

ANALISIS PEMANFAATAN REGISTRASI ONLINE PADA APLIKASI MOBILE JKN DENGAN MENGGUNAKAN METODE TECHNOLOGY ACCEPTANCE MODEL (TAM) DI PUSKESMAS UMBULHARJO I

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ABSTRACT

Background: Mobile JKN is a digital innovation developed by BPJS Kesehatan that provides an online registration feature to facilitate access to healthcare services. Umbulharjo I Community Health Center has implemented this feature; however, its utilization remains suboptimal. In 2025, out of 69,002 patient visits, only 7,157 patients (10.3%) used the online registration feature through the Mobile JKN application, indicating that the utilization target of 15% had not yet been achieved. Therefore, an analysis of online registration utilization based on the Technology Acceptance Model (TAM) is needed.

Objective: To analyze the utilization of online registration in the Mobile JKN application based on the Technology Acceptance Model (TAM) at Umbulharjo I Community Health Center.

Methods: This study employed a quantitative descriptive method with a cross-sectional design. A total of 99 respondents were selected using accidental sampling. Data were collected using a Guttman-scale questionnaire and analyzed descriptively using frequency distributions and percentages.

Results: Most respondents were female (61.6%), aged 26–45 years (52.5%), had a senior high school/vocational school education (43.4%), and worked as entrepreneurs (27.3%). The percentages for perceived ease of use, perceived usefulness, attitude toward using, behavioral intention to use, and actual usage were 94.2%, 98.0%, 98.5%, 93.9%, and 92.9%, respectively, all categorized as good.

Conclusion: The utilization of online registration in the Mobile JKN application at Umbulharjo I Community Health Center based on the TAM approach was categorized as good. Users perceived the application as easy to use, useful, and showed positive attitudes and intentions toward continued use.

Keywords: Mobile JKN, online registration, Technology Acceptance Model, utilization, community health center.

ANALISIS PEMANFAATAN REGISTRASI *ONLINE* PADA APLIKASI *MOBILE* JKN DENGAN MENGGUNAKAN METODE *TECHNOLOGY ACCEPTANCE MODEL (TAM)* DI PUSKESMAS UMBULHARJO I

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ABSTRAK

Latar Belakang: *Mobile* JKN merupakan inovasi digital BPJS Kesehatan yang menyediakan fitur registrasi *online* untuk mempermudah akses pelayanan kesehatan. Puskesmas Umbulharjo I telah menerapkan fitur tersebut, namun pemanfaatannya masih belum optimal. Pada tahun 2025, dari 69.002 kunjungan pasien hanya 7.157 pasien (10,3%) yang menggunakan registrasi *online* melalui *Mobile* JKN, sehingga target pemanfaatan sebesar 15% belum tercapai. Oleh karena itu, diperlukan analisis pemanfaatan registrasi *online* berdasarkan metode *Technology Acceptance Model (TAM)*.

Tujuan: Menganalisis pemanfaatan registrasi *online* pada aplikasi *Mobile* JKN berdasarkan metode *Technology Acceptance Model (TAM)* di Puskesmas Umbulharjo I.

Metode: Penelitian ini menggunakan metode deskriptif kuantitatif dengan desain *cross-sectional*. Sampel penelitian berjumlah 99 responden yang dipilih menggunakan teknik *accidental sampling*. Pengumpulan data dilakukan menggunakan kuesioner skala *Guttman* dan dianalisis secara deskriptif dalam bentuk distribusi frekuensi dan persentase.

Hasil: Mayoritas responden berjenis kelamin perempuan (61,6%), berusia 26–45 tahun (52,5%), berpendidikan SMA/SMK sederajat (43,4%), dan bekerja sebagai wiraswasta/wirausaha (27,3%). Aspek *perceived ease of use* termasuk kategori Baik sebesar 94,2%, *perceived usefulness* 98,0%, *attitude toward using* 98,5%, *behavioral intention to use* 93,9%, dan *actual usage* 92,9%, yang seluruhnya termasuk kategori Baik.

Kesimpulan: Pemanfaatan registrasi *online* pada aplikasi *Mobile* JKN di Puskesmas Umbulharjo I berdasarkan metode TAM termasuk dalam kategori Baik. Pengguna menilai aplikasi *Mobile* JKN mudah digunakan, bermanfaat, serta memiliki sikap dan niat yang positif untuk terus menggunakan layanan registrasi *online*.

Kata kunci: *Mobile* JKN, registrasi *online*, *Technology Acceptance Model*, pemanfaatan, puskesmas.