

FACTORS AFFECTING USER SATISFACTION OF THE JKN BPJS KESEHATAN MOBILE APPLICATION AT THE BPJS KESEHATAN PEKANBARU

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ABSTRACT

A mobile application is an application that can be used on a mobile basis so that users can use the application anytime and anywhere on a smartphone. User satisfaction can be defined as a level of feeling of a user as a result of a comparison between the user's expectations of a product with the actual results obtained by the user from the product. This study aims to determine the factors that influence the satisfaction of users of the JKN BPJS Kesehatan mobile application for BPJS Kesehatan participants in Pekanbaru. This research is a quantitative analytic study with a cross sectional approach. A total of 100 participants using the Mobile JKN Application were sampled. Univariate and bivariate statistical analysis was used to see the effect of satisfaction between tangible dimensions, reliability dimensions, responsiveness dimensions, assurance dimensions and empathy dimensions. The results of this study indicate that all dimensions have a value (P value = 0.000 < a 0.05), thus there is an influence on the satisfaction of the JKN mobile application users. The conclusion from this study is that all factors have an influence on user satisfaction of the JKN BPJS mobile application.

Keywords: User satisfaction, JKN mobile application.

INTRODUCTION

The application of Information and Communication Technology is widely used in the world of business or organizations to achieve time and cost efficiency, causing every business person or organization to feel the need to apply it in the work environment. Therefore, it is important to adapt to current technological trends. The government always strives to improve the quality of public health with social security. Social security is a form of social protection organized by the government which is useful for ensuring that citizens or society fulfill their basic living needs. This social security program started from Jamkesmas, Jamkesda, ASKES and a new government program emerged called the Social Security Administering Body (BPJS). (Krisdayanti, 2021).

Based on Law Number 24 of 2011 concerning BPJS, two Social Security Administering Bodies were formed, namely BPJS Health and BPJS Employment. Based on Law No.40 of 2004 concerning the National Social Security System. The aim is for all Indonesian residents to be protected by the insurance system, so that they can meet the basic health needs of a decent community. BPJS Health is committed to providing the best service for the community, both in terms of health services and providing information to the Indonesian people. BPJS Health also does not lag behind in continuing to adapt to technological developments. This can be seen through the breakthroughs made by BPJS Health. One of them is the presence of the JKN mobile application as an effort to improve services for National Health Insurance-Healthy Indonesia Card participants (JKN-KIS) (Aminullah, 2020).

According to (Ramadhani, 2018) user satisfaction can be defined as the level of a user's feelings as a result of a comparison between the user's expectations for a product and the real results obtained by the user from the product. If the product performance meets consumer expectations, the level of consumer satisfaction is low. User satisfaction is an important indicator in evaluating product quality and service performance. A phenomenon that often occurs in the JKN BPJS Health mobile application is that sometimes the application cannot be used if it is not updated simultaneously. Every time you start the application you are always asked to download the latest update, but after downloading the latest update you still won't log in. Then JKN mobile application users experience problems when entering personal data, receiving information and having to try again. And users consider that the JKN mobile application is challenging for people over 40 years old and becomes difficult if incorrect data input occurs, such as updating participant data or forgetting the password. According to (Prasetyo & Safuan, 2022) during use, the JKN mobile application has been implemented. However, the problem is that most BPJS participants still prefer to search for information or submit complaints directly to the Branch Office/Service Office, rather than using the JKN mobile application. This causes long queues at branch offices/service offices. The use of the JKN mobile application is expected to help people find it easier to complete administrative matters using a smartphone anywhere and anytime. Therefore, researchers want to analyze public satisfaction with the use of the JKN mobile application. Based on the description above, researchers are interested in conducting research on the factors that influence user satisfaction of the JKN BPJS Health mobile application at the Pekanbaru branch of the BPJS Health office.

RESEARCH METHODS

This type of research is quantitative research because the data in this research is in the form of numbers and designs. This research uses a cross sectional research method to determine public satisfaction with the JKN BPJS Health PekanBaru Branch Mobile Application. The population in this study were BPJS Health participants who had used the JKN Mobile Application. The total population in this study was 79,803 respondents with a research sample of 100 respondents. The instruments in this research were a questionnaire and a camera.

