ABSTRACT

The national health care insurance (JKN) is a government health care program, effective on January 1st 2014. Jkn program is implemented by social security administrators (bpjs) health care. During the implementation of jkn, people must be a member of jkn program. The aim of this research is to know the readiness of cognitive, affective and psychomotor societies to jkn program.

Research survey with cross-sectional approach for sampling method used probability sampling technique. A total of 100 respondents were selected from 46 jkn members and 54 non jkn members. Data acquisition had done by using questionnaire during May until June for data analysis used chi square test statistic.

The results showed the majority of people are ready in terms of psychomotor in JKN program. And Affective societies have not yet supported of the jkn program while the Cognitive JKN community is high. The analysis showed that there is a significance correlation between cognitive, affective and psychomotor, benefits to the value of $\alpha = 0.05$. For this result expected that the societies in Sampang Banyuanyar region get information about JKN by providing counseling from the BPJS health care to stimulate society become a member of JKN.

The conclusion is the readiness of societies in Sampang Banyuanyar region having high cognitive but the affective have not yet supported of jkn program implementation. For the psychomotor, societies who have not become a member of jkn registred being a member. So, the result is societies are ready to implementate the jkn program although their affective terms have not supported but from the other terms, cognitive and psychomotor are supportive.

Keywords: Readiness of affective, readiness of cognitive, readiness of psychomotor