Public Perception of JKN Mobile Application Services (Study on Patients at Wajo Community Health Center)

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Abstract: With the development of technology and information development that is very dynamic, the role of information technology applications as a means for the community without knowing the limits of time and place. so that it can meet the basic health needs of a decent society BPJS Health also utilizes technology to facilitate services and expand the scope of its membership. As of 2023 Mobile JKN has a total of 21,753,548 mobile users. Based on this description, the researcher tries to conduct a study to find out the extent of the community's view at the Wajo puskesmas on the JKN Mobile application service. This makes health services better known to the community Based on data from the e-puskesmas BPJS Health application specifically for PKM, the community's response at the wajo puskesmas to application services in mobile JKN is very easy when doing health services and administrative services.

Keywords: Service, Mobile JKN, Community Perception

Introduction

With the rapid development of technology and information, the role of information technology applications as a means for the community transcends time and place. By utilizing technology, especially in the health sector, people can more easily access information. According to Law Number 24 of 2011, BPJS Kesehatan is the institution responsible for administering the national health insurance (JKN) for all citizens as mandatory health insurance. As stated in Law No. 40 of 2004 on the National Social Security System, the goal is to ensure that all Indonesian citizens are protected under an insurance system, thus meeting the basic health needs of the community adequately. BPJS Kesehatan is committed to providing the best health services and information to the public.

Currently, the number of JKN participants under BPJS Kesehatan has reached 267 million, or 95.77 percent of the total Indonesian population of 278,752,361 as of 2023. This is a significant number for a national health insurance scheme, and BPJS Kesehatan is focused on achieving universal health coverage (UHC). To this end, BPJS Kesehatan continuously innovates to improve services and expand its membership coverage.

One of the innovations is the JKN mobile application, which facilitates participants in accessing health services and performing administrative activities that would typically be done at BPJS Kesehatan branch offices, anytime and anywhere. This application is available on both the Play Store and the App Store. As of 2023, there are 21,753,548 users of the JKN Mobile app across Indonesia, with 10,876,774 active users (those who have accessed the app within the last 30 days). The following table provides details on the number of users per platform:

Table 1. of Active Users
Source: https://play.google.com/store/apps/details?id=app.bpjs.mobile&hl=id

Platform	Number
iOS	3,331,138
Android	18,422,410

Figure 1. JKN Mobile Users
Sumber: https://bpjs-kesehatan.go.id/
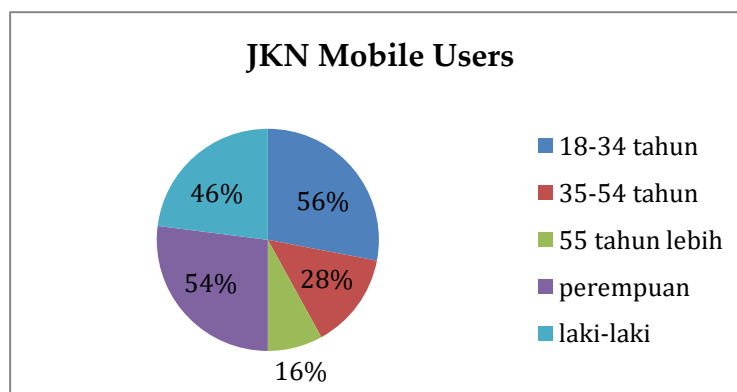
The table below presents the number of active users of the JKN Mobile application, categorized by platform. As of the most recent data, the iOS platform has 3,331,138 active users, while the Android platform has 18,422,410 active users. This information is sourced from the Google Play Store.

Based on the research by Wulandari et al. (2019), it is stated that the JKN Mobile application is already good in terms of the time required to provide services. However, the implementation of the JKN Mobile application has not yet reached the specified targets. In the study by Sari, Hartini, and Andria (2019), it is mentioned that one of the factors contributing to the low usage of the JKN Mobile application at the Health Branch Office of

Bogor Regency is that participants are reluctant to use the application. The technological innovation implemented by BPJS Kesehatan has been effective, with high levels of satisfaction and expectation fulfillment, strong idea quality, and high frequency of JKN-KIS Mobile application usage. According to interviews with JKN Mobile application users, 77% reported finding it easy to access the application (Angelita et al., 2021).

