

ABSTRAK

Pada saat ini, telah terjadi perubahan konsep pelayanan kesehatan di Indonesia, dimana lebih berfokus pada kualitas pelayanan kesehatan dan pembiayaan kesehatan. Setiap individu harus memiliki program jaminan sosial, salah satunya BPJS Kesehatan. Data secara nasional tingkat kepuasan peserta BPJS Kesehatan terhadap layanan kesehatan di FKTP secara rata-rata pada tahun 2017 masih di bawah target.

Tujuan dari penelitian ini untuk mengembangkan model komitmen organisasi dalam melaksanakan pelayanan kesehatan holistik komprehensif untuk meningkatkan kepuasan dan loyalitas peserta BPJS-Healthcare di Fasilitas Kesehatan Tingkat Pertama Kota Malang. Penelitian ini menggunakan desain studi cross sectional, dilakukan mulai Mei hingga Juli 2019. Sampel penelitian sebanyak 33 klinik pratama dan 16 puskesmas. Pengambilan sampel dengan sistematis random sampling dan data dianalisis menggunakan SEM-PLS.

Hasil penelitian menunjukkan bahwa komitmen afektif sebagai indikator utama komitmen organisasi. Kepuasan peserta pada FKTP gabungan adalah 55,6% dipengaruhi oleh komitmen organisasi dalam melaksanakan pelayanan kesehatan holistik komprehensif dan 54% mempengaruhi loyalitas peserta. Aspek biologis dalam pelayanan kesehatan holistik komprehensif merupakan indikator tertinggi kepuasan peserta baik pada klinik pratama dan puskesmas. Loyalitas di klinik pratama lebih baik daripada pusat kesehatan masyarakat. Komitmen organisasi dalam menerapkan perawatan kesehatan holistik komprehensif akan meningkatkan kepuasan dan loyalitas peserta BPJS Kesehatan.

Kesimpulan menunjukkan bahwa model komitmen organisasi klinik pratama memiliki pengaruh sangat kuat terhadap kepuasan dan pengaruh kuat terhadap loyalitas peserta sedangkan pada puskesmas cukup berpengaruh terhadap kepuasan peserta dan cukup berpengaruh terhadap loyalitas.

Kata kunci: Komitmen Organisasi, Kepuasan, Loyalitas, Fasilitas Kesehatan Tingkat Pertama, BPJS Kesehatan

ABSTRACT

Currently, the concept of health care in Indonesia have changed, focus on quality of health care and health financing. Each individuals must have a social security program, one of which is the Social Insurance Administration Organization (BPJS-Healthcare). National data on BPJS-Healthcare partisipants satisfaction with regards to health care at First Level Health Facilities, that BPJS participants satisfaction in 2017 remained below target. The objective of this research to develop a model of organizational commitment in implementing holistic comprehensive health care for the satisfaction and loyalty of BPJS-Healthcare participants in Malang First Level Health Facilities namely pratama clinic and public health center. This study used cross sectional study design, were conducted from May to July 2019. The study sample were 33 pratama clinics and 16 public health center. Sampling with systematic random sampling and data analyzed using SEM-PLS.

The results showed that affective commitment as an leading indicator of organizational commitment. Participants satisfaction in combined were 55,6% influenced by organizational commitment in carrying out comprehensive holistic care and 54% participants were loyal. Biological aspects in comprehensive holistic care are the highest indicators of participants satisfaction both pratama clinics and public health center. Loyalty at pratama clinic is better than public health center. Organizational commitment in implementing comprehensive holistic health care will increase the satisfaction and loyalty of BPJS-Health participants.

The conclusion showed that model organizational commitment pratama clinic have very strong influence on the participants satisfaction and a strong influence loyalty, while at the public health center have a moderate influence on the participants satisfaction and a moderate influence on loyalty.

Keywords: Organization commitment, Satisfaction, Loyalty, First Level Health Facilities, BPJS-Healthcare

RINGKASAN

**KOMITMEN ORGANISASI DALAM MELAKSANAKAN
PELAYANAN KESEHATAN HOLISTIK KOMPREHENSIF
SEBAGAI UPAYA PENINGKATAN KEPUASAN DAN LOYALITAS
PESERTA BPJS KESEHATAN DI FKTP KOTA MALANG**

Konsep pelayanan kesehatan di Indonesia pada saat ini telah berubah, dari konsep awal pelayanan kesehatan meliputi pencegahan, pengobatan dan pemulihan menjadi pelayanan kesehatan yang memperhatikan mutu dan jaminan pembiayaan kesehatan. Setiap warga negara wajib memiliki jaminan sosial yang salah satu programnya adalah BPJS Kesehatan. Pelayanan kesehatan dilaksanakan secara holistik meliputi aspek biologis, psikis dan sosial (biopsikososial) dan komprehensif melalui upaya promotif, preventif, kuratif dan rehabilitatif. Data secara nasional tingkat kepuasan peserta BPJS Kesehatan terhadap layanan kesehatan di FKTP secara rata-rata pada tahun 2017 sebesar (79,5%) masih di bawah target (81%). Studi pendahuluan di FKTP klinik pratama menyatakan kepuasan peserta mencapai 73,6%, preventif disampaikan kepada 55,5% peserta dan rehabilitatif diberikan pada 30,7% peserta.

