

## INTISARI

Sebagai proteksi sosial, program JKN bertujuan untuk melindungi penduduk dari jatuh miskin karena biaya pengobatan. Tingginya angka rasio klaim pelayanan kesehatan tidak berbanding lurus dengan pendapatan yang diterima. Perlu dilakukan upaya untuk meningkatkan pendapatan, salah satunya dengan meningkatkan capaian rekrutmen Pekerja Penerima Upah (PPU) swasta yang memiliki *potential income* sehat serta dapat mendukung percepatan *universal health coverage (UHC)* yang ditargetkan seharusnya terealisasi pada 01 Januari 2019. Dalam implementasinya masih ditemukan badan usaha yang tidak mau ikut serta untuk mendaftarkan seluruh pekerjanya sehingga ketentuan terkait kewajiban pendaftaran pekerja telah diatur dalam ketentuan pemerintah terkesan belum memiliki *bargain power* yang kuat.

Penelitian ini merupakan penelitian yang bersifat menganalisis anteseden niat ketidakpatuhan badan usaha untuk mengikuti program JKN pada area kerja kedeputian wilayah Jabodetabek. Metode penelitian yang dipakai berbasis *Structural Equation Model (SEM)* dengan pendekatan *Partial Least Square (PLS)*. Variabel penelitian yang diuji adalah sikap, norma subjektif dan *perceived behavior control (PBC)* diambil dari *theory of planned behavior (TPB)* ditambah variabel ekspektasi diambil dari *social learning theory* sebagai variabel eksogen serta variabel endogen adalah niat (*intention*) sebagai fungsi dari ketidakpatuhan itu sendiri.

Hasil penelitian menunjukkan variabel sikap memiliki pengaruh negatif dan tidak signifikan ( $p\text{-value} > 0.05$ ), variabel norma subjektif, ekspektasi dan *PBC* memiliki pengaruh positif serta signifikansi  $p\text{-value}$  masing masing 0.000 dengan niat ketidakpatuhan.

Kata kunci: Rekrutmen peserta, *Universal Health Coverage (UHC)*, Pendapatan Iuran, Kepatuhan, *Structural Equation Model (SEM)*, *Partial Least Square (PLS)*

## ABSTRACT

*As social protection, the JKN program aims to protect people from falling into poverty due to medical expenses. The high ratio of claims for health services is not directly proportional to the revenues received. Efforts should be made to increase income, one of which is by increasing the recruitment of private Wage Workers (PPU) who have the potential for healthy income and can support the acceleration of universal health coverage (UHC) which is targeted to be realized on January 1, 2019. In its implementation, there are still business entities found those who do not want to participate in serving all their workers so that the provisions of the employee registration obligation are regulated in government regulations that do not yet have strong power.*

*This research is a research that analyzes the antecedents of intention of non-compliance by business entities to participate in the JKN program in the deputy work area of the Jabodetabek. The research method used is based on the Structural Equation Model (SEM) with the Partial Least Square (PLS) approach. The research variables tested were attitudes, subjective norms and perceived behavior control (PBC) which were taken from the theory of planned behavior (TPB) plus the expected variables were taken from social learning theory as exogenous variables and the endogenous variables were intention (intention) as a function of that compliance.*

*The results showed that the attitude variable had a negative and insignificant effect ( $p\text{-value} > 0.05$ ), the subjective norm, expectation and PBC variables had a positive influence and the significance of the  $p\text{-value}$  was 0.000 each with the intention of non-compliance.*

*Keywords: Participant recruitment, Universal Health Coverage (UHC), Contribution Income, Compliance, Structural Equation Model (SEM), Partial Least Square (PLS)*