

Bureaucratic Reform Analysis: Effectiveness of BPJS JKN-Mobile Application in Realizing Public Satisfaction Reviewed from Comments on the Play Store Application

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Abstract

This study aims to identify the level of public satisfaction with bureaucratic reform carried out by the Social Security Administering Agency (BPJS) Health, especially through the implementation of the Mobile JKN application. In addition, this study analyzes the effectiveness of the Mobile JKN application in realizing public satisfaction with public services, by referring to user comments on the Google Play Store platform. The method used is a qualitative descriptive approach with a literature study research type, as well as data collection techniques based on sociological and empirical facts. The results of the study indicate that most users feel dissatisfied with the performance and quality of the Mobile JKN application service. The main complaints that arise include difficulties in accessing services and features that are considered not user-friendly. Based on these findings, it is hoped that BPJS Kesehatan can develop better applications in the future, with improved features that make it easier for the public to access health information and services digitally.

Keywords: Bureaucratic Reform, Public Service, Mobile JKN.

INTRODUCTION

Health is a fundamental right of every citizen and is a basic human need to be able to live properly and productively, therefore the government has an obligation to provide equitable, fair and affordable health services for the community, and the state is responsible for fully regulating the right to a healthy life for every resident. This is emphasized in Law Number 36 of 2009 in Article 5 paragraph (1) concerning Health that everyone has the same right to obtain access to health resources. Furthermore, paragraph (2) emphasizes that everyone has the same right to obtain safe, quality and affordable health services.

In order to realize this, the Health Insurance Administration Agency (BPJS) launched a JKN Mobile application which is a digital transformation of the business model created by

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BPJS Kesehatan since November 2017 which is used as a participant registration tool that functions as registration or changes to JKN participant data in order to improve services to National Health Insurance participants - Healthy Indonesia Card (JKN-KIS) (Firmana et al., 2023).

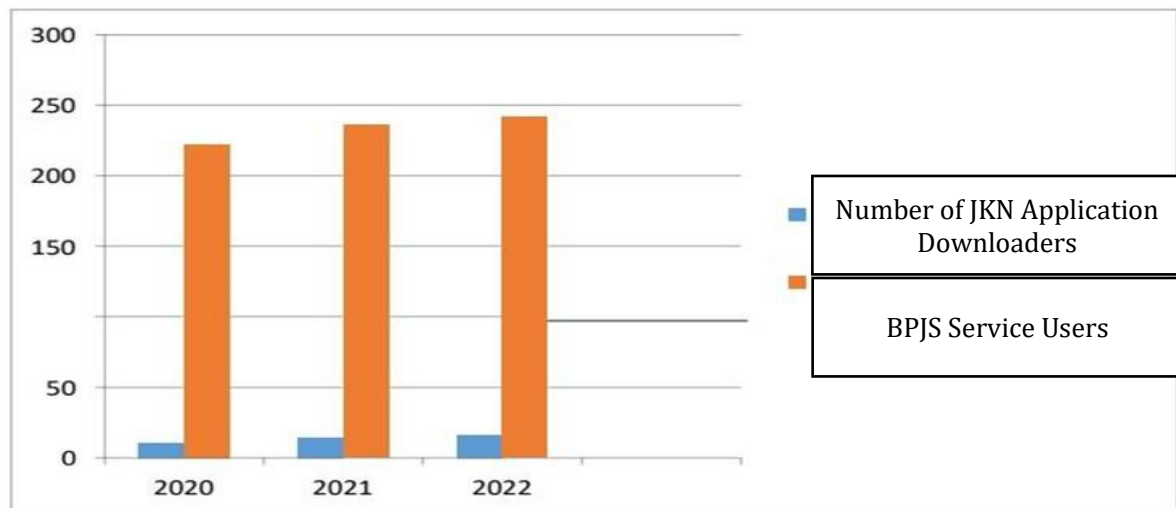
JKN Mobile aims to enable the public to enjoy services quickly. This application can be used anywhere, anytime, without time limits. With this application, it is expected to meet the satisfaction of the community as BPJS Kesehatan participants. Satisfaction is the difference between expectations and the performance received (Herlambang et al., 2019). To measure customer satisfaction, there are important aspects that will be measured, namely how the measurement method is, and how the measurement scale is (Harfika & Abdullah, 2017).

