

IMPLEMENTATION OF THE SOCIAL SECURITY ADMINISTRATION (BPJS) HEALTH PROGRAM IN HEALTHCARE SERVICES AT UPTD PUBLIC HEALTH CENTER III, NORTH DENPASAR SUB-DISTRICT HEALTH OFFICE

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Abstract

BPJS Kesehatan is a legal entity responsible for administering social security programs in accordance with Law Number 40 of 2004 on the National Social Security System. Community health centers (Puskesmas) play a strategic role in providing primary healthcare services, including in Denpasar, Bali, where numerous Puskesmas serve as primary healthcare facilities. However, the implementation of BPJS Kesehatan programs in Puskesmas faces several challenges, such as limited healthcare personnel, inadequate infrastructure, and an underdeveloped management system. Additionally, there is still a public perception that BPJS services can only be utilized when one is ill. This study employs a qualitative descriptive approach to analyze the implementation of healthcare services at UPTD Puskesmas III in North Denpasar District. The findings indicate that implementation is not yet fully optimal based on indicators of communication, resources, disposition, and bureaucratic structure. Key obstacles include insufficient BPJS outreach to the public, lack of significant improvements in service quality, as well as infrastructure limitations such as parking space, waiting areas, and noise disturbances due to the Puskesmas' location in a densely populated area.

Keywords: Implementation, BPJS Health, Health Services, UPTD, Puskesmas III North Denpasar

A. INTRODUCTION

Public service is an important indicator in assessing performance in a government agency, both at the central and regional levels. The quality of public service is a dynamic condition related to products, services, processes and the assessment environment is determined at the time the public service is provided. The implementation in a government agency is said to be good if the public service carried out is oriented towards the interests of realizing public welfare. (Hasrillah et al., 2021).

The Social Security Administering Body (BPJS) is a legal entity established by law to organize a social security program. BPJS according to Law Number 40 of 2004 concerning the National Social Security System is a transformation of the social security organizing body that is currently running and it is possible to form a new organizing body in accordance with the dynamics of social security developments. (Asih Eka Putri, 2014). Based on the text of Article 1 of the Regulation of the Health Social Security Administering Body Number 5 of 2020 concerning the Second Amendment to the Regulation of the Health Social Security Administering Body Number 6 of 2018 concerning the Administration of Membership in the

Guarantee Program, a health service program was prepared by the government in an effort to provide health services that can be reached by all levels of society in Indonesia.

Thus, the service is implemented through the Implementation of the BPJS Health Program in Health Services. Regulated in the Regulation of the Minister of Health of the Republic of Indonesia Number 7 of 2021 concerning the Fourth Amendment to the Regulation of the Minister of Health Number 71 of 2013 concerning Health Services in National Health Insurance. Health centers have a strategic role in providing primary health services for the population in Indonesia, especially at the local or regional level. In the Bali area, BPJS Health services, especially in Denpasar City, are widely spread as primary health facilities in providing health services. However, the implementation of the BPJS Health program at the Health Center does not always go well. Various challenges and obstacles often arise in its implementation, thus affecting the availability, accessibility and quality of health services provided to BPJS Health participants. One of the main challenges in the implementation of the BPJS Health Program at the Health Center is related to limited resources, both in terms of health workers, facilities and infrastructure, and a management system that is not yet optimal, including the public's assumption that BPJS Services are only obtained when sick.

Table 1. Population Data on BPJS Health Service Users at UPTD Puskesmas III

No	YEAR (Soul)		
	2022	2023	2024
1.	28291	31738	42692

Source: Health Center III North Denpasar, 2024

In the northern part of Denpasar City, several health centers have been established, one of which is the UPTD Health Center III of the North Denpasar District Health Office, which has designated an urban transition area located in a lowland area with an area of 17.05 km² covering 3 villages and 1 sub-district, namely: Dauh Puri Kaja Village, Peguyangan Village, Peguyangan Kaja Village and Peguyangan Kangin Village. Meanwhile, the total number of banjar in the North Denpasar Health Center III area is 49 Banjar, with 52 Posyandu. Based on data on the indigenous population living in the Village area of the North Denpasar Health Center III, in 2021, data was obtained of 67,654 people consisting of 34,520 male residents and 33,134 female residents.

