

Optimization JKN Mobile for Informal Sector of BPJS Health Insurance Membership Growth

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Abstract

Indonesian National Health Insurance (JKN) which held by Indonesian BPJS health insurance has been implemented by January 1st 2014. JKN was held through Social Healthcare Assurance mechanism (*Mandatory*) by law No. 14 in 2004 about National Social Guarantee Systems. The purpose is to cover all Indonesian people in Insurance Systems. JKN application is a transformation of BPJS health Insurance administrative digital model business that turns into an application that can be used everywhere and everytime. This JKN mobile application has been implemented for two years, but it does not effective yet. This research focus on measuring target of participant constraints, also the effectiveness of JKN mobile application target. According to seven main constraints, there are five constraints that impactful on informal sector of the membership BPJS health insurance programme: 1. Where the participants receive information; 2. Programme socialization; 3. Dues; 4. Health service facilities and infrastructure; 5. Availability of medicine. Also there are two constraints (program implementation; the need of joining BPJS health insurance program) considered to have the same meaning with the five constraints above. The final decision tree pattern shows the good results, it is proven of 84% of accuracy.

Keywords:

Membership, Data_Mining, JKN_Mobile, BPJS_Health_Insurance, Informal_Sectors

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