

INTISARI

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor utama yang memengaruhi kualitas layanan BPJS Ketenagakerjaan bagi peserta segmen Bukan Penerima Upah (BPU), serta menganalisis prioritas perbaikan serta tindakan perbaikan yang diperlukan untuk meningkatkan kepuasan dan loyalitas peserta. Dengan menggunakan model SERVQUAL yang mencakup lima dimensi utama, yaitu *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, dan *Empathy*, serta penelitian ini mengintegrasikan metode *Importance Performance Analysis* (IPA) dan Model Kano untuk mengidentifikasi perbedaan antara harapan dan pengalaman peserta. Hasil penelitian menunjukkan bahwa atribut seperti informasi materi yang disediakan dan informasi akurat dari staf, yang masuk dalam kuadran 1 IPA serta kategori *Must-Be* pada Model Kano, memiliki dampak besar terhadap kepuasan peserta dan harus segera diperbaiki, karena ketidakefektifannya dapat merusak kepercayaan peserta dan menimbulkan *Word of Mouth* (WOM) negatif. Di sisi lain, atribut seperti penampilan staf dan waktu tunggu layanan meskipun berada di Prioritas Rendah pada IPA dan *One-Dimensional* pada Model Kano, tetap mempengaruhi kepuasan pelanggan secara signifikan dan dapat memperkuat WOM positif jika dikelola dengan baik. Berdasarkan temuan ini, disarankan agar BPJS Ketenagakerjaan memprioritaskan perbaikan pada atribut yang memiliki dampak besar terhadap kepuasan dasar peserta, serta terus memperbaiki atribut yang dapat memperkuat loyalitas pelanggan melalui WOM positif, guna meningkatkan kualitas layanan dan membangun citra positif di mata peserta.

Kata Kunci: BPJS Ketenagakerjaan, BPU, Kualitas Layanan, *Importance Performance Analysis*, Model Kano, *Word of Mouth*, Kepuasan Peserta, Pekerja Informal

ABSTRACT

This study aims to identify the main factors that influence the quality of BPJS Ketenagakerjaan services for Non-Wage Earner (BPU) segment participants, as well as analyze the improvement priorities and corrective actions needed to increase participant satisfaction and loyalty. By using the SERVQUAL model which includes five main dimensions, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy, and this study integrates the Importance Performance Analysis (IPA) method and the Kano Model to identify differences between participants' expectations and experiences. The results show that attributes such as the material information provided and accurate information from staff, which fall into IPA quadrant 1 and the Must-Be category in the Kano Model, have a major impact on participant satisfaction and must be improved immediately, because their non-optimization can damage participant trust and cause negative Word of Mouth (WOM). On the other hand, attributes such as staff appearance and service waiting time despite being in Low Priority on IPA and One-Dimensional on the Kano Model, still significantly affect customer satisfaction and can strengthen positive WOM if managed properly. Based on these findings, it is recommended that BPJS Ketenagakerjaan prioritize improvements on attributes that have a major impact on basic participant satisfaction, and continue to improve attributes that can strengthen customer loyalty through positive WOM, in order to improve service quality and build a positive image in the eyes of participants.

Keywords: BPJS Ketenagakerjaan, BPU, Service Quality, Importance Performance Analysis, Kano Model, Word of Mouth, Participant Satisfaction, Informal Workers