

ABSTRACT

Based on the secondary data result, it showed that there had been the decreasing number of the members of commercial asks in 2005 about 43, 39% compared with 2004 in PT Askes Bojonegoro brunch office, Lamongan Manager Assistant Area. Therefore, a research was needed to find the influencing factors toward the decreasing number of the members of commercial asks in PT Askes Bojonegoro brunch office, Lamongan Manager Assistant Area.

This research was analytic research, and if it was seen from the implementation time, it was considered as cross-sectional research. The populations of the research were the members of commercial asks both active and non-active. There were 47 respondents from active members and 23 respondents from non-active ones. Meanwhile, the independent variables in this research were society's knowledge, benefits felt after becoming the members of commercial asks, interest toward other health insurances, premium, service procedure, the availability of force and service provider, and the completeness of health service toward health service package. Samples were taken by using proportional random sampling technique analyzed by logistic regression test.

From the research result, it was got that the value of $p < 0,05$ was found in society's knowledge about procedure ($p = 0,031$), service procedure to get commercial Askes card ($p = 0,036$), PPK health service provider about friendliness ($p = 0.046$), and skill ($p = 0,043$).

Based on the research result, it can be concluded that there were 7 factors which influenced the decreasing number of the members of commercial asks in PT Askes Bojonegoro brunch office, Lamongan Manager Assistant Area. Therefore, it is suggested to PT. Askes Bojonegoro brunch office, Lamongan Manager Assistant Area to do knowledge development toward the members of commercial asks, service development about friendliness, skills and appropriateness, and queuing organization.

Keywords: Assessment, members, PT Askes Bojonegoro brunch office Lamongan Manager Assistant Area, Health Service Provider (PKK)

ABSTRAK

Berdasarkan hasil data sekunder menunjukkan bahwa telah terjadi penurunan jumlah peserta askes komersial pada tahun 2005 sebesar 43,39 % dari tahun 2004 di PT (Persero) Askes Kantor Cabang Bojonegoro Asisten Area Manajer (AAM) Lamongan, maka dari itu perlu dilakukan penelitian untuk mendapatkan faktor yang berpengaruh terhadap menurunnya jumlah peserta askes komersial di PT (Persero) Askes Kantor Cabang Bojonegoro Asisten Area Manajer (AAM) Lamongan.

Penelitian ini merupakan penelitian analitik dan jika ditinjau dari waktu pelaksanaan termasuk penelitian *cross sectional*. Besar sampel pada penelitian adalah 47 responden dari peserta aktif dan 23 responden dari peserta *non* aktif, sedangkan *variable independent* dalam penelitian ini adalah pengetahuan masyarakat, manfaat yang dirasakan setelah menjadi peserta askes komersial, ketertarikan pada asuransi kesehatan lain, premi, prosedur pelayanan, ketersediaan tenaga dan pelayanan yang diberikan, serta kelengkapan pelayanan kesehatan terhadap paket pelayanan kesehatan. Sampel diambil dengan menggunakan tehnik *proporsional random sampling* yang dianalisis dengan uji regresi logistik.

Dari hasil penelitian didapatkan bahwa nilai $p < 0,05$ terdapat pada pengetahuan masyarakat tentang prosedur ($p = 0,031$), prosedur pelayanan untuk memperoleh kartu askes komersial ($p = 0,037$), prosedur verifikasi ($p = 0,046$), pelayanan petugas PT. Askes (Persero) mengenai keramahan ($p = 0,046$), dan ketepatan ($p = 0,036$), pelayanan petugas PPK mengenai keramahan ($p = 0,046$), dan ketrampilan ($p = 0,043$).

Berdasarkan hasil penelitian dapat disimpulkan bahwa terdapat 7 faktor yang berpengaruh terhadap menurunnya jumlah peserta askes komersial di PT (Persero) Askes Kantor Cabang Bojonegoro Asisten Area Manajer (AAM) Lamongan. Maka dari itu, disarankan kepada PT (Persero) Askes Kantor Cabang Bojonegoro Asisten Area Manajer (AAM) Lamongan agar melakukan peningkatan pengetahuan kepada peserta askes komersial, perbaikan pelayanan mengenai keramahan, ketrampilan dan ketepatan serta dilakukan pengaturan antrian.

Kata kunci: penilaian, peserta, PT (Persero) Askes Kantor Cabang Bojonegoro Asisten Area Manajer (AAM) Lamongan, Pemberi Pelayanan Kesehatan (PPK).