Table 2. Data on visits by BPJS Health users to UPTD Puskesmas III in 2019 2024

No	Bulan	Jumlah Kunjungan (Jiwa)			Total
		Baru	Lama	Tidak diketahui	
1.	Januari	2144	515	100	2759
2.	Februari	1686	353	73	2112
3.	Maret	2044	458	91	2593
4.	April	2100	546	102	2748
5.	Mei	2086	535	135	2756
6.	Juni	1999	461	136	2596
7.	Juli	2135	653	87	2875
8.	Agustus	2264	622	131	3017
9.	September	2056	484	106	2646
10.	Oktober	2393	638	165	3196
11.	November	711	317	64	1092
	Jumlah	21618	5582	1190	28390

Source: Health Center III North Denpasar, 2024

Based on the data above, which is the data of patient visits using the BPJS services above which is taken from the P-care system which is a special application from BPJS which is

given to UPTD. Puskesmas III North Denpasar and other Puskesmas to record visits from people using BPJS Health services at UPTD Puskesmas III North Denpasar. From the data above, in the last year, namely 2024, patient visits have decreased and especially in November 2024, BPJS patients registered at FKPT UPTD Puskesmas III North Denpasar had the lowest number of visits, namely 1,092 people, where if we look at the number of BPJS Service users as a whole in the Denpasar City Area, it is very far and it can be said that the community has not utilized the BPJS Health program evenly.

The success of the implementation of the BPJS Kesehatan health program in the Puskesmas is also influenced by social, cultural and policy factors that are contextual. Differences in socio-economic conditions, education levels and thinking patterns of people in each region can also affect the level of participation and understanding of the benefits of the program. Therefore, it is important to conduct an in-depth study of the implementation of the BPJS Kesehatan program at UPTD. Puskesmas III North Denpasar. With a better understanding of the obstacles faced and the factors that influence the implementation of the BPJS Kesehatan program.

B. LITERATURE REVIEW

The Concept of Social Security and BPJS Health

Social security is a form of protection provided by the state to the community to ensure the fulfillment of basic living needs (Adha et al., 2020). In Indonesia, the social security system is regulated in Law Number 40 of 2004 concerning the National Social Security System. The Social Security Administering Agency (BPJS) Health is an institution responsible for managing the national health insurance program, which aims to provide equal and affordable access to health services for the entire community.

Health Services at Community Health Centers

Community Health Centers have a strategic role in the primary health care system, especially in providing basic health services to the community (Noor et al., 2021). According to the Regulation of the Minister of Health of the Republic of Indonesia Number 75 of 2014 concerning Community Health Centers, Community Health Centers function as organizers of public and individual health efforts aimed at improving public health. In various regions, Community Health Centers are the first-level health facilities (FKTP) in the BPJS Kesehatan referral system.

Implementation of BPJS Program

The implementation of the BPJS Kesehatan program in Puskesmas covers various aspects, including membership administration, medical services, and referral systems (Astuti, 2024). According to the policy implementation theory of George C. Edwards III (1980), the success of policy implementation is influenced by four main factors, namely communication, resources, disposition, and bureaucratic structure. In the context of BPJS Kesehatan, these four factors play an important role in determining the effectiveness of services in primary health facilities such as Puskesmas.

C. RESEARCH METHODOLOGY

The approach used in this study is a qualitative approach where in a research procedure that produces descriptive data in the form of writing, speech and behavior that can be observed from the subject itself. Descriptive research is the most basic research. According to Moleong (2011:6), "Qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject, for example behavior, perception, motivation, actions and others holistically and by means of description in the

form of words and language, in a special context that is natural and utilizes natural methods ". The research location is a place where researchers conduct research, especially in finding phenomena or events that actually occur from the object being studied in order to obtain accurate research data. The location of the research that the author did was at the UPTD Puskesmas III, North Denpasar District Health Office, Jl. Ahmad Yani Utara No. 110, Dauh Puri Kaja, North Denpasar District, Denpasar City, Bali.

In this study, the instrument used to collect data on the Implementation of the Social Security Administering Agency (BPJS) Health Program in Health Services at the UPTD Puskesmas III, North Denpasar District Health Office. The main instrument in this study is the researcher himself. In addition, the researcher was assisted by interview guidelines as the main instrument in data collection. The technique for determining informants in this study used the purposive sampling technique, as intended by Sugiyono (2018:54) is that purposive sampling is a technique for taking samples of data sources with certain considerations. These certain considerations, for example, the person who is considered to know the most about what we expect, or maybe he is the ruler so that it will make it easier for researchers to explore the objects or social situations being studied.

D. RESULT AND DISCUSSION

Implementation of the BPJS Health Program in Health Services at the UPTD Puskesmas III, North Denpasar District Health Office

Implementation is one of the actions to achieve previously planned goals for decision making. In this study, it is explained that BPJS Kesehatan users in Denpasar City can be said to have equal benefits for the community. This can be seen through the table of BPJS Kesehatan users in the Denpasar City area:

Table 3. BPJS Health Users in Denpasar City Area in 2024

KAB/KOTA	SEGMENT PESERTA	SUDAH JKN
		JUMLAH
1	2	7=3+4+5+6
JUMLAH KOTA DENPASAR		671.835
KOTA DENPASAR	PBPU/BP Pemda	96.050
KOTA DENPASAR	PBI JK	81.682
KOTA DENPASAR	BP (Penyelenggara Negara)	20.975
KOTA DENPASAR	BP (Swasta)	1.644
KOTA DENPASAR	PBPU/BP	180.243
KOTA DENPASAR	PPU Badan Usaha	212.578
KOTA DENPASAR	PPU Penyelenggara Negara	78.663

