%) had enrolled in the REHAB Program. The PBPU segment had the highest inactive membership rate, with 3,542 of 7,256 participants (48.8%) inactive. This study aimed to analyze the implementation of the REHAB Program using the *Context, Input, Process*, and Product (CIPP) model to improve the active membership status of PBPU participants at BPJS Kesehatan Pariaman City.

Methods

This qualitative study using the CIPP approach was conducted in Pariaman from April to June 2026, involving six purposively selected informants; data were collected through interviews, observations, and document review, and analyzed using source and method triangulation.

Results

Results show REHAB is supported by adequate human resources, facilities, information systems, and policy, though funding could not be analyzed due to limited access. Implementation followed established procedures but faced challenges: limited dissemination, technical issues, and financial constraints; utilization remains low.

Conclusion

The REHAB Program has been carried out in accordance with the established procedures; however, its effectiveness has not yet been optimal. Strengthening program dissemination, digital services, regular evaluation, and government support are essential to improve program effectiveness.

References : 47 (2003-2026)

Keywords : REHAB Program, BPJS Kesehatan, Non-Wage Worker (PBPU), JKN premium arrears, program implementation.