RESULTS AND DISCUSSION

Univariate Analysis

Satisfaction level of JKN mobile application users

Satisfaction is the level of someone's feelings after comparing the perceived results with their expectations. If the perceived results are the same as or exceed expectations, feelings of satisfaction will arise, whereas if the results do not match expectations, feelings of disappointment will arise (Widayana, 2016). From research that has been conducted on users of the JKN BPJS Health Mobile application, the results show that the level of satisfaction with using the JKN BPJS Health mobile application is that 62 respondents (62%) out of 100 respondents feel satisfied.

Tangible (Physical Evidence) JKN mobile application

Tangible (physical evidence) is a form of actual physical actualization that can be seen or used by employees according to its use and utilization which can be felt to help the service received

by people who want the service, so that they are satisfied with the service they feel, which also shows their work performance in providing the service. given (Saleh, 2018). From research conducted on users of the JKN BPJS Health Mobile application, it was found that out of 100 respondents, 50 respondents (50%) were satisfied with the tangible (physical evidence) of the JKN BPJS Health mobile application.

Reliability of the JKN mobile application

Reliability is reliability related to the ability of service providers as promised, serving promptly, accurately and satisfactorily. The ability of the application to provide services as promised accurately and reliably. Performance must be in accordance with customer expectations, which means punctuality, the same service for all customers without errors, a sympathetic attitude and high accuracy (Saleh, 2018). Based on the research that has been carried out, the results obtained on the reliability dimension of the JKN BPJS Health Mobile Application are in the satisfied category as many as 54 respondents (54%) out of 100 respondents.

Responsiveness (Responsiveness) of the JKN mobile application

Responsiveness means the responsiveness of employees in providing needed services, such as the willingness of health workers to help patients and provide quick reactions and responsiveness to patient complaints so that patients feel satisfied with the service. Hospital. A policy to help and provide fast (responsive) and appropriate service to customers, by conveying clear information (Saleh, 2018). Based on the results of research conducted on JKN BPJS Health mobile application users, it was found that in the responsiveness dimension, 62 respondents (62%) stated they were satisfied with the JKN Mobile Application.

Assurance (Guarantee) JKN mobile application

Assurance means that includes understanding, strength, friendliness and trustworthiness of employees to make customers feel free from danger and risk and eliminate doubts (Nation et al., 2023). Based on the results of research on JKN BPJS Health mobile application users in the assurance dimension, it was found that 63 respondents (63%) were in the satisfied category with application use.

Emphaty (Empathy) JKN mobile application

Empathy means the ability to share and understand other people's feelings, which includes caring for the needs and desires of patients as well as providing services regardless of social status (Saleh, 2018). Based on the research conducted, it was found that the Emphaty dimension of the JKN BPJS Health Mobile Application was in the satisfied category as many as 61 respondents (61%).

Analisis Bivariat

Influence of Tangible Dimensions (Physical Evidence) of the JKN Mobile Application on Community Satisfaction

Based on the results of statistical tests using chi-square, the result was P value = 0.000. If compared with the value $\alpha = 0.05$ then the p value < 0.05 so that the results of this research can be seen that there is an influence between the tangible dimension (physical evidence) on user

satisfaction of the JKN BPJS mobile application at the Pekanbaru City Branch BPJS Health Office. This research is in line with the results of research by Saleh & Satriani, (2018) from the results of the chi-square statistical test, a value was obtained ($p = 0.007$), because the p value <0.05 means there is an influence between the Tangible dimensions (Physical Appearance) on BPJS patient satisfaction Health at the Labuang Baji regional general hospital, Makassar city. This research is not in line with the research results. From the results of the chi-square statistical test, the value obtained was ($p=0.220$), $p > 0.05$, meaning there is no significant influence between the Tangible dimensions (Physical Appearance) on satisfaction with health services at the Ulin Hospital, Banjarmasin. The results of the research can be seen as tangible (physical evidence) that services have a positive impact. Good tangibles (physical evidence) will provide satisfaction for service users. This can be seen from the research results which show that the majority of JKN application users are satisfied with the existing tangibles. Pengaruh Dimensi Reliability (Kehandalan) Aplikasi Mobile JKN on community satisfaction

The Influence of the Reliability Dimensions of the JKN Mobile Application on Community Satisfaction