Source: Denpasar BPJS Health Office 2024

Based on the data above, the BPJS Health program has been evenly distributed to the people of Denpasar City. However, there are still some people who have not become part of the BPJS Health program. This needs to be the attention of the organizers in order to provide more understanding to the community. Based on the theory related to the problems raised by the author, namely the Edward III Theory (1980) by presenting 4 indicators related to the theory. The indicators in question include (1) Communication, (2) Resources, (3) Disposition and (4) Bureaucratic Structure. To measure the implementation of the BPJS Health program

at the UPTD Puskesmas III, North Denpasar District Health Office, it can be done using four indicators, including communication indicators, resources, disposition and bureaucratic structure. In this case, the implementation of the BPJS Health program at the UPTD Puskesmas III, North Denpasar District Health Office, seen from the communication indicator based on interviews conducted by researchers at the research location has not been fully effective and running well where socialization has not been fully implemented by the BPJS Health of Denpasar City to the community.

To measure the implementation of the BPJS Health program at the UPTD Puskesmas III, North Denpasar District Health Office, it can be done using resource indicators. In this case, the implementation of the BPJS Health program at the UPTD Puskesmas III, North Denpasar District Health Office, seen from the resource indicator, is sufficient. However, according to the views of the community who use the service, it is necessary to provide one person or special officer who will later act as a valid information provider related to the service programs of BPJS Health itself.

To measure the implementation of the BPJS Health program at the UPTD Puskesmas III, North Denpasar District Health Office, it can be done using disposition indicators. In this case, the implementation of the BPJS Health program at the UPTD Puskesmas III, North Denpasar District Health Office, seen from the disposition indicator based on interviews conducted by researchers at the research location is good where the division of main tasks and functions of officers has been formed and arranged according to the organizational structure, one of which is that there is already one field that oversees BPJS Health service matters.

To measure the implementation of the BPJS Health program at the UPTD Puskesmas III, North Denpasar District Health Office, it can be done using the bureaucratic structure indicator. In this case, the implementation of the BPJS Health program at the UPTD Puskesmas III, North Denpasar District Health Office, seen from the bureaucratic structure indicator based on interviews conducted by researchers at the research site is good where the UPTD Puskesmas III, North Denpasar has carried out routine evaluations and also monitoring of health services provided to the public who visit. In addition, a Focus Group Discussion (FGD) has also been carried out as a form of alignment between new policies so that they can be implemented properly in terms of health services to the community.

Factors that are Obstacles in the Implementation of the BPJS Health Program at the UPTD Puskesmas III, North Denpasar District Health Office

In the implementation of a program and activity will not always run smoothly, meaning that there are still various obstacles encountered in the implementation process. The factors that are obstacles in the implementation of the BPJS Kesehatan program at the UPTD Puskesmas III of the North Denpasar District Health Office based on interviews conducted by researchers at the research site are related to the uneven socialization by BPJS Kesehatan to the general public, improvements in service quality that have not been running significantly, limited parking spaces and noise caused by the location of the UPTD Puskesmas which is right in a dense environment, and the lack of visitor queues when on certain days there are crowds of visits by the community to the UPTD Puskesmas III North Denpasar.

E. CONCLUSION

Based on the research results as previously explained, the researcher can draw the following conclusions: The implementation of the Social Security Administering Body (BPJS) Health Program in Health Services at the UPTD Puskesmas III, North Denpasar District Health Office, seen from the communication indicator, has not been fully effective

and has not run well, where socialization has not been fully implemented by the Denpasar City BPJS Health Office to the community. Judging from the resource indicator from the UPTD Puskesmas III, North Denpasar District Health Office, it is sufficient. However, according to the views of the community using the service, it is necessary to provide one person or special officer who will later act as a valid information provider related to the BPJS Health service programs themselves. Judging from the disposition indicator, it is good where the division of main tasks and functions of officers has been formed and arranged according to the organizational structure, one of which is that there is already one field that oversees BPJS Health service matters. Judging from the bureaucratic structure indicator, it is good where the UPTD Puskesmas III, North Denpasar has carried out routine evaluations and also monitoring of health services provided to the visiting community. In addition, a Focus Group Discussion (FGD) has also been carried out as a form of alignment between new policies so that they can be implemented properly in terms of health services to the community.

The factors that are obstacles in the implementation of the Health Social Security Agency (BPJS) Health program in Health Services at the UPTD Puskesmas III of the North Denpasar District Health Office are the still uneven socialization by BPJS Kesehatan to the general public, improvements in service quality that have not been significant, limited parking spaces and noise caused by the location of the UPTD Puskesmas which is right in a dense environment, and the lack of places for visitors to queue when on certain days there are crowds of visits by the public to the UPTD Puskesmas III of North Denpasar.

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