

HUBUNGAN ANTARA *PRODUCT KNOWLEDGE* DAN KEPUASAN KONSUMEN BPJS KESEHATAN

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ABSTRAK

Penelitian ini membahas mengenai hubungan antara *product knowledge* dan kepuasan konsumen BPJS Kesehatan. Variabel tergantung dalam penelitian ini adalah kepuasan konsumen, sedangkan variabel bebasnya adalah *product knowledge*. Hipotesis yang diajukan adalah ada hubungan positif antara *product knowledge* dengan kepuasan konsumen BPJS Kesehatan. Subjek dalam penelitian ini berjumlah 117 orang. Subjek dipilih dengan metode *purposive sampling*, yaitu pasien di BKPM Klaten yang berobat menggunakan BPJS Kesehatan. Metode pengumpulan data dengan penyebaran tes dan skala yang dikembangkan oleh peneliti. Reliabilitas tes *product knowledge* sebesar $\alpha = 0,833$ dengan jumlah 25 aitem, sementara itu reliabilitas skala kepuasan konsumen sebesar $\alpha = 0,963$ dengan jumlah 50 aitem. Teknik analisis data yang digunakan adalah teknik korelasi *Spearman Rho* karena sebaran data tidak normal. Hasil menunjukkan terdapat korelasi antara kepuasan konsumen ($N=50$; mean= 155,34; SD=15,272) dan *product knowledge* ($N=25$; mean= 14,09; SD=4,483) $r = -0,320$ $p = 0,000$ ($p < 0,01$) yang mengindikasikan adanya korelasi negatif yang rendah antara *product knowledge* dengan kepuasan konsumen. Hal ini berarti bahwa hipotesis penelitian ini ditolak. Maka, semakin tinggi *product knowledge*, semakin rendah kepuasan konsumen. Sebaliknya, semakin rendah *product knowledge*, semakin tinggi kepuasan konsumen.

Kata kunci : *Product Knowledge*, Kepuasan Konsumen, BPJS Kesehatan



**THE CORRELATION BETWEEN PRODUCT KNOWLEDGE AND
CONSUMER SATISFACTION BPJS KESEHATAN**

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ABSTRACT

This research discussed the correlation between product knowledge and consumer satisfaction of "BPJS Kesehatan". Dependent variable in this research was consumer satisfaction, while the independent variable was product knowledge. The proposed hypothesis was that there was a positive correlation between product knowledge and consumer satisfaction BPJS Kesehatan. Subject of this research were 117 people. Subject were chosen by purposive sampling method. They were medical patient from BKPM Klaten who had medical treatment and used BPJS Kesehatan. Data were gained by using psychological testing and scale which was developed by researcher. Reliability for product knowledge test was $\alpha = 0,833$ with 25 items, while reliability for consumer satisfaction scale was $\alpha = 0,963$ with 50 items. Spearman Rho correlation technique was chosen to analyse the data because of the abnormal data distribution. The result showed correlation between consumer satisfaction ($n=50$; mean= 155,34; SD=15,272) and product knowledge ($n=25$; mean= 14,09; SD=4,483) $r = -0,320$ $p = 0,000$ ($p < 0,01$) indicated that there was low negative correlation between product knowledge and consumer satisfaction. The result meant that the research hypothesis was rejected. In conclusion, the higher product knowledge, the lower consumer satisfaction and viceversa.

Key words : Product Knowledge, Consumer Satisfaction, BPJS Kesehatan