The National Health Insurance Program-Indonesian Healthy Card (JKNKIS) has an impact on public health services. The JKN-KIS program opens up greater access for the community to get health service guarantees. Strengthening services in the strategy of controlling the quality of health services in health facilities, including: increasing cooperation between health facilities, performance-based payments, and strengthening the role and function of the Quality Control and Cost Control Team (TKMKB). Providing good health services in hospitals will allow many JKN participants to utilize health services and have an impact on patients feeling satisfied with health services.

Public services carried out by government officials currently do not meet public expectations. This can be seen from various public complaints submitted through the mass media and social networks, thus having a negative impact on government services that cause public distrust. One of the efforts that must be made in improving public services is to conduct a Public Satisfaction Survey to service users.

Based on the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform No. 16 of 2014 concerning Guidelines for Public Satisfaction Surveys on the Provision of Public Services, this aims to measure public satisfaction as service users and improve the quality of public service provision by using appropriate survey methods and techniques including requirements, procedures, service time, costs/tariffs, product specifications, types of services, implementer competencies, implementer behavior, service information, complaint handling, suggestions and input.

According to data from BPJS Teaching Materials, it states that there are 16.034 million people who have used the Mobile JKN application from a total of 241.75 million BPJS Health service users in Indonesia in 2022. This means that only 4.15% of people use the Mobile JKN service from all BPJS Health service users (Bahri et al., 2020). Judging from its usefulness, the use of the Mobile JKN application should have many users. But in reality, its users can still be classified as minimal. The number of users of the Mobile JKN application and users of BPJS health services is actually getting more and more unequal every year. The following is comparative data on the number of BPJS Health service users and Mobile JKN application users (Febisatria & Liliyan, 2024).



Graph 1. Comparison of the Number of JKN Mobile Application Downloaders and BPJS Health Service Users.

Based on Graph 1 what has been described in the background above which is the basis for this research, there needs to be a study on the analysis of bureaucratic reform in the representation of public policy and there needs to be a cross-check between public policy and its implementation in the community in order to review the effectiveness of BPJS JKN - Mobile in realizing public satisfaction with public services for bureaucratic reform in the form of BPJS JKN - Mobile.

Given the context mentioned above, the articulation of the problem for this study is related to the mechanism of bureaucratic reform as contained in the Constitution which has formulated that the struggle of the Indonesian Nation aims to achieve a just and prosperous Indonesian society, namely social welfare for all Indonesian people where every citizen lives

decently, free from oppression and exploitation, free from humiliation and poverty, free to move constructively social activities to improve the welfare of individuals, families, groups and communities. Bureaucratic reform in the field of health services, namely in the form of the BPJS JKN-Mobile Application, is a representation of the government's efforts to realize public welfare. Therefore, it is necessary to formulate a study of the extent to which the effectiveness of the BPJS JKN-Mobile Application in realizing public satisfaction with public services, with a review carried out through comments on the Play Store application. The urgency of this research is solely as a manifestation of Indonesian democracy, namely sovereignty is in the hands of the people, one of which is by participating in supervising public policies regarding public service bureaucracy, and analyzing the extent of the effectiveness of the BPJS JKN-Mobile Application. Therefore, this writing can make it easier for readers to find out the summary of the synchronization of public policies on public services. There are two previous studies that are relevant as a basis for discussing bureaucratic reform. The first study by Putra et al. (2014) in the Journal of Government Science entitled "Analysis of Public Service Bureaucracy at the Makassar BPJS Office" uses a descriptive qualitative method to analyze public responses to bureaucratic practices at the Makassar BPJS Office. The results show that the bureaucratic framework in the office is in accordance with regulations and can be easily accessed through documentation and broadcast media. Meanwhile, the second study by Endang Try Setyasih (2023) in the Journal of Social Sciences entitled "Bureaucratic Reform and Challenges of Implementing Good Governance in Indonesia" examines the obstacles to bureaucratic reform more broadly, highlighting three main issues: internal challenges in carrying out self-reform, external influences in the form of political interference, and public skepticism towards the effectiveness of policies. These two studies make important contributions to understanding the context of bureaucracy and reform in Indonesia, but have not specifically examined the effectiveness of bureaucratic reform through the use of digital technology such as the Mobile JKN application. Therefore, this study presents novelty by analyzing public satisfaction with digital-based bureaucratic reform through a review of comments from users of the Mobile JKN application on the Play Store platform, which represents the direct perspective of the community using the service.

