

PERSEPSI MASYARAKAT TERHADAP KUALITAS PELAYANAN MOBILE JKN DAN PELAYANAN BPJS KONVENSIONAL DI PUSKESMAS WILAYAH KECAMATAN PANCORAN TAHUN 2026

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Abstrak

Transformasi digital melalui aplikasi Mobile JKN dikembangkan untuk meningkatkan kemudahan akses pelayanan BPJS Kesehatan, namun masih dihadapkan pada kendala penggunaan aplikasi, gangguan sistem, dan rendahnya literasi digital masyarakat. Penelitian ini bertujuan menganalisis persepsi masyarakat terhadap kualitas pelayanan Mobile JKN dan pelayanan BPJS Kesehatan konvensional di Puskesmas Pancoran, Jakarta Selatan pada tahun 2026. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif. Informan terdiri atas 11 peserta aktif BPJS Kesehatan yang pernah menggunakan Mobile JKN dan pelayanan konvensional, dipilih secara purposive sampling. Data dikumpulkan melalui wawancara mendalam, kemudian dianalisis menggunakan model Miles dan Huberman serta diuji melalui triangulasi dan *member check*. Hasil penelitian menunjukkan bahwa Mobile JKN dipersepsikan lebih praktis dan efisien untuk pelayanan administrasi, tetapi masih terkendala kesulitan login, gangguan jaringan, dan rendahnya pemahaman penggunaan fitur. Sebaliknya, pelayanan konvensional dinilai lebih memudahkan komunikasi langsung dengan petugas meskipun masih ditemukan antrean dan waktu tunggu yang lama. Penelitian menyimpulkan bahwa kedua layanan saling melengkapi sesuai kebutuhan pengguna. Oleh karena itu, BPJS Kesehatan dan puskesmas disarankan meningkatkan stabilitas aplikasi, menyediakan pendampingan penggunaan Mobile JKN, serta menayangkan video tutorial penggunaan aplikasi secara berulang di ruang tunggu fasilitas kesehatan untuk meningkatkan literasi digital masyarakat.

Kata kunci: Mobile JKN, BPJS Kesehatan, kualitas pelayanan, persepsi masyarakat, pelayanan kesehatan

***PUBLIC PERCEPTIONS OF THE QUALITY OF MOBILE JKN
SERVICES AND CONVENTIONAL BPJS HEALTH SERVICES
AT COMMUNITY HEALTH CENTERS IN PANCORAN
DISTRICT 2026***

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Abstract

The digital transformation through the Mobile JKN application was developed to improve access to BPJS Kesehatan services; however, its implementation continues to face challenges, including application usability issues, system disruptions, and limited public digital literacy. This study aimed to analyze public perceptions of the service quality of Mobile JKN and conventional BPJS Kesehatan services at Pancoran Public Health Center, South Jakarta, in 2026. This study employed a descriptive qualitative approach. Eleven active BPJS Kesehatan participants who had experience using both Mobile JKN and conventional services were selected through purposive sampling. Data were collected through in-depth interviews and analyzed using the Miles and Huberman interactive model, with credibility ensured through triangulation and member checking. The findings indicated that Mobile JKN was perceived as more practical and efficient for administrative services. However, users experienced difficulties related to login access, network connectivity, and limited understanding of application features. Meanwhile, conventional services were perceived to facilitate better direct communication with healthcare staff despite long queues and waiting times. The study concludes that Mobile JKN and conventional services complement each other according to users' needs. Therefore, BPJS Kesehatan and public health centers should improve application stability, provide user assistance, and regularly display Mobile JKN tutorial videos in waiting areas to enhance public digital literacy.

Keywords: *BPJS Kesehatan, Mobile JKN, public perception, service quality, healthcare services*