

Kinerja pelayanan badan penyelenggara jaminan sosial (BPJS) kesehatan bagi tenaga kerja di Kawasan Industri Cikarang =  
Performance of services national social and healthcare security (BPJS) for workforce in Cikarang Industrial Estate

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Abstrak

Tesis ini bertujuan untuk menganalisis kinerja pelayanan Badan Penyelenggara Jaminan Sosial (BPJS) Kesehatan bagi tenaga kerja di kawasan industri Cikarang dilihat dari aspek internal dan aspek eksternalsehingga dapat diketahui sejauh mana kinerja pelayanan BPJS Kesehatan dapat memberikan kepuasan kepada pelanggan. Analisis Aspek eksternal meliputi dimensi tingkat perolehan pelanggan baru, akuisisi pelanggan, merespon keluhan pelanggan, kepuasan pelanggan dan manfaat pelanggan. Adapun analisis aspek internal meliputi dimensi inovasi, operasi dan layanan purna jual. Metode penelitian ini adalah mixed method. Teknik pengumpulan data yang digunakan dalam penelitian yaitu kuantitatif dan kualitatif dengan desain deskriptif.

Hasil penelitian adalah bahwa masih ada indikator kepuasan pelanggan yang masih dibawah harapan, dilihat dari kesenjangan antara harapan pelanggan dengan kenyataan yang dirasakan. Dalam kinerja pelayanan BPJS Kesehatan, masih ada kekurangan yang dirasakan pelanggan terutama dalam pemberian pelayanan. Saran yang diberikan adalah perbaikan atribut kinerja pelayanan yang masih dipersepsikan dibawah harapan, serta peningkatan kinerja pelayanan dalam penyediaan ruang rawat inap, tenaga medis dan SDM yang menangani pasien BPJS Kesehatan.

.....This thesis aims to analyze the performance of services National Social and Healthcare Security (BPJS) for workforce in Cikarang Industrial estate in term of internal aspects and external aspectsso BPJS Health Care's performance and service can be seen to provide the satisfaction for customers. The external aspects analysis including the dimensions of rate new customer acquisition, customer acquisition, responding customer complaint, customer satisfaction and customer benefit. The analysis of the internal aspects including the dimensions of innovation, operation and after sales service. The Methode of this research is mixed method. Data collection techniques used in this research is quantitative and qualitative type with the descriptive design.

The result of the study is, still there are the indicators of satisfaction which still delivery below expectations, indicated by the gap between customer expectations with services perceived. There are still a shortcomings perceived, especially in the service delivery in the process of services performance of National Social and Healthcare Security (BPJS) that has been run. The advice is the improvement of the service performance attributes that are still perceived below expectations, as well as the increased service performance in providing inpatient, medical personnel and human resources.