

**EVALUATION OF THE IMPLEMENTATION OF MOBILE JKN WITH  
THE TECHNOLOGY ACCEPTANCE MODEL (TAM) METHOD  
IN THE ONLINE REGISTRATION SYSTEM AT PIYUNGAN  
HEALTH CENTER, BANTUL DISTRICT**

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**ABSTRACT**

**Background:** BPJS provides easy access to health services for participants through Mobile JKN. The TAM method was used to evaluate Mobile JKN, which was influenced by two main factors, namely perceived ease of use and perceived usefulness. The Piyungan Community Health Center has implemented Mobile JKN in its online registration system. However, the implementation of Mobile JKN still faces challenges, as the number of Mobile JKN users is 3.4% lower than the BPJS Health target of 10%.

**Objective:** To determine the implementation of Mobile JKN in the online registration system based on the TAM method at the Piyungan Community Health Center in Bantul District.

**Method:** This study used a descriptive quantitative approach. The subjects of this study were 50 Mobile JKN users at the Piyungan Community Health Center. Data collection methods included questionnaires and document analysis.

**Results:** The study results showed that in the implementation of Mobile JKN in the online registration system at Piyungan Health Center, 74% of respondents were female, 60% were aged 26–45 years, 46% had a high school education, and 26% of the frequency distribution of information sources about the Mobile JKN application came from BPJS Kesehatan. 90% of the frequency distribution in the motivation aspect was due to requests from others. In the perceived ease of use aspect, 92.5% rated it as good, in the perceived usefulness aspect, 99.5% rated it as good, in the attitude toward using aspect, 100% rated it as good, in the behavioral intention to use aspect (92.7%) rated it as good, and in the actual usage aspect, 97% rated it as good.

**Conclusion:** The implementation of Mobile JKN in the online registration system at the Piyungan Community Health Center is good.

**Keywords:** Evaluation, Mobile JKN, Online Registration, TAM, Community Health Center

**EVALUASI PENERAPAN *MOBILE* JKN DENGAN METODE  
TECHNOLOGY ACCEPTANCE MODEL (TAM) DALAM SISTEM  
PENDAFTARAN *ONLINE* DI PUSKESMAS PIYUNGAN  
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**ABSTRAK**

**Latar Belakang:** BPJS memberikan kemudahan akses pelayanan kesehatan kepada peserta dengan hadirnya *Mobile* JKN. Pendekatan metode TAM dalam evaluasi *Mobile* JKN yang dipengaruhi dua faktor utama yaitu, persepsi kemudahan penggunaan (*perceived ease of use*) dan persepsi manfaat (*perceived usefulness*). Puskesmas Piyungan telah menerapkan *Mobile* JKN pada sistem pendaftaran *online*. Akan tetapi implementasi *Mobile* JKN masih ditemukan kendala yaitu masih rendahnya pengguna *Mobile* JKN 3,4% lebih kecil dibandingkan target BPJS Kesehatan sebesar 10%.

**Tujuan:** Mengetahui penerapan *Mobile* JKN pada sistem pendaftaran *online* berdasarkan metode TAM di Puskesmas Piyungan Kabupaten Bantul.

**Metode:** Penelitian ini menggunakan pendekatan kuantitatif deskriptif. Subjek dalam penelitian ini yaitu pengguna *Mobile* JKN di Puskesmas Piyungan sejumlah 50 orang. Metode pengumpulan data menggunakan kuesioner dan studi dokumentasi.

**Hasil:** Hasil penelitian menunjukkan bahwa penerapan *Mobile* JKN dalam sistem pendaftaran *online* di Puskesmas Piyungan, 74% karakteristik responden berjenis kelamin perempuan, 60% berusia 26-45 tahun, 46% pendidikan terakhir SMA/SMK sederajat, 26% Distribusi frekuensi sumber informasi tentang aplikasi *Mobile* JKN bersumber BPJS Kesehatan, 90% Distribusi frekuensi pada aspek motivasi adalah permintaan orang lain. Pada aspek *perceived ease of use* 92,5% menilai sudah baik, aspek *perceived usefulness* 99,5% bernilai baik, aspek *attitude toward using* 100% menilai sudah baik, aspek *behavioral intention to use* (92,7%) bernilai baik, dan aspek *actual usage* 97% menilai sudah baik.

**Kesimpulan:** Penerapan *Mobile* JKN dalam sistem pendaftaran *online* di Puskesmas Piyungan sudah baik.

**Kata Kunci:** Evaluasi, *Mobile* JKN, Pendaftaran *Online*, TAM, Puskesmas