

ABSTRAK

Nama : Fathia Damayanti
Program Studi : Sarjana Kesehatan Masyarakat
Judul : Hubungan Karakteristik Responden dan Kualitas Pelayanan dengan Kepuasan Peserta BPJS Ketenagakerjaan Cabang Salemba Jakarta Pusat Tahun 2024

Kepuasan merupakan indikator penting dalam menilai keberhasilan lembaga pelayanan publik. BPJS Ketenagakerjaan Cabang Salemba mengalami penurunan kepesertaan dalam tiga tahun terakhir, sebesar 6,6% pada tahun 2023 dan 1,7% pada tahun 2024. Jumlah kunjungan klaim mencapai 5.370 dalam tiga bulan terakhir. Penelitian ini bertujuan untuk mengetahui hubungan antara karakteristik responden dan kualitas pelayanan dengan kepuasan peserta BPJS Ketenagakerjaan Cabang Salemba Jakarta Pusat tahun 2024. Penelitian kuantitatif ini melibatkan 227 responden dengan teknik *Proportional Random Sampling* dan *Accidental Sampling*. Data dikumpulkan melalui kuesioner dan akan dianalisis secara univariat dan bivariat menggunakan uji *Chi-Square*. Penelitian dilaksanakan pada Juni-Agustus 2024. Hasil penelitian menunjukkan adanya hubungan antara usia ($P\text{-value}=0,039$), jenis kelamin ($P\text{-value}=0,018$), pendidikan ($P\text{-value}=0,041$), *tangible* ($P\text{-value}=0,005$), *reliability* ($P\text{-value}=0,034$), dan *responsiveness* ($P\text{-value}=0,011$) dengan kepuasan peserta. Variabel yang tidak berhubungan dengan kepuasan peserta adalah pekerjaan ($P\text{-value}=0,118$), *assurance* ($P\text{-value}=0,713$), dan *empathy* ($P\text{-value}=0,245$). BPJS Ketenagakerjaan Cabang Salemba perlu memperbaiki aspek *tangible*, *reliability*, dan *responsiveness* dengan memastikan konsistensi layanan, mempercepat tanggapan dan verifikasi berkas, menambah kuota antrean online, serta mengadakan program edukasi dan sosialisasi intensif untuk meningkatkan pemahaman peserta.

Kata Kunci: BPJS Ketenagakerjaan, Kepuasan Peserta, Kualitas Pelayanan

ABSTRACT

Name : Fathia Damayanti
Study Program : Public Health
Title : *The Relationship Between Respondent Characteristics and Service Quality with the Satisfaction of BPJS Ketenagakerjaan Participants at the Salemba Central Jakarta Branch in 2024*

Satisfaction is an important indicator in assessing the success of public service institutions. BPJS Ketenagakerjaan Salemba Branch has experienced a decrease in membership in the last three years, by 6.6% in 2023 and 1.7% in 2024. The number of claim visits reached 5,370 in the last three months. This study aims to determine the relationship between respondent characteristics and service quality with the satisfaction of participants of BPJS Employment Salemba Central Jakarta Branch in 2024. This quantitative research involved 227 respondents with Proportional Random Sampling and Accidental Sampling techniques. Data were collected through questionnaires and will be analyzed univariate and bivariate using the Chi-Square test. The research was carried out in June-August 2024. The results showed that there was a relationship between age ($P\text{-value}=0.039$), gender ($P\text{-value}=0.018$), education ($P\text{-value}=0.041$), tangible ($P\text{-value}=0.005$), reliability ($P\text{-value}=0.034$), and responsiveness ($P\text{-value}=0.011$) with participant satisfaction. The variables that were not related to participant satisfaction were work ($P\text{-value}=0.118$), assurance ($P\text{-value}=0.713$), and empathy ($P\text{-value}=0.245$). BPJS Ketenagakerjaan Salemba Branch needs to improve tangible, reliability, and responsiveness aspects by ensuring service consistency, speeding up response and file verification, increasing online queue quotas, and holding intensive education and socialization programs to increase participant understanding.

Keywords: BPJS Employment, Participant Satisfaction, Service Quality