ABSTRACT

For a year the implementation of National Health Insurance (JKN) held by Health Social Insurance Organizing Board (BPJS Kesehatan), many evaluation needs to be done. One of them is BPJS Center located in hospital that provide direct service for patients who revered by the First Level Health Care (FKTP). The purpose of this study was to analyze factors associated with the Expected Service and Perceived Service patients in BPJS Center RSAL dr. Ramelan Surabaya.

This study is a observational and cross sectional analytic design. Sample calculated by the formula of simple random sampling, that is equal to 95 people and collected by systematic random sampling. Samples are outpatients who ever used BPJS Center service in RSAL dr. Ramelan Surabaya at least once. Data were collected by questionnaires submitted through interviews. Data processing is done by the Spearman correlation test and Chi Square (α=0.05).

The results showed most respondents had very high expectations and received services BPJS Center is quite good. The majorities of respondents were female, age range 46-65 years old, have a family income above the minimum wage level of Surabaya, and is registered as a group I participant of BPJS. Factors associated significantly is social needs (p=0.02) and relate past experience (p=0.005). Other factors associated with the Expected Service is the level of education (p=0.00), income level (p=0.039) and group participant of BPJS (p=0.004). Factors significantly associated with Perceived Service is a job (p=0.010). Customer gap indicates a negative result that Expected Service (ES) is greater than the Perceived Service (PS). Respondents are not satisfied with the overall perceived service at BPJS Center.

The conclusion from this study is the social needs, relate past experiences, education level, income level and group participant of BPJS associated with the Expected Service. Meanwhile job associated with the Perceived Service.

Keywords: Expected Service, Perceived Service, BPJS Center