

ABSTRAK

Latar Belakang: Transformasi digital dalam layanan kesehatan menjadi urgensi di era disrupsi 4.0 untuk meningkatkan efisiensi dan kepuasan pasien. RSUD Dr. Pirngadi Kota Medan telah mengimplementasikan sistem antrean online melalui aplikasi Mobile JKN, namun tingkat utilitasnya masih rendah, yakni hanya 9,16% dari total peserta JKN pada periode Januari–September 2025.

Tujuan: Penelitian ini bertujuan untuk menganalisis implementasi program antrean online Mobile JKN pada layanan rawat jalan di RSUD Dr. Pirngadi Kota Medan menggunakan pendekatan teori Difusi Inovasi Everett Rogers, yang mencakup aspek keuntungan relatif, kesesuaian, kerumitan, kemungkinan dicoba, dan kemudahan diamati.

Metode: Jenis penelitian ini adalah penelitian kualitatif dengan desain deskriptif. Data dikumpulkan melalui wawancara mendalam, observasi langsung, dan dokumentasi. Informan penelitian terdiri dari pasien pengguna Mobile JKN, perawat pendamping poli, koordinator administrasi, staff IT, dan PIC BPJS Kesehatan. Validitas data diuji menggunakan teknik triangulasi sumber dan teknik.

Hasil: Hasil penelitian menunjukkan bahwa dari sisi keuntungan relatif, program ini efektif mengurangi penumpukan antrean fisik dan penggunaan logistik kertas. Dari aspek kesesuaian, sistem telah terintegrasi dengan SIMRS melalui *bridging system* v2.0, namun terdapat ketidaksesuaian pada segmen pasien lansia. Faktor kerumitan menjadi hambatan utama, terutama terkait proses aktivasi akun yang memerlukan pulsa serta rendahnya literasi teknologi pada pasien lanjut usia. Aspek kemungkinan dicoba dan kemudahan diamati dinilai cukup baik melalui pemantauan indikator *quality rate* (QR) secara berkala, meskipun pencapaian awal masih di bawah target 85%.

Kesimpulan: Implementasi antrean online Mobile JKN di RSUD Dr. Pirngadi memberikan manfaat signifikan dalam efisiensi waktu, namun pemanfaatannya belum optimal karena kendala teknologi dan karakteristik demografis pasien. Diperlukan edukasi yang lebih intensif serta pendampingan khusus bagi kelompok rentan teknologi untuk meningkatkan adopsi sistem.

Kata Kunci: Antrean Online, Mobile JKN, Rawat Jalan, Difusi Inovasi, RSUD Dr. Pirngadi.

ABSTRACT

Background: Digital transformation in healthcare services has become an urgency in the disruption 4.0 era to enhance efficiency and patient satisfaction. RSUD Dr. Pirngadi Medan City has implemented an online queuing system through the Mobile JKN application, yet its utilization rate remains low, at only 9.16% of total JKN participants during the January–September 2025 period.

Objective: This study aims to analyze the implementation of the Mobile JKN online queue program in outpatient services at RSUD Dr. Pirngadi Medan City using Everett Rogers' Diffusion of Innovation theory approach, encompassing aspects of relative advantage, compatibility, complexity, trialability, and observability.

Methods: This is a qualitative study with a descriptive design. Data were collected through in-depth interviews, direct observation, and documentation. Research informants consisted of Mobile JKN users (patients), outpatient nurses, administrative coordinators, IT staff, and the BPJS Health PIC. Data validity was tested using source and technique triangulation.

Results: The results show that in terms of relative advantage, the program effectively reduces physical queue congestion and paper logistics usage. Regarding compatibility, the system is integrated with the Hospital Information System (SIMRS) via bridging system v2.0, but there is a mismatch within the elderly patient segment. The complexity factor serves as a major barrier, particularly concerning the account activation process requiring credit (pulsar) and low technological literacy among elderly patients. The aspects of trialability and observability are considered adequate through periodic monitoring of the quality rate (QR) indicator, although initial achievements were below the 85% target.

Conclusion: The implementation of the Mobile JKN online queue at RSUD Dr. Pirngadi provides significant benefits in time efficiency, but its utilization is not yet optimal due to technological constraints and patient demographic characteristics. More intensive education and specialized assistance for technologically vulnerable groups are required to increase system adoption.

Keywords: Online Queue, Mobile JKN, Outpatient, Diffusion of Innovation, RSUD Dr. Pirngadi.