

ABSTRAK

**HUBUNGAN KEPESERTAAN, KUALITAS PELAYANAN DAN IURAN
DENGAN KEPUASAN PESERTA BPJS MANDIRI DI FASILITAS
KESEHATAN TINGKAT PERTAMA KABUPATEN SLEMAN,
PROVINSI DAERAH ISTIMEWA YOGYAKARTA**

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Penelitian ini bertujuan untuk menguji dan menganalisis: (1) hubungan kepesertaan dengan kepuasan peserta BPJS mandiri di fasilitas kesehatan (faskes) tingkat pertama; (2) hubungan kualitas pelayanan dengan kepuasan peserta BPJS mandiri di faskes tingkat pertama; dan (3) hubungan iuran dengan kepuasan peserta BPJS mandiri di faskes tingkat pertama. Penelitian ini merupakan penelitian korelasional. Penelitian dilaksanakan di Kabupaten Sleman Provinsi Daerah Istimewa Yogyakarta pada bulan April 2019. Teknik sampling yang digunakan adalah *purposive sampling*. Sampel penelitian sebanyak 400 responden. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan analisis *Spearman Rank*.

Hasil analisis data menunjukkan bahwa: (1) kepesertaan memiliki hubungan yang lemah dengan kepuasan peserta BPJS mandiri di faskes tingkat pertama; (2) kualitas pelayanan memiliki hubungan yang kuat dengan kepuasan peserta BPJS mandiri di faskes tingkat pertama; dan (3) iuran memiliki hubungan yang sedang dengan kepuasan peserta BPJS mandiri di faskes tingkat pertama.

Kata kunci: kepesertaan, kualitas pelayanan, iuran, kepuasan, peserta BPJS mandiri, fasilitas kesehatan tingkat pertama

ABSTRACT***THE RELATIONSHIP BETWEEN PARTICIPATION, SERVICE QUALITY, AND PREMIUMS ON SATISFACTION OF BPJS MANDIRI PARTICIPANT AT THE FIRST HEALTH FACILITIES KABUPATEN SLEMAN, DAERAH ISTIMEWA YOGYAKARTA***

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This study aimed to examine and analyze: (1) the relationship between participation and satisfaction of BPJS mandiri participant at the first health facilities; (2) the relationship between service quality and satisfaction of BPJS mandiri participant at the first health facilities; and (3) the relationship between premiums and satisfaction of BPJS mandiri participant at the first health facilities. This research is correlational study. This research was conducted in Kabupaten Sleman, Daerah Istimewa Yogyakarta in April 2019. The research sampling technique was a purposive sampling. The research sample consisted of 400 respondents. The data collection method was a questionnaire. The data analysis technique was a Spearman Rank.

The result of data analysis showed that: (1) participation had weak relationship with satisfaction of BPJS mandiri participant at the first health facilities; (2) service quality had strong relationship with satisfaction of BPJS mandiri participant at the first health facilities; and (3) premiums had moderate relationship with satisfaction of BPJS mandiri participant at the first health facilities.

Keywords: *participation, service quality, premiums, participant satisfaction of BPJS mandiri, the first health facilities*