

ABSTRAK

Transformasi digital melalui aplikasi Mobile JKN diharapkan mampu meningkatkan kualitas pelayanan BPJS Kesehatan. Namun, masih ditemukan berbagai kendala, seperti aplikasi yang mengalami gangguan, informasi yang belum sepenuhnya akurat dan mutakhir, serta pelayanan yang belum optimal, sehingga berpotensi memengaruhi kepuasan pengguna. Selain itu, penelitian terdahulu menunjukkan hasil yang belum konsisten mengenai pengaruh kualitas sistem, kualitas informasi, dan kualitas pelayanan terhadap kepuasan pengguna, sehingga diperlukan pengujian kembali pada pengguna Mobile JKN di Kota Tanjungpinang. Penelitian ini bertujuan menganalisis pengaruh kualitas sistem, kualitas informasi, dan kualitas pelayanan terhadap kepuasan pengguna aplikasi Mobile JKN pada BPJS Kesehatan Cabang Kota Tanjungpinang. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji validitas, reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi dengan bantuan SPSS versi 26. Hasil penelitian menunjukkan bahwa kualitas sistem, kualitas informasi, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pengguna, baik secara parsial maupun simultan. Variabel kualitas pelayanan menjadi faktor yang paling dominan memengaruhi kepuasan pengguna, sedangkan nilai Adjusted R Square sebesar 0,740 menunjukkan bahwa 74% variasi kepuasan pengguna dapat dijelaskan oleh ketiga variabel tersebut. Dengan demikian, peningkatan kualitas sistem, kualitas informasi, dan terutama kualitas pelayanan menjadi faktor penting dalam meningkatkan kepuasan pengguna aplikasi Mobile JKN.

Kata Kunci: Kualitas Sistem, Kualitas Informasi, Kualitas Pelayanan, Kepuasan Pengguna, Mobile JKN.

ABSTRACT

The digital transformation of healthcare services through the Mobile JKN application is expected to improve the quality of services provided by BPJS Kesehatan. However, users still encounter several issues, including system errors, information that is not always accurate or up to date, and service quality that does not fully meet user expectations, potentially affecting user satisfaction. In addition, previous studies have reported inconsistent findings regarding the effects of system quality, information quality, and service quality on user satisfaction, indicating the need for further investigation. This study aims to analyze the effects of system quality, information quality, and service quality on user satisfaction with the Mobile JKN application at BPJS Kesehatan Tanjungpinang Branch. A quantitative research approach was employed using a survey method involving 100 respondents selected through purposive sampling. Data were collected using questionnaires and analyzed through validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination using SPSS version 26. The results indicate that system quality, information quality, and service quality have positive and significant effects on user satisfaction, both partially and simultaneously. Service quality was found to be the most dominant factor influencing user satisfaction, while the Adjusted R Square value of 0.740 indicates that 74% of the variation in user satisfaction is explained by the three independent variables. Therefore, improving system quality, information quality, and especially service quality is essential to enhancing user satisfaction with the Mobile JKN application.

Keywords: System Quality, Information Quality, Service Quality, User Satisfaction, Mobile JKN.