ABSTRACT

THE PUBLIC SATISFACTION LEVEL OF BPJS MEMBER TOWARDS FIRST LEVEL SERVICE (STUDY AT HEALTH CENTER KEDATON, BANDAR LAMPUNG)

By

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Along with the emergence of the paradigm change in the public administration, the society’s demand to the government instance also appears in order to give a better service. The problems occurred around the weak standard of the public service or standard of the public service has not been consistently implemented on the government instances so that be ongoing people disappointing. Problem in this research is “How is public satisfaction member of BPJS on giving of first level service. While the purpose of this study was to determine the extent of public satisfaction with the service level of participants BPJS first in Puskesmas inpatient Kedaton, Bandar Lampung.

The type of research that is applied is the research of descriptive survey type with quantitative approach, with explains social phenomena that occurred. Samples were obtained by using accidental sampling method which means the method of taking samples by accident which is considered eligible. The method used in the analysis of research data is the importance performance analysis, this analysis use data processing tabulation. From the result of the research, data were devided into several variables and from the result of the survey along with the SPSS calculation, then the influence value of variable x and y, or the value of rxy= 0.227 or 22.7%. That mean the first level service which is given has a low correlation with the value 0,227 or 22,7% toward BPJS members, at intermediate level. The members of BPJS have felt quite satisfied with the service given by the health center Kedaton, Bandar Lampung. Suggest given to the implementer of the service from Puskesmas (Health Center) Kedaton, Bandar Lampung, is to maintain the consistency of the first level service standard given by the health center, to the society, and if necessary, improve these standard.

Key Word: Public Satisfaction, first level service