Based on the results of statistical tests using chi-square, the result was P value = 0.000. If compared with the value $\alpha = 0.05$, the p value < 0.05 so that the results of this research can be seen that there is an influence between the Reliability dimension on user satisfaction of the JKN BPJS mobile application at the Pekanbaru City Branch BPJS Health Office. This research is in line with the results of research conducted by Saleh & Satriani (2018) showing that the statistical test results obtained a p value = 0.000, because a p value < 0.05 means that there is an influence between the Reliability dimension (reliability) on patient satisfaction with BPJS users in public hospitals Labuang Baji area, Makassar city. This research is not in line with research conducted by Ivan Cahya, et al (2023) entitled Analysis of community satisfaction with the JKN Mobile application using the SerQual Method at the Beringin Clinic JKN BPJS Health Mobile Application Using Service Quality (Serqual). The research results show that there is no influence between the reliability dimensions of the JKN mobile application on user satisfaction and it is included in the Dissatisfied category.

The Influence of the Responsiveness Dimensions of the JKN Mobile Application on Community Satisfaction

Based on the results of statistical tests using chi-square, the result was P value = 0.000. If compared with the value $\alpha = 0.05$, the p value < 0.05 so that the results of this research can be seen that there is an influence between the dimensions of responsiveness (responsiveness) on user satisfaction of the JKN BPJS mobile application at the Pekanbaru City Branch BPJS Health Office. In accordance with the results of research conducted by Saleh & Satriani, (2018), the statistical test results obtained a value of $p = 0.000$, because a value of $p < 0.05$ means that there is an influence between the dimensions of Responsiveness (Responsiveness) on patient satisfaction with BPJS users in regional general hospitals Labuang Baji, Makassar city. This research is in accordance with research conducted by Harianti (2022) which shows that there is a significant influence between patient satisfaction with BPJS users on the responsiveness dimension with $p=0.004$. The results of this research show that the dimension of responsiveness

(responsiveness) greatly influences service user satisfaction. Increasing the speed of BPJS services will make it easier for users to obtain accurate information related to JKN BPJS Health.

The Influence of the Assurance Dimensions of the JKN Mobile Application on Community Satisfaction

Based on the results of statistical tests using chi-square, the result was P value = 0.000. If compared with the value $\alpha = 0.05$, the p value < 0.05 so that the results of this research can be seen that there is an influence between the assurance dimensions on user satisfaction of the JKN BPJS mobile application at the Pekanbaru City Branch BPJS Health Office. In accordance with the results of research conducted by Saleh & Satriani (2018), the statistical test results showed that the value of $p = 0.000$, because the value of $p < 0.05$ means that there is an influence between the dimensions of Assurance (Guarantee) on patient satisfaction with BPJS users at the general hospital in the Labuang area. wedge of Makassar city. According to researchers' assumptions, assurance in the JKN BPJS mobile application is very important. The assurance that the application provides to users will eliminate users' fear of data leaks. Good assurance will provide satisfaction with the use of the JKN Mobile application service.

The Influence of the Emphaty Dimension of the JKN Mobile Application on Community Satisfaction

Based on the results of statistical tests using chi-square, the result was P value = 0.000. If compared with the value $\alpha = 0.05$, the p value < 0.05 so that the results of this research can be seen that there is an influence between the dimensions of empathy (empathy) on user satisfaction of the JKN BPJS mobile application at the Pekanbaru City Branch BPJS Health Office. This research is in line with the results of research conducted by Saleh & Satriani (2018) showing that the statistical test results obtained a p value = 0.000, because a p value < 0.05 means there is an influence between the Empathy dimension (empathy) on the satisfaction of patients using BPJS at home general illness in the Labuang Baji area of Makassar City. This research is in accordance with research conducted by Harianti (2022) which shows that there is a significant influence between patient satisfaction with BPJS users on the empathy dimension with $p=0.003$. This research is in accordance with the research results of Syamsul Bahri (2022) showing that there is a relationship between the empathy dimension of the JKN mobile application and service user satisfaction and is included in the good category. According to research assumptions, empathy is the ability to understand the use of the JKN BPJS Health mobile application. Providing good service and ease of obtaining information will lead to satisfaction with the use of the JKN mobile application.

CONCLUSION

Based on the research that has been conducted, it can be concluded that there is an influence between the dimensions of tangible, reliability, responsiveness, assurance and empathy with user satisfaction of the JKN BPJS Health Mobile Application at the BPJS Health Pekanbaru Branch Office.

THANK-YOU NOTE

The author would like to thank all parties who facilitated this research, thank the Chancellor of the Payung Negeri Institute and the respondents who were willing to be participants in this research.

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