

ABSTRACT

Background: Total membership of JAMKESDA JPKM Tobamas has decreased from 30 000 participants in the first period of the year to 23 832 in the second period. Participants who dropped out did not sign up again, reaching 62.6%.

Objectives: To identify the effect of the global motives that consisting attitude toward behavior, subjective norm, perceived behavioral control and the satisfaction levels against to the amount of JAMKESDA JPKM Tobamas premium repurchasing.

Methods: This study held by quantitative descriptive cross sectional design. The population study were the participants of JAMKESDA Tobamas where the unit of analysis is the head of house hold, which determined with certain criteria before. Sample is determined by nonprobability quota sampling technique. Large sample size of 200. Primary data were collected with a questionnaire instrument containing 77 items of questions, secondary data from the Toba Samosir District Health Office. Analysis carried out by univariate analysis are shown in the table of frequency distribution and bivariate analysis. Testing of the hypothesis by conducting linear regression test. Dependent variable is the amount of JAMKESDA Tobamas premium repurchasing. The independent variable are attitude toward behavior, subjective norm, perceived behavioral control and satisfaction levels.

Result: Attitude toward behavior, Subjective norm, Perceived behavioral control and Satisfaction have a significantly relationship againts the amount of premium repurchasing. While Attitude toward behavior affecting for 5.9% of predicting ($R^2=0.059$) against to the amount of premium repurchasing as well as the Subjective norm influence 27% ($R^2=0.270$), Perceived behavioral control influence 3.92% ($R^2=0.392$) and Satisfaction influence 3,6% ($R^2=0.036$). The larger of predicting influence on the amount of premium repurchasing shown by Attitude toward behavior, Subjective Norm, and Perceived behavioral control, together as the Global Motives are 64.6% ($R^2 = 0.646$) and this was greater than that indicated by the satisfaction that only to 3.6% ($R^2 = 0.036$).

Conclusions: Attitude toward behavior and Subjective Norm and Perceived behavioral control, together as the Global Motives contributed predicting affect on the amount of premium repurchasing of 65%, where the effect is larger when compared with the satisfaction that only 4%.

Keywords: Post-purchase evaluation, Premium repurchasing, Global motives, Satisfaction, JAMKESDA, Toba Samosir District.



INTISARI

Latar Belakang : Jumlah kepesertaan JAMKESDA JPKM Tobamas telah menurun dari 30.000 peserta pada periode tahun pertama menjadi 23.832 pada periode tahun kedua. Jumlah peserta *drop out* yang tidak mendaftar kembali, mencapai 62,6 %.

Tujuan Penelitian : Mengidentifikasi pengaruh motif global yang terdiri dari *attitude toward behavior*, *subjective norm*, *perceived behavioral control* dan tingkat kepuasan terhadap banyaknya jumlah pembelian berulang premi JAMKESDA JPKM Tobamas.

Metode : Penelitian ini merupakan penelitian deskriptif kuantitatif dengan rancangan *cross sectional*. Populasi penelitian adalah peserta JAMKESDA JPKM Tobamas dimana unit analisis adalah Kepala Keluarga yang diseleksi berdasarkan kriteria tertentu sebelumnya. Penarikan sampel dengan teknik *nonprobability quota sampling*. Besar ukuran sampel 200 orang. Data primer dengan instrumen kuesioner berisi 77 butir pertanyaan, data sekunder dari instansi Kabupaten Toba Samosir. Analisis hasil penelitian dengan analisis univariat, bivariat/multivariat, Uji hipotesis dengan *regresi linier*. Variabel terikat adalah banyaknya jumlah pembelian berulang premi JPKM Tobamas. Variabel bebas adalah, *attitude toward behavior*, *subjective norm*, *perceived behavioral control* dan tingkat kepuasan.

Hasil : Berdasarkan hasil penelitian diketahui *Attitude toward behavior*, *Subjective norm* dan *Perceived behavior* maupun Kepuasan memiliki hubungan signifikan terhadap banyaknya jumlah pembelian berulang. Sementara *Attitude toward behavior* menjelaskan prediksi pengaruh sebesar 5,9%($R^2=0,059$) terhadap banyaknya jumlah pembelian berulang premi, *Subjective norm* 27%($R^2=0,270$), *Perceived behavior control* 39,2%($R^2=0,392$) dan Kepuasan 3,6%($R^2=0,036$). *Attitude toward behavior*, *Subjective norm*, dan *Perceived behavioral control*, ketiganya sebagai Motif Global menjelaskan prediksi pengaruh 64,6%($R^2=0,646$) terhadap banyaknya jumlah pembelian berulang premi lebih besar dibandingkan dengan Kepuasan yang hanya sebesar 3,6%($R^2=0,036$).

Kesimpulan : *Attitude toward behavior* dan *Subjective norm*, dan *Perceived behavior control*, bersama-sama sebagai Motif Global dapat menjelaskan 65% kontribusi pengaruh terhadap variasi jumlah pembelian berulang premi dimana hal ini lebih besar bila dibandingkan dengan Kepuasan yang hanya mampu menjelaskan 4% pengaruh.

Kata Kunci: Evaluasi pasca pembelian, Pembelian berulang premi, Motif global, Kepuasan, JAMKESDA, Kabupaten Toba Samosir.