

INTISARI

Latar Belakang: Kepesertaan JKN dari sektor UMKM masih rendah, sedangkan UMKM menyumbang 97% dari total lapangan kerja nasional. Dalam mempermudah proses pendaftaran Jaminan Sosial bidang Kesehatan dan Ketenagakerjaan dan meningkatkan perluasan kepesertaan program Jaminan Sosial Nasional BPJS Kesehatan dengan BPJS TK menjalin kerjasama dengan melakukan pendaftaran satu pintu yang dilakukan di Jakarta dan Surabaya dan kedepan akan dilakukan di seluruh wilayah Indonesia. Di Kota Yogyakarta belum diterapkan pendaftaran bersama antara perizinan UMKM, dan pendaftaran BPJS Kesehatan dan BPJS TK oleh karena itu penting dilakukan penelitian bagaimana penerimaan PUMK di Kota Yogyakarta terhadap strategi perluasan kepesertaan JKN melalui portal pendaftaran bersama BPJS Kesehatan dengan BPJS TK.

Tujuan: Menganalisis akseptabilitas PUMK di Kota Yogyakarta terhadap program pendaftaran bersama BPJS Kesehatan dan BPJS TK.

Metode: Mix method sekuensial eksplanatori desain cross sectional. Populasi penelitian semua PUMK terdata di Dinas Perindustrian, Perdagangan, Koperasi, dan Pertanian Kota Yogyakarta. Pengumpulan data dilakukan dengan kuesioner dan wawancara mendalam.

Hasil: Ada hubungan yang signifikan antara tingkat pengetahuan (OR 2.07), persepsi keuntungan relatif (OR 3.37), dan persepsi kompleksitas program (0.18) terhadap akseptabilitas program pendaftaran bersama BPJS Kesehatan dan BPJS Ketenagakerjaan. Persepsi keuntungan relatif meliputi efisiensi waktu, efisiensi biaya, kemudahan prosedur, serta prosedur yang sederhana sedangkan kompleksitas program meliputi kejelasan tentang program, kejelasan tentang prosedur, serta pemahaman negatif terhadap program.

Kesimpulan: tingkat pengetahuan, persepsi keuntungan relatif, dan persepsi kompleksitas program mempengaruhi akseptabilitas PUMK. Penerimaan PUMK terhadap program tinggi akan tetapi terdapat persepsi negatif terhadap badan penyelenggara jaminan sosial

Kata Kunci:

acceptability, UMKM, kepesertaan, JKN, universal health coverage

ABSTRACT

Background: *JKN enrollment from the MSME sector is still low, while MSMEs contribute 97% of the total national employment. In facilitating the registration process of the Social Security in the Health and Employment sector and increasing the expansion of the participation of the National Social Security, BPJS for health care and Employment Social Security Agency are cooperating with one-door registration conducted in Jakarta and Surabaya and in the future in all regions of Indonesia. In the city of Yogyakarta, a joint registration between UMKM licensing and registration of of BPJS for health care and Employment Social Security Agency has not yet been implemented. Therefore, it is important to conduct research on how the acceptability PUMK in the city of Yogyakarta for the expansion of JKN enrollment through joint registration program of BPJS for health care and Employment Social Security Agency*

Purpose: *To analyze SME's acceptability in Yogyakarta City to JKN participation expansion strategy through joint registration program of Social Security Agency (BPJS) for health care and Employment Social Security Agency*

Methods: *This research used mixed method design with explanatory sequential design. The study population is all PUMK recorded in the Department of Industry, Trade, Cooperative, and Agriculture of Yogyakarta City. The data were collected through questionnaires and in-depth interviews*

Results: *There is a significant association between knowledge level (OR 2.07), relative advantage (OR 3.37), and complecity (0.18) on PUMK acceptability to joint enrollment program BPJS Health and BPJS Employment. Relative advantages are time and cost efficiency, ease of procedures, and simple procedures while complexity are clarity about the program and procedures and negative perceptions of program*

Conclusion: *level of knowledge, relative advantage perception, and complexity affect PUMK acceptability. PUMK's acceptance of the program is high but there is a negative perception of the the provider of social security*

Keywords: *acceptability, MSMEs, participation, JKN, universal health cover*