

ABSTRACT

Background of this research was the changes of Indonesian government health insurance which is from Askes, Jamkesmas, and Jamsostek to National Health Insurance (Jaminan Kesehatan Nasional-JKN) through BPJS Kesehatan. The focus of this research was the BPJS kesehatan's service at some local government general hospital (RSUD) in the East Java Province. The appointed location was in Bojonegoro Regency, Bondowoso Regency, Madiun Regency, and Malang Regency. This research used quantitative research method with SERVQUAL as the tool of analysis. The SERVQUAL was used in order to analyze the member of BPJS kesehatan who used their membership in each hospital's satisfaction towards the services held by BPJS kesehatan in each hospital. The result showed that the member of BPJS kesehatan who used their membership in each hospital's satisfaction towards the services held by BPJS kesehatan in each hospital was 91.52%. The meaning was the perception of the respondents could meet 91.52% of their expectation towards the services held by BPJS kesehatan in RSUD or there was gap between the perception and expectation as much as 8.48% that has to be fulfilled by BPJS kesehatan and RSUD as BPJS's partner. Moreover, the interview results revealed that both BPJS kesehatan and RSUD have been trying to maximize their services but the burden are the unstable regulation and system held by the central government and the process of adaptation with this new national health insurance system.

Keywords: BPJS Kesehatan, RSUD, Services, the Member of BPJS Kesehatan

ABSTRAK

Perubahan bentuk jaminan kesehatan menjadi salah satu latar belakang penelitian ini dilaksanakan. Titik pembahasan dalam penelitian ini adalah pelayanan BPJS kesehatan di RSUD di Provinsi Jawa Timur dengan mengambil lokasi penelitian di Kabupaten Bojonegoro, Kabupaten Bondowoso, Kabupaten Madiun, dan Kabupaten Malang. Penelitian menggunakan metode kuantitatif dengan pisau analisis metode SERVQUAL untuk menilai kualitas pelayanan dimata konsumen yaitu pasien peserta BPJS kesehatan di RSUD. Hasil yang kami peroleh menunjukkan bahwa BPJS kesehatan telah berusaha secara optimal untuk menjalin komunikasi dan kerjasama secara intensif dan baik dengan RSUD dan juga memberikan pengarahan dan sosialisasi kepada peserta BPJS kesehatan. Namun, hasil pengolahan data empiris masih menunjukkan bahwa kualitas pelayanan yang diterapkan dalam pelaksanaan BPJS di RSUD Daerah di Provinsi Jawa Timur baru dapat memenuhi harapan sebesar 91,52% harapan pasien peserta BPJS Kesehatan yang menjadi responden dalam penelitian ini. Artinya adalah masih terdapat gap antara persepsi dengan harapan atau belum semua harapan terpenuhi. Permasalahan masih ada pada setiap lini pelayanan namun secara bertahap dan konsisten proses peningkatan pelayanan BPJS kesehatan di RSUD tetap dilakukan baik oleh BPJS kesehatan maupun RSUD.

Kata Kunci: BPJS Kesehatan, RSUD, Pelayanan, Pasien Peserta BPJS kesehatan.