

ABSTRAK

Transformasi digital dalam pelayanan kesehatan menjadi fokus utama BPJS Kesehatan melalui aplikasi Mobile JKN. Penelitian ini bertujuan untuk mengevaluasi kualitas pelayanan BPJS menggunakan Mobile JKN di Unit Hemodialisa RSUD Dr. Pirngadi Kota Medan, dengan pendekatan **mixed methods** (kuantitatif dan kualitatif). Metode kuantitatif dilakukan melalui penyebaran kuesioner kepada 100 pasien pengguna Mobile JKN, sementara pendekatan kualitatif diperoleh melalui wawancara mendalam dengan 5 pasien, 3 tenaga medis, dan 2 petugas BPJS. Hasil penelitian menunjukkan bahwa aspek **kemudahan akses** memperoleh skor rata-rata 3,72, **kecepatan layanan** 4,0, **fitur aplikasi** 3,35, dan **kepuasan pasien** 3,77. Temuan ini mengindikasikan bahwa mayoritas pasien merasa terbantu dengan keberadaan Mobile JKN, terutama dalam efisiensi antrean dan kemudahan administrasi. Namun, masih terdapat hambatan seperti keterbatasan literasi digital, kesulitan teknis login, serta rendahnya pemanfaatan fitur tambahan seperti ubah fasilitas kesehatan dan konsultasi online. Wawancara mendalam mendukung data kuantitatif, di mana sebagian besar responden lansia mengalami kesulitan dalam menggunakan aplikasi tanpa pendampingan. Petugas BPJS dan tenaga medis memiliki peran penting dalam membantu proses penggunaan aplikasi. Dapat disimpulkan bahwa Mobile JKN telah meningkatkan pelayanan BPJS secara signifikan, namun optimalisasi pemanfaatannya masih memerlukan peningkatan edukasi, pendampingan, serta perbaikan sistem teknis. Diperlukan upaya sinergis antara BPJS, rumah sakit, dan pasien untuk mewujudkan pelayanan digital yang inklusif dan berkelanjutan.

Kata kunci: Mobile JKN, BPJS Kesehatan, hemodialisa, pelayanan digital, evaluasi pelayanan, mixed methods.

ABSTRACT

Digital transformation in health services has become a key initiative by BPJS Kesehatan through the Mobile JKN application. This study aims to evaluate the quality of BPJS services provided via Mobile JKN in the Hemodialysis Unit of Dr. Pirngadi Regional General Hospital, Medan, using a **mixed methods approach** (quantitative and qualitative). The quantitative method involved distributing questionnaires to 100 hemodialysis patients who use Mobile JKN, while the qualitative method was conducted through in-depth interviews with 5 patients, 3 medical staff, and 2 BPJS officers. The results show that the **ease of access** scored an average of 3.72, **service speed** 4.0, **application features** 3.35, and **patient satisfaction** 3.77. These findings indicate that most patients feel helped by Mobile JKN, especially in reducing queue times and simplifying administrative processes. However, there are still obstacles such as low digital literacy, login difficulties, and underutilization of advanced features like changing healthcare facilities and online consultations. Qualitative findings support the quantitative data, revealing that elderly patients, in particular, often face challenges in using the app without assistance. BPJS officers and medical staff play a crucial role in guiding patients through the system. In conclusion, Mobile JKN has significantly improved BPJS service delivery. However, to optimize its use, greater efforts are needed in user education, technical support, and system development. Collaborative efforts between BPJS, hospitals, and patients are essential to ensure inclusive and sustainable digital healthcare services.

Keywords: Mobile JKN, BPJS Kesehatan, hemodialysis, digital health services, service evaluation, mixed methods.