

## **ABSTRAK**

### **PENGARUH KREDIBILITAS *RELATIONSHIP OFFICER* BADAN PENYELENGGARA JAMINAN SOSIAL (BPJS) KESEHATAN KC KOTABUMI TERHADAP PERUBAHAN SIKAP PESERTA PEKERJA PENERIMA UPAH BADAN USAHA**

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Penelitian ini dilatarbelakangi oleh permasalahan masih naik turunnya pertumbuhan peserta pekerja penerima upah Kantor Cabang Kotabumi. Di sisi lain, *relationship officer* Kantor Cabang Kotabumi harus mampu mempersuasi PIC Badan Usaha agar mereka mau mendaftarkan perusahaan mereka menjadi peserta jaminan kesehatan nasional Kartu Indonesia Sehat (JKN KIS). Penelitian ini menggunakan teori Retorika. Tipe dari penelitian ini ialah tipe penelitian deskriptif kuantitatif. Penelitian ini dilakukan dengan sampel sebanyak 78 responden yaitu PIC Badan Usaha. Dan metode pengumpulan data diselesaikan dengan metode penyebaran kuesioner, dokumentasi dan observasi.

Berdasarkan hasil penelitian diperoleh bahwa adanya pengaruh kredibilitas RO BPJS Kesehatan KC Kotabumi terhadap Perubahan Sikap PPU BU. Hubungan antara variabel Komunikasi Persuasif RO BPJS Kesehatan KC Kotabumi mempunyai pengaruh yang signifikan yaitu sebesar 84,1% dalam perubahan sikap karena dengan adanya kredibilitas yang baik akan menghasilkan peningkatan peserta yang baik dan sebaliknya. Faktor yang paling mempengaruhi yaitu daya tarik yang dimiliki oleh RO BPJS Kesehatan. Dengan daya tarik yang dimiliki oleh RO dapat membantu RO melakukan persuasive terhadap badan usaha.

**Kata Kunci:** Pengaruh, Komunikasi Persuasif, Keputusan Pendaftaran.

## **ABSTRACT**

### **THE EFFECT OF CREDIBILITY RELATIONSHIP OFFICER SOCIAL SECURITY PROVIDERING AGENCY HEALTH (BPJS) AT KOTABUMI BRANCH OFFICE ON THE CHANGE OF ATTITUDE OF WORKING PARTICIPANTS RECEIVING WAGE FOR BUSINESS ENTITIES**

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*This research is motivated by the problems that are still up and down in the growth of participants in the Business Entity Wage Recipients at the Kotabumi Branch Office. On the other hand, the Kotabumi Branch Office Relation Officer must be able to persuade Person In Contact Business Entity so that they want to register their company as a National Health Insurance for Healthy Indonesia Card. This research uses Rhetoric theory. Meanwhile, the type of this research is descriptive quantitative research. This research was conducted with a sample of 78 respondents, namely Person In Contact Business Entities. And the method of data collection was completed by the method of distributing questionnaires, documentation and observation.*

*From the results of the study, it was found that there was an influence of credibility between Relationship Officers of the Health Social Security Administering Body at the Kotabumi Branch Office on the decision to register for Business Entity Wage Workers. The relationship between the variables of credibility Relation Officer of the Health Social Security Administering Body Kotabumi Branch Office has a significant in 84,1% influence on the chance of attitude because the presence of inviting communication will result in an increase in good participants and vice versa.*

**Keywords:** *influence, persuasive communication, registration decision.*