

ABSTRAK

INOVASI PELAYANAN ADMINISTRASI KESEHATAN *MOBILE* JKN DI BPJS KESEHATAN CABANG BANDAR LAMPUNG

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Perkembangan transformasi digital mendorong BPJS Kesehatan menghadirkan inovasi pelayanan administrasi kesehatan melalui aplikasi Mobile JKN guna meningkatkan kemudahan, efisiensi, dan aksesibilitas layanan bagi peserta Jaminan Kesehatan Nasional. Penelitian ini bertujuan menganalisis implementasi Mobile JKN sebagai inovasi pelayanan administrasi kesehatan di BPJS Kesehatan Cabang Bandar Lampung serta mengkaji penerimaan dan penggunaan teknologi berdasarkan teori *Unified Theory of Acceptance and Use of Technology* (UTAUT). Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Analisis data dengan model Miles dan Huberman, serta divalidasi melalui triangulasi sumber. Hasil penelitian menunjukkan bahwa Mobile JKN mampu meningkatkan efektivitas pelayanan administrasi kesehatan melalui kemudahan akses layanan digital, seperti pengelolaan data kepesertaan dan antrian layanan. Faktor manfaat, kemudahan penggunaan, pengaruh sosial, serta kondisi pendukung berperan dalam mendorong penggunaan aplikasi, namun masih diperlukan bimbingan pada peserta minim literasi digital dan peserta lanjut usia. Penelitian ini menegaskan pentingnya dukungan infrastruktur dan pengembangan sistem berkelanjutan dalam optimalisasi inovasi pelayanan administrasi kesehatan berbasis digital.

Kata Kunci: Mobile JKN, Inovasi Pelayanan Administrasi Kesehatan, BPJS Kesehatan, UTAUT, Pelayanan Publik Digital.

ABSTRACT

INNOVATION IN MOBILE HEALTH ADMINISTRATIVE SERVICES FOR JKN AT BPJS KESEHATAN BANDAR LAMPUNG BRANCH

By

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The development of digital transformation has encouraged BPJS Kesehatan to introduce innovations in health administration services through the Mobile JKN application in order to improve the convenience, efficiency, and accessibility of services for participants in the National Health Insurance program. This study aims to analyze the implementation of Mobile JKN as an innovation in health administration services at the Bandar Lampung Branch of BPJS Kesehatan and to examine the acceptance and use of technology based on the Unified Theory of Acceptance and Use of Technology (UTAUT). The study uses a descriptive qualitative approach with data collection techniques through interviews, observation, and documentation. Data analysis uses the Miles and Huberman model and is validated through source triangulation. The results show that Mobile JKN is able to improve the effectiveness of health administration services through easy access to digital services, such as membership data management and service queues. Factors such as benefits, ease of use, social influence, and supporting conditions play a role in encouraging the use of the application, but guidance is still needed for participants with low digital literacy and elderly participants. This study emphasizes the importance of infrastructure support and sustainable system development in optimizing digital-based health administration service innovation.

Keywords: Mobile JKN, Health Administration Service Innovation, BPJS Kesehatan, UTAUT, Digital Public Services.