

ABSTRAK

Pelayanan pasien BPJS di era digital menghadapi berbagai tantangan, mulai dari peningkatan beban kerja tenaga kesehatan, gangguan sistem digital, hingga perubahan kebijakan yang kurang tersosialisasi dengan baik. Di Rumah Sakit Royal Prima Marelان, kondisi tersebut memengaruhi efektivitas pelayanan dan kepuasan pasien, namun berbagai upaya adaptif seperti pelatihan, peningkatan infrastruktur digital, dan pembentukan tim tanggap telah diterapkan untuk menjaga mutu layanan serta memperkuat sistem pelayanan BPJS secara berkelanjutan. Penelitian ini bertujuan menganalisis tantangan dan solusi tenaga kesehatan dalam pelayanan pasien BPJS di era digital.

Penelitian menggunakan pendekatan kualitatif menggunakan pendekatan studi kasus (*case study*) dengan 9 informan (6 informan utama, dan 3 informan triangulasi). Data dikumpulkan melalui observasi, wawancara mendalam, dan telaah dokumen, lalu dianalisis secara deskriptif kualitatif melalui tahapan reduksi data, penyajian, dan penarikan kesimpulan.

Hasil menunjukkan bahwa pelayanan pasien BPJS di RSU Royal Prima Marelان telah mengikuti alur digital standar melalui sistem VClaim, INA-CBGs, dan SIMRS, namun masih terkendala gangguan teknis serta ketidaksinkronan data. Tenaga kesehatan menghadapi hambatan berupa gangguan jaringan, keterbatasan infrastruktur, serta kurangnya pelatihan yang menyebabkan peningkatan beban kerja administratif. Dampak yang muncul meliputi keterlambatan pelayanan, penurunan efisiensi, serta stres dan penurunan motivasi kerja tenaga kesehatan. Rumah sakit telah menerapkan solusi adaptif seperti pencatatan manual, pelatihan internal, dan peningkatan jaringan, namun diperlukan strategi jangka panjang berupa perbaikan infrastruktur dan penguatan interoperabilitas sistem agar pelayanan BPJS lebih efektif dan berkelanjutan.

Disarankan Rumah Sakit Royal Prima Marelان memperkuat infrastruktur digital, menyiapkan server cadangan, melatih protokol *downtime*, serta melaksanakan pelatihan berkelanjutan bagi tenaga kesehatan agar kualitas layanan tetap optimal. Peneliti selanjutnya diharapkan meneliti efektivitas intervensi digital seperti audit coding berbasis AI atau dashboard klaim dengan metode *mixed methods*.

Kata Kunci: Tantangan, Solusi Tenaga Kesehatan, Pelayanan BPJS, Era Digital

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BPJS (Indonesian Social Security Agency) patient care in the digital era faces various challenges, ranging from increased workloads for healthcare workers, digital system disruptions, and poorly communicated policy changes. At Royal Prima Marelan Hospital, these conditions impact service effectiveness and patient satisfaction. However, various adaptive efforts, such as training, digital infrastructure improvements, and the formation of a response team, have been implemented to maintain service quality and strengthen the BPJS service system sustainably. This study aims to analyze the challenges and solutions faced by healthcare workers in providing BPJS patient care in the digital era.

The study employed a qualitative case study approach with nine informants (6 primary informants and 3 triangulation informants). Data were collected through observation, in-depth interviews, and document review. Data were then analyzed descriptively through the stages of data reduction, presentation, and conclusion drawing.

The results indicate that BPJS patient care at Royal Prima Marelan Hospital follows standard digital processes through the VClaim, INA-CBGs, and SIMRS systems, but remains hampered by technical glitches and data asynchronous data. Healthcare workers face challenges such as network disruptions, limited infrastructure, and a lack of training, leading to increased administrative workloads. These impacts include service delays, decreased efficiency, and stress and decreased motivation for healthcare workers. The hospital has implemented adaptive solutions such as manual record-keeping, internal training, and network upgrades. However, a long-term strategy is needed, including infrastructure improvements and strengthening system interoperability to ensure more effective and sustainable BPJS services.

Royal Prima Marelan Hospital is recommended to strengthen its digital infrastructure, prepare backup servers, practice downtime protocols, and conduct ongoing training for healthcare workers to maintain optimal service quality. Future researchers are encouraged to examine the effectiveness of digital interventions such as AI-based coding audits or mixed-method claims dashboards.

Keywords: Challenges, Healthcare Worker Solutions, BPJS Services, Digital Era