RESEARCH METHOD

This research method uses a descriptive qualitative approach that aims to identify and understand the obstacles to bureaucratic reform and the broader context of its implementation in Indonesia (Creswell & Poth, 2016). The research is based on sociological and empirical facts, which means that the data collected comes from social realities and direct experiences of the community as users of public services. In this case, the principles of justice and social welfare are not only explained theoretically, but also proven through empirical data that reflect the perceptions and experiences of the community towards the bureaucracy being run, as explained by Setyasih (2023) that bureaucratic reform is faced with internal challenges in the form of difficulties in carrying out self-reform, external challenges such as political interference, and public skepticism towards the effectiveness of the policies implemented. Thus, the use of this approach allows researchers to explore social dynamics in depth and produce findings that are relevant to the actual conditions of the bureaucracy in Indonesia.

RESULT AND DISCUSSION

Based on the findings of the research results, this indicates that in the current digital era, all public services including JKN services must continue to innovate services in the form of mobile applications, this is in line with the increasing number of smartphone users in Indonesia reaching more than 100 million, meaning that in terms of infrastructure, it strongly supports the operation of the Mobile JKN application. The use of the Mobile JKN application, in its implementation, has also received a wide response from the community, because its operation is more flexible, easy and can be done anywhere and anytime. In reality, people who use the JKN application feel that it is easier to access JKN services because they do not have to visit the BPJS office or bank. This fact shows that people who use the application can feel enormous benefits when using the Mobile JKN application. However, on the other hand, the use of this application is still very small, there are even people who do not know about this application, and there are also people who know about the application but do not want to use it not because of lack of socialization but because people do not want to use this application. Another study stated that participants considered the Mobile JKN application not to help them if they were not in need of health services. This is one of the reasons why the use of the Mobile JKN application is still low. In fact, there are several advantages to using the Mobile JKN

application when the user is healthy or does not need medical services, such as being able to access JKN-KIS program information and check participant status (Wahyudi et al., 2021a).

In reality, not all new technologies can be quickly accepted by the public because they certainly require time and habituation (Juhri & Dewi, 2017). Symptoms of problems related to the low use of the Mobile JKN application then raise concerns about the use of the application in the future. If the use of the Mobile JKN application is not in great demand, it will have an impact on the increase in the number of JKN participant queues at BPJS Kesehatan branch offices, which will increase the workload of officers (Sari et al., 2019).

Based on observations that have been made, the average consumer gives positive comments regarding the usefulness, which can facilitate services at BPJS Kesehatan, and many feel helped by the Mobile JKN application. Meanwhile, negative comments are generally in the form of complaints, criticisms and disappointments which are usually indicated by the performance and services of the Mobile JKN application. Based on observations that have been made on the Google Play Store platform, the thematic table can be formulated in Figure 1 below:

Facilitating BPJS Health Services	Financial Perception
Assisting BPJS Health Services	
Criticism Regarding Application Performance	Perception of Ease of Use
Disappointment with App Performance	
Complaints about Application Performance	

Figure 1. Observation Results on the Google Play Platform

According to the results of this study, consumers (the public) feel that the performance and quality of the Mobile JKN application service are not satisfactory. The majority of consumers (the public) complained about the difficulty of accessing services and criticized the features that were difficult to access. This builds a negative consumer (public) perception of the ease of use of the Mobile JKN application. In the theoretical framework, the results of this study can be seen in Figure 2:

