

ABSTRACT

THE DIFFERENCE OF SATISFACTION LEVEL IN BPJS HEALTH INSURANCE PATIENT AND NON INSURANCE PATIENT TOWARD HEALTH SERVICE IN NEGARA GENERAL HOSPITAL

Background: Health is the basic need of every human being. National Health Insurance (JKN) developed in Indonesia is part of the National Social Insurance system (SJSN) which is required. Patient satisfaction is the most important thing in the performance of health services. One way to assess the services quality is to measure the patient satisfaction level.

Method: This research is a quantitative research with the *cross sectional* research design. The subjects of this research were the BPJS health insurance patients and non insurance patients with 200 people as the samples. The data was analyzed by the Independent T test, gap analysis, *CSI (Customer satisfaction index)* and *IPA (Importance performance analysis)*.

Finding and Discussion: The result of the Independent T test showed ρ value $> 0,05$ in all dimensions which mean that there is no difference of patient satisfaction level in BPJS health participants and non insurance patients toward health services in Negara General Hospital. The biggest satisfaction in non insurance patients is on the *Assuerance* variable (-1,002) and the smallest satisfaction is on the *Tangibles* variable (-1,357) and the biggest satisfaction of BPJS health insurance patients is on *Assuerance* variable (-1,085) and their smallest satisfaction is on *Responsiveness* variable (-1,367). The non insurance patients gap is (-1,217) and the BPJS health insurance patients gap is (-1,206), both of them were classified into low satisfaction level. The result of Importance performance analysis value of non insurance patient showed *Responsiveness* attributes that should be prioritized and improved while in BPJS health patients showed *Responsiveness* and *Reliability* attributes that should be prioritized and improved by Negara General Hospital.

Conclusion: there is no significant difference of satisfaction level between BPJS health insurance patient and non insurance patient toward health services in Negara General Hospital.

Keywords: patient satisfaction, health services, gap analysis, *CSI (Customer satisfaction index)* and *IPA (Importance performance analysis)*.