Metode penelitian observasional analitik dengan design penelitian *cross sectional study*. Penelitian dilaksanakan di Kota Malang pada bulan Mei s/d Juli 2019. Populasi pada penelitian ini adalah FKTP klinik pratama dan FKTP puskesmas yang bekerjasama dengan BPJS Kesehatan di Kota Malang. Sampel pada penelitian ini adalah 33 klinik pratama dan 16 puskesmas. Responden penelitian ini adalah seluruh tenaga medis yang memberikan pelayanan kesehatan di klinik pratama dan puskesmas keseluruhan sejumlah 199 orang tenaga medis serta peserta BPJS Kesehatan yang memanfaatkan pelayanan kesehatan di FKTP klinik pratama dan puskesmas Kota Malang sebanyak 1470 orang. Teknik pengambilan sampel dengan sistematik random sampling dan data hasil penelitian dianalisis menggunakan SEM-PLS.

Hasil penelitian menunjukkan bahwa komitmen organisasi FKTP klinik pratama dalam melaksanakan pelayanan kesehatan holistik komprehensif sangat kuat (89,8%) dipengaruhi oleh faktor personal, faktor organisasi dan faktor non organisasi. Komitmen organisasi ini akan memberikan pengaruh yang sangat kuat (81,4%) terhadap kepuasan peserta BPJS saat mendapatkan pelayanan holistik komprehensif. Kepuasan peserta saat mendapatkan pelayanan kesehatan holistik komprehensif akan memberikan pengaruh yang kuat (76,7%) terhadap loyalitas peserta BPJS Kesehatan pada FKTP klinik pratama. Pada FKTP puskesmas, faktor personal dan faktor organisasi berpengaruh kuat (72,4%) terhadap komitmen organisasi FKTP Puskesmas. Komitmen organisasi cukup berpengaruh (56,3%) terhadap kepuasan peserta BPJS saat mendapatkan pelayanan holistik komprehensif. Kepuasan peserta saat mendapatkan pelayanan kesehatan holistik komprehensif cukup berpengaruh (54%) terhadap loyalitas peserta BPJS Kesehatan pada FKTP puskesmas.

Komitmen afektif merupakan indikator komitmen organisasi yang nilainya paling tinggi pada FKTP gabungan dan FKTP klinik pratama, sedangkan pada FKTP puskesmas komitmen kontinuan yang merupakan indikator tertinggi. Kepuasan pada aspek biologis merupakan indikator tertinggi yang dirasakan peserta BPJS Kesehatan saat mendapatkan pelayanan kesehatan holistik komprehensif di FKTP klinik pratama dan FKTP puskesmas dan aspek sosial merupakan indikator kepuasan yang paling rendah dirasakan oleh peserta BPJS Kesehatan yang memanfaatkan pelayanan kesehatan di FKTP. Peserta BPJS Kesehatan menyatakan kebutuhan medis menjadi faktor yang paling mempengaruhi peserta untuk memanfaatkan FKTP, baik di klinik pratama maupun di puskesmas. Loyalitas peserta BPJS Kesehatan pada FKTP klinik pratama terutama loyalitas terhadap kasus yang sama, artinya tidak keberatan saat diminta untuk berkunjung kembali pada masalah kesehatan yang dialaminya saat ini. Loyalitas peserta BPJS Kesehatan pada FKTP puskesmas terutama loyalitas terhadap kasus yang berbeda, artinya bahwa peserta lebih loyal saat mengalami kasus yang berbeda sengan yang dialaminya saat ini.

Model struktural komitmen organisasi dalam melaksanakan pelayanan holistik komprehensif sebagai upaya meningkatkan kepuasan dan loyalitas peserta BPJS Kesehatan yang didapatkan dari penelitian dinyatakan baik dengan nilai *Q-Square predictive relevance* sebesar 0,945-0,996 dengan model struktur klinik pratama lebih tinggi nilainya daripada puskesmas. Temuan baru penelitian ini yaitu komitmen organisasi dalam melaksanakan pelayanan kesehatan holistik komprehensif berpengaruh terhadap kepuasan dan loyalitas peserta BPJS Kesehatan di Fasilitas Kesehatan Tingkat Pertama. FKTP harus berkomitmen untuk membuat visi, misi dan tujuan FKTP selaras dengan tujuan pelayanan kesehatan di Indonesia serta menggunakan pedoman untuk menerapkan pelayanan kesehatan holistik komprehensif dalam bentuk status medis holistik komprehensif.

