THE RELATIONSHIP BETWEEN THE QUALITY OF THE NATIONAL HEALTH INSURANCE MOBILE APPLICATION AND THE SATISFACTION OF BPJS KESEHATAN PARTICIPANTS AT PKU MUHAMMADIYAH HOSPITAL KARANGANYAR

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ABSTRACT

***Background** : The service quality of the Mobile JKN application plays an important role in supporting easy access to BPJS Kesehatan services for participants. Poor digital service quality can hinder ease of access, feature completeness, and service processing speed, which in turn affects participant satisfaction. **Objective** : to determine the relationship between Mobile JKN application service quality and BPJS Kesehatan participant satisfaction at RS PKU Muhammadiyah Karanganyar. **Method** : This study used a quantitative design with a cross-sectional approach. The research sample consisted of 75 participants selected using the purposive sampling technique. Data were collected using the SERVQUAL questionnaire and a satisfaction questionnaire. Data were analyzed using the Spearman Rank correlation test. **Results**: the study showed that the majority of respondents rated the service quality of the Mobile JKN application across all dimensions (tangibles, reliability, responsiveness, assurance, and empathy) as good to very good, with the majority of participant satisfaction levels falling into the very good category (80.0%). The Spearman Rank test showed a significant positive relationship between all service quality dimensions and participant satisfaction ($p<0.05$), with the assurance dimension showing the strongest relationship ($r=0.460$). **Conclusion**: the better the service quality of the Mobile JKN application, the higher the satisfaction felt by BPJS Kesehatan participants.*

***Keywords:** service quality, Mobile JKN, participant satisfaction, BPJS Kesehatan, SERVQUAL.*