

MODEL KOMPETENSI *ACCOUNT REPRESENTATIVE* KHUSUS DI BPJS
KETENAGAKERJAAN SURABAYA RUNGKUT

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ABSTRAK

Account Representative Khusus merupakan jabatan baru di BPJS Ketenagakerjaan yang memegang peranan penting dalam pencapaian target kepesertaan. Pencapaian target kepesertaan dibutuhkan *Account Representative* Khusus yang kompeten. Kompetensi merupakan pengetahuan keahlian, kemampuan atau karakteristik pribadi individu yang mempengaruhi secara langsung kinerja pekerjaan.

Tujuan dari penelitian ini adalah melihat gambaran model kompetensi *Account Representative* Khusus di BPJS Ketenagakerjaan saat ini dan masa yang akan datang, serta mengetahui kompetensi apa saja yang menunjang keberhasilan *Account Representative* Khusus dalam melaksanakan tugasnya. Penelitian ini bersifat kualitatif deskriptif dengan 9 informan di cabang Surabaya Rungkut.

Dari penelitian ini didapatkan bahwa terdapat 3 kelompok kompetensi yang sudah dimiliki oleh para *Account Representative* Khusus yaitu Kompetensi Inti, diantaranya *Achievement Orientation, Continuous Learning and Improvement, Customer Service Excellence, Professionalism, dan Synergy Building*, Kompetensi Kepemimpinan diantaranya *Planning and Organizing, Problem Solving and Decision Making, dan Strategic Leadership* dan Kompetensi Teknis Generik. *Product Knowledge, Technology Literacy, Data Administration, Presentation Skill, Membership Compliance Violation Handling Skill, Marketing Skill, Relationship Building & Networking, Complaint Handling & Management, dan Negotiation Skill*. Dibandingkan dengan teori Spencer didapatkan bahwa model kompetensi *Account Representative* Khusus adalah *Analytical Thinking (AT), Conceptual Thinking (CT), dan Technical Expertise (EXP), Impact and Influence (IMP), Initiative (INT), Concern for order (CO), Information seeking (INFO), Interpersonal Understanding (IU), Customer service orientation (CSO), Teamwork and cooperation (TW), Directiveness (DIR), Self confidence (SCF), Flexibility (FLX), Achievement Orientation (ACH), Organizational awareness (OA), dan Relationship Building (RB)*. The Competencies that must be developed in the future are *Self Confidence dan Interpersonal Understanding*.

Kata Kunci: Kompetensi, *Account Representative Khusus*, BPJS Ketenagakerjaan

Competency Model for Account Representative Khusus at BPJS Ketenagakerjaan Surabaya Rungkut

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ABSTRACT

Special Account Representative is a new position at BPJS Ketenagakerjaan who handles an important role in achieving the membership target. In order to achieve such task, a competent *Account Representative Khusus* is required. *Competence* is a set of *knowledge* in individual *Skills*, abilities or characteristics that directly affect job performance.

The purpose of this study is to see an overview of the current and future *Special Account Representative competency* model in BPJS Ketenagakerjaan, as well as to find out what *Competencies* support the success of the *Special Account Representative* in carrying out his duties. This study is descriptive qualitative research with nine respondents as informant in Surabaya branch of Rungkut.

From this study, we found that there were three *competency* groups which were owned by *Special Account Representative* namely *Core Competencies*, including Achievement Orientation, Continuous Learning and Improvement, Customer Service Excellence, Professionalism, and Synergy Building, *Leadership Competencies* including Planning and Organizing, *Problem Solving and Decision Making*, and Strategic Leadership and Generic *Technical Competencies*. *Product Knowledge*, *Technology Literacy*, *Data Administration*, *Presentation Skill*, *Membership Compliance Violation Handling Skills*, *Marketing Skills*, *Relationship Building & Networking*, *Complaint Handling & Management*, and *Negotiation Skill*. Compared with Spencer's theory, it is found that the *Special Account Representative competency* model is *Analytical Thinking (AT)*, *Conceptual Thinking (CT)*, dan *Technical Expertise (EXP)*, *Impact and Influence (IMP)*, *Initiative (INT)*, *Concern for order (CO)*, *Information seeking (INFO)*, *Interpersonal Understanding (IU)*, *Customer service orientation (CSO)*, *Teamwork and cooperation (TW)*, *Directiveness (DIR)*, *Self confidence (SCF)*, *Flexibility (FLX)*, *Achievement Orientation (ACH)*, *Organizational awareness (OA)*, dan *Relationship Building (RB)*.

On the other hand, *Competencies* that are not yet possessed and are expected to have in the future are *Listening Skills* and *Scoping Skills* as well as *Digital Marketing*.

Keywords: *Competency, Special Account Representative, BPJS Ketenagakerjaan.*