

## KESIAPAN GO-JEK DALAM JAMINAN KESEHATAN NASIONAL DI KOTA SEMARANG TAHUN 2016

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### ABSTRAK

Jaminan Kesehatan Nasional merupakan program kesehatan yang bersifat wajib bagi seluruh masyarakat Indonesia. Go-jek merupakan salah satu pekerjaan di sektor informal. Gojek hanya memiliki asuransi kecelakaan kerja dari kantor Gojek, jika sakit mereka tidak mempunyai asuransi kesehatan. Survei awal menunjukkan bahwa sebagian besar Go-Jek belum memiliki BPJS. Tujuan penelitian ini adalah menggambarkan kesiapan Go-jek dalam Jaminan Kesehatan Nasional di sektor informal.

Jenis penelitian ini adalah deskriptif kuantitatif dengan pendekatan potong lintang dengan variable penelitian Pengetahuan, Sikap, Kemampuan Membayar (Ability to Pay), Kemauan membayar (Willingness to Pay). Jumlah sampel sebanyak 95 go-jek yang diambil secara Accidental sampling. Pengumpulan data melalui wawancara terstruktur.

Hasil penelitian ini menunjukkan bahwa sebagian besar mempunyai pengetahuan cukup baik (77,9%), sikap terhadap JKN cukup baik (82,1%), Ability to Pay (kemampuan membayar) rata-rata per orang Rp. Rp. 10.000,00 - Rp. 27.500,00 dengan ATP per orang minimal Rp. 10.000,00 dan maksimal 133.100,00. Namun masih terdapat 59,6% pengendara Gojek belum mampu membayar tarif BPJS walaupun kelas III. Sebagian besar mereka mau mengikuti BPJS (74,7%) dengan kemauan membayar (WTP) rata-rata Rp. 21.000,00 €“ Rp. 33.300,00 sebesar 35,2% dan masih terdapat 36,4% yang mempunyai WTP kurang dari rata-rata.

Berdasarkan hasil penelitian di atas maka penulis menyarankan Go-jek agar dapat mengajukan sebagai keluarga tidak mampu dan pemerintah diharapkan dapat memberikan subsidi serta sosialisasi BPJS kepada Go-jek oleh pemilik usaha Go-jek terkait peraturan tentang program Jaminan Kesehatan Nasional tahun 2019 wajib bagi seluruh masyarakat Indonesia

Kata Kunci : Jaminan Kesehatan Nasional, GO-JEK, ATP, WTP

Kepustakaan : 41 buah, ( 1990-2015 )

Kata Kunci : Jaminan Kesehatan Nasional, GO-JEK, ATP, WTP

## **GOJEK READINESS IN NATIONAL HEALTH INSURANCE IN SEMARANG YEAR 2016**

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### **ABSTRACT**

The National Health Insurance is a health mandatory program for all Indonesian. Go-jek is one of informal works sector. Go-jek has only work accident insurance gave by Go-jek office, when they have illness there is no health insurances covered. The initial survey showed that mostly Go-Jek has no BPJS insurance yet. The purposed of the study was to describe the readiness of Go-jek on National Health Insurance an informal sector.

The study was quantitative with cross sectional approach. Variables measured were knowledge, attitude, ability to pay (ATP), and willingness to pay (WTP). Total sample 95 Go-jek was taken by accidental sampling. Data collected through structured interview method.

Results showed that mostly Go-jek had good knowledge (77.9%), good attitude toward health national insurance (82.1%), the average of ability to pay per person was Rp. 10,000 to- Rp. 27,500 with minimum Rp. 10,000 to maximum of Rp. 133,100. However, there were 59.6% Go-jek drivers have had not been able to pay BPJS although level III. Mosly they agreed to join BPJS (74.7%) with the average of willingness to pay Rp. 21,000 to- Rp. 33.300 (35.2%) and 36.4% has had lower WTP.

Suggestion to Go-jek to report as poor families and government expected to provide subsidies. The Go-jek owner should perform socialization of BPJS related to mandatory of national health insurance since 2019.

Keywords : National Health Insurance, GOJEK, ATP, WTP

References : 41 (1990-2015)

Keyword : National Health Insurance, GOJEK, ATP, WTP