There are two supporting factors for the implementation of innovation: faster information dissemination and the digital technology trend. The inhibiting factors for the usage of the JKN Mobile application include incomplete information dissemination to the public and individuals' lack of proficiency in operating gadgets, especially for elderly participants or those not yet technologically literate (Angelita et al., 2021). According to data from the BPJS Kesehatan public relations office, the number of JKN Mobile users in Southeast Sulawesi Province in 2024 was 32,968 users. In Baubau city alone, there are 1,958 users.

The purpose of this application is to make it easier for users to obtain health insurance services anytime and from anywhere. The data above shows that the willingness and interest of the public to use National Health Insurance (JKN) access is still relatively low compared to the total population. Additionally, participants sometimes experience difficulties in using the JKN Mobile application. Based on the above explanation, the researcher attempts to conduct a study to determine the public's perception of the JKN Mobile application services, specifically among patients at the Wajo community health center.

Methodology

A qualitative research design is employed to produce descriptive information in the form of written or spoken words from people and observable behavior. Data sources were obtained from seven patients at Wajo community health center, aged between 20 and 65 years. The data collection technique involved semi-structured interviews, using questions prepared based on indicators of public perception regarding the JKN Mobile application services (study on patients at Wajo community health center) prior to the interview process. This was supplemented by reference data from several documents related to the issue. The research was conducted from March to April 2024. The results of the interviews were then reduced for analysis, and conclusions were drawn as the outcome of this research.

Result and Discussion

Based on data from the e-Puskesmas BPJS Kesehatan application specifically for Community Health Centers (PKM), the number of BPJS Kesehatan participants registered at Wajo community health center as of April 2024 is 21,702 people. From the previous discussion, the researcher presents data in the form of interview results and observations about public perception of the JKN Mobile application services. Subsequently, the researcher will discuss the results of the study, which are selected according to the research problem. The data was obtained through in-depth interviews with seven patients at Wajo community health center, with the following details:

Table 2. Respondents

No.	Name	Age	Occupation
1	Salma	21	Student
2	Zhafira Putri	20	Student
3	Intan	21	Student
4	La Joni	45	Civil Servant (ASN)
5	Inayah	22	Student
6	Wa Saai	50	Civil Servant (ASN)
7	Matjuri	65	Entrepreneur

Public Perception of JKN Mobile Application Services

The patients reported that they have been using the JKN Mobile application for quite a long time, with most of them having started using it since 2023, or about a year ago. From their experiences, all patients stated that the presence of the JKN Mobile application has greatly helped them with both health services and BPJS Kesehatan administrative services. Ridwan Novandy proposes three indicators that form public perception:

1. Response: This is the result or impression obtained from observation, knowledge, and interpretation of an object. The response of the community at Wajo community health center towards the JKN Mobile application services is that it greatly facilitates health services and administrative tasks.

2. Opinion: This is a subjective perception of a truth, influenced by personal conditions and formed by individual viewpoints such as opinions, ideas, or arguments. It can be concluded that the opinion of the community at Wajo community health center regarding the JKN Mobile application is that it is very helpful for obtaining services quickly and more efficiently, and it can be accessed anywhere.

3. Evaluation: This can be seen as a segment of assessment concerning the determination of the quality of something. It can be concluded that the evaluation of the community

regarding the JKN Mobile application services at Wajo community health center is very satisfying with features that are easy to access.

The Advantages of Technology in Healthcare Services

Technology is advancing rapidly, and time passes quickly. We will help manage daily activities on various planets. Similar to the transportation sector, we are blessed with vehicles that allow us to transport goods quickly without having to travel long distances. One day, people might start using mobile phones and, as mobile phones develop, we will be able to obtain various information from different regions, even countries, and the world. Despite distance and communication issues, IT brings many conveniences and benefits in the medical field. (Hartiwi, 2021).

There are five benefits of health technology, including: 1. Facilitating medical personnel in providing assistance to patients more flexibly in terms of both time and location. 2. Storing important patient data such as medical records and other critical data more easily. 3. Serving as a marketing tool for health services. 4. Online Monitoring: Doctors and medical staff can monitor patient status online. 5. Reaching a broader range of patients, thereby increasing patient visits to medical services. This makes healthcare services more recognized by the public.