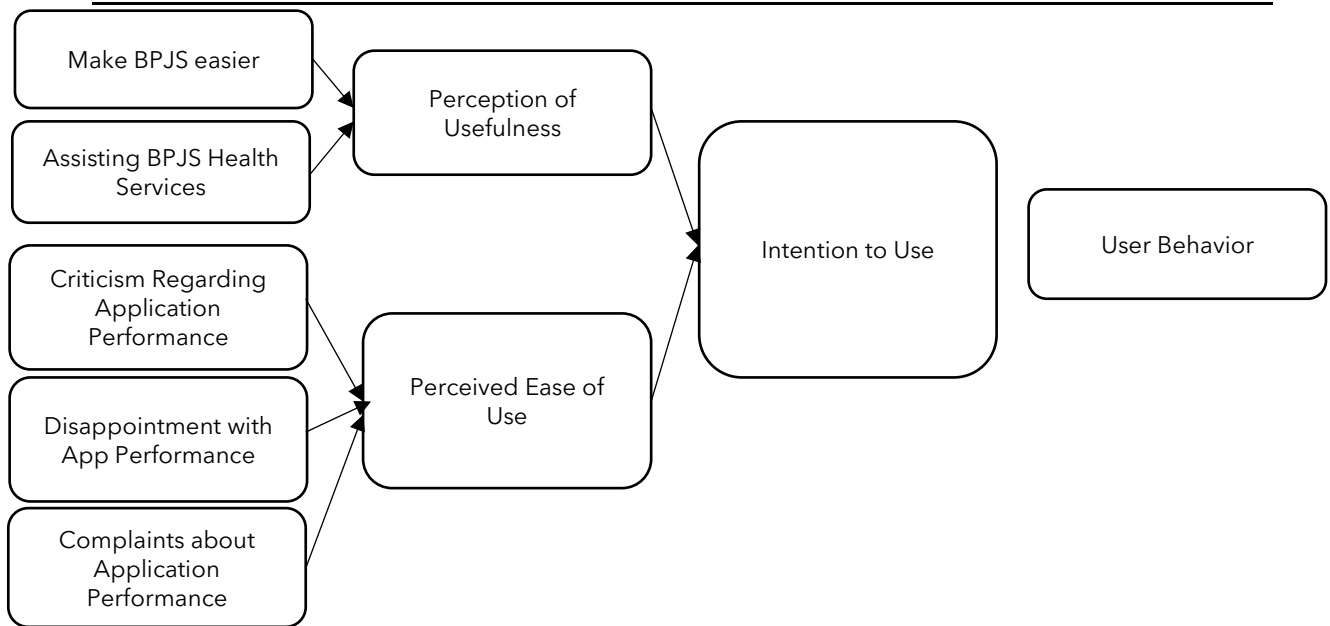


Figure 2. Consumer Complaints

Too many consumer complaints indicate the need for improvements and innovations in the development of the Mobile JKN application. For Mobile JKN application developers, it is hoped that they will be able to improve features related to application access, data changes and also changes in health facilities. These are the main points that are often complained about by users.

Discussion

JKN Mobile Application as a Form of Bureaucratic Reform in Public Health Services

Bureaucratic reform in Indonesia is an ongoing effort to realize effective, efficient, and transparent public services (Lestari, 2019). One form of implementation of this reform is the utilization of information and communication technology in the provision of public services. BPJS Kesehatan, as the national health insurance institution, also participated in this reform agenda through the development and implementation of the Mobile JKN application. This application is designed to make it easier for the public to access JKN services without having to come directly to the BPJS Kesehatan office. In today's digital era, the use of mobile-based applications is becoming increasingly relevant considering that smartphone penetration in Indonesia has reached more than 100 million users (Zulkifli et al., 2023). This shows that in terms of infrastructure, Indonesia is quite ready to implement digital application-based public

services. The Mobile JKN application is present as one of the solutions to answer the public's needs for faster, easier, and more efficient access to health services (B. K. Putra et al., 2021). The use of this application allows JKN participants to carry out various activities such as checking membership status, changing data, changing primary health facilities (faskes), to submitting claims, without having to visit the BPJS Kesehatan office or bank.

Based on the results of observations and research conducted on user comments on the Google Play Store platform, the Mobile JKN application received various responses from the public. Most users gave positive comments regarding the ease of accessing services, the functional benefits of the application, and the practicality of its operation. Many people feel helped because this application provides alternative services that can be accessed anytime and anywhere, without time and place restrictions (Saputra & Widiyarta, 2021). Thus, the Mobile JKN application can be said to have met one of the indicators of the effectiveness of public services, namely ease of access and user convenience.

However, behind these positive comments, there are also a large number of negative comments that show various complaints and disappointments from users towards the Mobile JKN application. The most dominant complaints relate to the difficulty of accessing services, slow application performance, and features that are not user-friendly (Fattimah et al., 2024). This criticism shows that although this application has great potential as a digital public service facility, there are still technical obstacles that reduce the level of public satisfaction.