SUMMARY

ORGANIZATIONAL COMMITMENT IN IMPLEMENTING HOLISTIC COMPREHENSIVE HEALTH CARE AS AN EFFORT TO INCREASE SATISFACTION AND LOYALTY OF BPJS-HEALTHCARE PARTICIPANS IN THE FIRST LEVEL HEALTH FACILITIES (FKTP) IN MALANG CITY

Currently, the concept of health services in Indonesia has changed, concerning health which service is only provided by implementing prevention, treatment and recovery program into health services which focus on quality of health services and health financing. Each individuals must have a social security program, one of which is Social Insurance Administration Organization (BPJS-Healthcare). Health services are carried out holistically covering biological, psychological and social (biopsychosocial) aspects and comprehensively through promotive, preventive, curative and rehabilitative efforts. National data on BPJS patients' satisfaction with regards to health services at FKTP showed BPJS patients' satisfaction in 2017 (79.5%) remained below target(81%). A preliminary study at FKTP pratama clinic stated that participant satisfaction reached 73.6%, preventive issues were delivered to 55.5% participants and rehabilitation were given to 30.7% participants.

This study used an analytic observational research method with cross sectional study design. The study was conducted in Malang City from May to July 2019. The population in this study was the First-Level Health Facility in pratama clinics and public health center within the collaboration with BPJS in Malang City. The samples in this study were 33 pratama clinics and 16 public health center within the collaboration with BPJS. The respondents of this study were all medical staff who provided health services at pratama clinic and a total of 199 health workers as well as BPJS-Health patients who utilized health services at pratama clinic and public health center as many as 1470 people. The sampling technique was systematic random sampling using a questionnaire that had been tested for validity and reliability. Research data were analyzed using SEM-PLS.

The results showed that the organizational commitment of FKTP pratama clinic in implementing comprehensive holistic health services were very strong (89.8%) influenced by personal factors, organizational factors and non-organizational factors. This organizational commitment will have a very strong influence (81.4%) on the satisfaction of BPJS participants when they received comprehensive holistic services. The satisfaction of participants when getting comprehensive holistic health services will have a strong influence (76.7%) on the loyalty of BPJS-Healthcare participants in FKTP pratama clinics. In FKTP public health center, personal factors and organizational factors have a strong influence (72.4%) on the organizational commitment of the FKTP public health center. Organizational commitment were moderate influence (56.3%) on the satisfaction of BPJS participants when getting comprehensive holistic services. The satisfaction of participants when getting comprehensive holistic health services

were moderate influence (54%) on the loyalty of BPJS- Healthcare participants in the FKTP public health center.

Affective commitment have an indicator of organizational commitment which have the highest value in the combined FKTP and FKTP pratama clinic, while in FKTP public health center, continuance commitment have the highest indicator. Biological aspects satisfaction were the highest indicator felt by BPJS-Healthcare participants when getting comprehensive holistic health services in FKTP pratama clinic and FKTP public health center and social aspects are the lowest satisfaction indicators felt by BPJS-Healthcare participants who utilize health services in FKTP. BPJS-Healthcare participants stated that medical needs were the most influencing factor for participants to utilize FKTP, both in the pratama clinic and in public health center. Loyalty of BPJS-Healthcare participants at FKTP pratama clinic especially loyalty to the same case, meaning that they do not mind when asked to visit again the health problems they were experiencing at this time. The loyalty of BPJS-Healthcare participants in the FKTP public health center were mainly loyalty to different cases, meaning that participants were more loyal when experiencing different cases with what they were experiencing at the moment.

The structural model of the commitment of first-level health facility organizations in carrying out comprehensive holistic services as an effort to increase satisfaction and loyalty of BPJS-Healthcare participants obtained from the study were stated to be good with the Q-Square predictive relevance value of 0.945-0.996 with the pratama clinic structure model having a higher value than the public health center. The novelty finding that has been found in this study were the commitment of the organization in implementing comprehensive holistic health services that affect the satisfaction and loyalty of BPJS Health participants in First Level Health Facilities. FKTP must be committed to making the vision, mission and goals of First Level Health Facilities align with the goals of health services in Indonesia and using guidelines for the implementation of comprehensive holistic health services in the form of comprehensive holistic medical status.