Mobile JKN

Mobile JKN is a digital-based, face-to-face service channel to facilitate JKN participants in obtaining information and administrative membership services related to the National Health Insurance program through information technology in the form of applications via smartphones (Android and iOS) that can be downloaded via Google Playstore or Apps Store. Mobile JKN is an innovation launched by BPJS Kesehatan in 2017. This application can be used anywhere and anytime without time limits (self-service). The service innovation by BPJS Kesehatan aims to facilitate online registration for the public, provide easy access to membership data, view participant premium bills, and access Primary Healthcare Facilities (FKTP) and Referral Healthcare Facilities (FKTL), as well as enabling the public to easily provide feedback or complaints. Patients who undergo examinations without carrying their BPJS Kesehatan card can use the Mobile JKN application and show it directly to the officer. Each registered Mobile JKN application is per household card, not individual.
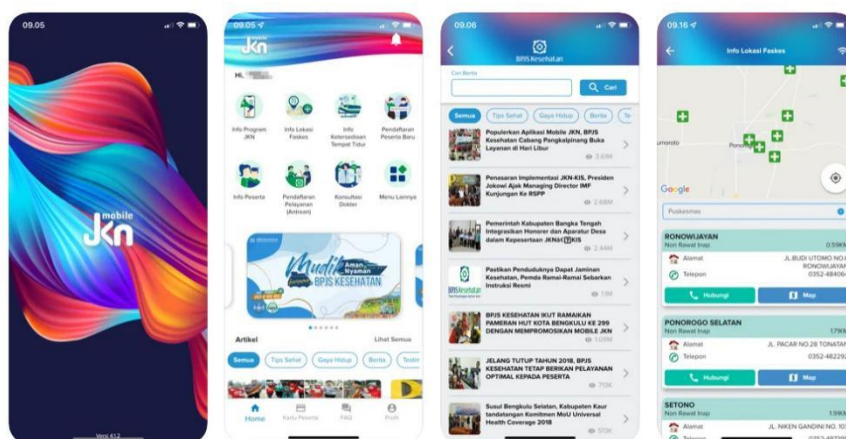
Figure 2. Mobile JKN Application Display

Excellent Service

According to Groonros, service is an activity or series of activities that are intangible (cannot be touched) which occur as a result of interaction between consumers and employees or other things provided by the service provider intended to solve consumer or customer problems. According to (Rohayani et al., 2020), excellent service is high-quality service that consistently and accurately meets customer needs, consistently following international/ISO standards, and applying total quality management and high quality awareness. According to Barata in applying excellent customer service, several points must be implemented, one of which is the implementation of the A6 concept. Excellent service based on the A6 concept includes: first, ability; second, attitude; third, appearance; fourth, attention; fifth, action; and sixth, accountability.

According to Jalaludin Rakhmat, perception is the experience of objects, events, or relationships acquired by concluding information and interpreting messages. Humans are social beings who live in society. Aristotle argued that humans are zoon politicon, social beings who prefer to live alongside others or seek companionship rather than living alone. According to Hasan Sadhily, society is a large or small group consisting of several humans who influence each other. (A. A. Putri, 2019). Public perception is the understanding of the environment, groups, and objects that mutually influence each other during physical or non-physical interactions. In (Moebbrey et al., 2022), Ridwan Novandy suggests that public perception is divided into three categories: 1. Response: the result or impression obtained from an observation, in this case, observations about subjects and events acquired by concluding information and interpreting messages. 2. Opinion: a subjective view or idea influenced by individual factors, and according to each person's opinion, it is a form of assessment, advice, ideas, arguments. 3. Assessment: a decision about something good or bad, an evaluation component.

Conclusion

Based on statements from 7 respondents as subjects of this study, it was found that the community at Puskesmas Wajo who use the Mobile JKN application feel the convenience of accessing services through this application. Out of 7 respondents, 5 utilize it for online queuing, while the rest use it to check the status of their JKN-KIS membership, health screening, transferring to FKTP, and health consultations. However, elderly individuals still encounter difficulties due to limited understanding in operating gadgets, which impedes their access to the Mobile JKN application.

For BPJS Kesehatan, which launched the Mobile JKN application, the research indicates that many people at Puskesmas Wajo are still unaware of the convenience services accessible through this application. Therefore, it is suggested that relevant institutions optimize efforts to familiarize the public with this application. This can be achieved by intensifying awareness campaigns through various social media channels and conducting community outreach activities to educate more people about using the Mobile JKN application effectively.

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