Furthermore, the findings of this study also show that many people are still unaware of the existence of the Mobile JKN application. Even among those who know, most are reluctant to use it. This lack of interest is not solely due to a lack of socialization, but also because of the perception that this application will not be useful except when health services are needed. As explained by Wahyudi et al. (2021b), some participants considered the Mobile JKN application irrelevant if they were not sick or in need of medical services, even though there are actually many other benefits that can be obtained when they are healthy, such as access to JKN-KIS information and checking membership.

This problem shows that the effectiveness of a public service application is not only determined by the sophistication of the technology or features offered, but also by the extent to which the public understands and accepts the existence and benefits of the application. According to Juhri & Dewi (2017), every technological innovation requires time and a process

of getting used to in order to be widely accepted by the public. Therefore, it is important for BPJS Kesehatan to not only focus on technology development, but also to conduct effective education and campaigns to increase digital literacy and public awareness of the importance of using the Mobile JKN application.

The low level of use of the Mobile JKN application is feared to have a negative impact on the ongoing bureaucratic reform efforts. One consequence is the increasing number of JKN participant queues at BPJS Kesehatan branch offices, which will ultimately increase the workload of officers and slow down services (Mulyanti et al., 2024). In fact, the main goal of digitizing public services is to reduce the administrative burden and speed up the service process.

Theoretically, the results of this study indicate that the Mobile JKN application has succeeded in accommodating some of the community's needs in terms of digital health services. However, the level of success is still partial and requires continuous improvement. There are several aspects that need to be considered to increase the effectiveness of this application, including:

1. Improved User Experience (UX): The features in the Mobile JKN application are still considered not user-friendly. Therefore, developing an intuitive and easy-to-use user interface is very important. BPJS Kesehatan needs to involve users in the application redesign process so that the features provided truly meet the needs of the community.
2. Improved Technology Infrastructure: Many complaints have arisen regarding slow application performance, frequent errors, or failure to load data. This indicates the need for increased server capacity, system optimization, and periodic testing to ensure that the application can run smoothly on various types of devices and networks.
3. Digital Socialization and Education Strategy: To increase application adoption, BPJS Kesehatan needs to carry out a more comprehensive public communication strategy, starting from social media, digital advertising, to training in the community. Education about the benefits of the application in a healthy condition also needs to be intensified.
4. Improved Help Services and Quick Response: Responsive customer service is needed, especially for users who experience technical difficulties. Facilities such as chatbots, hotlines, and online help centers must be maximized so that users feel accompanied when facing obstacles.
5. Continuous Monitoring and Evaluation: User comments on the Google Play Store can be a valuable source of data for continuous application improvement. BPJS Kesehatan should routinely conduct sentiment and thematic analysis of these comments to determine trends in problems and user satisfaction.

By considering these factors, the Mobile JKN application can be one of the technological innovations that optimally supports bureaucratic reform in the health sector. The effectiveness

of digital services is not only measured by its existence, but also by its ability to provide real solutions to community problems.

In closing, this study confirms that the Mobile JKN application has a strategic role in supporting bureaucratic reform, especially in improving the quality of public services in the health sector. Although it has shown various benefits, its effectiveness still needs to be improved through a more comprehensive and participatory approach. Thus, efforts to digitize public services can truly be felt by all levels of society, and the goals of bureaucratic reform that are oriented towards public satisfaction can be achieved optimally.

SIMPULAN

Based on the comments reviewed from the Play Store application, it can be concluded that the public as consumers acknowledge that the Mobile JKN application has significant benefits in facilitating access to BPJS Kesehatan services. However, many users also said that the application's performance is still not optimal, making it difficult to use. Basically, a person's interest in using new technology is greatly influenced by two main factors: ease of use and perceived benefits. The lack of positive experience in using the application, such as suboptimal features and frequent errors in the system, are the main reasons for criticism and complaints from users. This has an impact on the low level of satisfaction and public intention to continue using the application. Thus, the conclusion of this study shows that although the Mobile JKN application has the potential as a form of digital bureaucratic reform in the field of health services, it is still necessary to improve the quality of the system and refine features to create a better user experience. This finding is also in line with the results of other studies which show that user satisfaction is greatly influenced by the performance and technical performance of the Mobile JKN application.

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