

Improving Participant Satisfaction through the Quality of BPJS Ketenagakerjaan Services: A Community Service Program at Yoga Barn Ubud

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ABSTRACT

In today's global economic era, labor plays a pivotal role in trade and economic development, necessitating both protection and enhancement. As outlined by Law No. 40 of 2004 and Law No. 24 of 2011, BPJS, a non-profit agency, is set to replace PT Askes Indonesia and PT Jamsostek in managing national social insurance. BPJS Ketenagakerjaan provides crucial programs such as Old Age Insurance, Work Accident Insurance, and Death Insurance to ensure comprehensive protection for employees. This research is designed to evaluate the impact of these employment social security programs on the satisfaction of Yoga Barn Ubud participants. The study employs a combination of outreach activities and surveys to gather data. Socialization efforts include the development of informational materials, the scheduling and execution of educational sessions, and the distribution of surveys to gauge participant feedback. The findings reveal that BPJS Employment social protection is highly valued by Yoga Barn employees. The main objective of this research is to enhance understanding and increase participation in the BPJS Ketenagakerjaan program. By providing detailed insights into the effectiveness of the social security measures, the study aims to support improved engagement and satisfaction among employees at Yoga Barn Ubud.

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INTRODUCTION

In the current era of globalization, labor is crucial for trade and economic development. Likewise, the role of each company in Indonesia's economic system is equally important. Given the significance of the workforce in economic development, it is essential to protect and enhance their welfare. As the economy advances, numerous businesses emerge across various sectors.

As a state-owned entity, BPJS provides national insurance. Based on Law No. 40 of 2004 on the National Social Security System and Law No. 24 of 2011 on BPJS, which comprises BPJS Kesehatan and BPJS Ketenagakerjaan, each provides a new form of labor social protection (Ramdan Suwandi & Jaya Wardana, 2022).. BPJS will replace several existing social insurance agencies in Indonesia. In 2014, the government launched the National Health Insurance (JKN) program, replacing PT Askes Indonesia (Persero) with BPJS Kesehatan, and PT Jamsostek (Persero) with BPJS (Jurnal et al., 2020a).

BPJS Ketenagakerjaan's programs include the Old Age Insurance (JHT), which offers cash benefits to employees who retire, are laid off, or face severe physical disability or death. This program has a 10-year eligibility period, meaning employees cannot receive benefits if still employed. This provision is outlined in the Participant Regulation (Lestari & Hirawati, 2021).

The Work Accident Insurance (JKK) program is for employees suffering from work-related illnesses or accidents. Work accidents can lead to severe consequences, including disability. One benefit of JKK is the "Return to Work" support, which assists participants who have experienced work-related accidents and disabilities in returning to work (Ayu Nurul Muthoharoh & Ari Wibowo, 2020)..

The Death Insurance (JKM) program addresses the financial loss caused by premature death, including medical and funeral expenses, and the loss of income. This social insurance program aims to provide death benefits to the heirs of participants who pass away (Kusuma et al., 2021). Insurance companies can improve subscriptions and services through marketing brochures, personal client visits, timely compensation, and systematic and efficient operations. They should consider visible aspects such as appealing office spaces, staff style, communication tools, and brochures.

Service quality is defined by meeting client needs and expectations and ensuring timely delivery. It reflects the participant's perception of the received and expected service quality (Bisnis Ervina Ninda Pangesti & Resmi, 2024).. Customer satisfaction depends on whether products or services meet or exceed expectations. If expectations are not met, customers tend to feel dissatisfied, whereas meeting or exceeding expectations results in high satisfaction (Rio Sasongko & Penulis, 2021).

BPJS Ketenagakerjaan must enhance its services to achieve its goals. Juran defines quality as measurable standards, including capability, performance, reliability, and ease of maintenance. Customers will be satisfied if services are good; otherwise, they will be dissatisfied. Quality encompasses process, environment, and human resources, not just outcomes (Adimah et al., 2022). Customer satisfaction, driven by service quality, is key to BPJS Ketenagakerjaan's success. One outcome is service performance, which, though intangible, impacts customer usage and perception of the company's offerings (Dina & Indriyana, 2022).

Based on the introduction, the issue to be addressed is: "To what extent does the employment social security program affect participant satisfaction?" The goal is to assess the level of satisfaction among Yoga Barn Ubud participants and the impact of the employment social security program on their satisfaction.

METHODS



FIGURE 1. Flowchart of the Research Methodology Process

This method involves conducting direct research at Yoga Barn Ubud to gather information about the issues and satisfaction levels related to the social security program. The following outlines the community service methodology, including the BPJS Ketenagakerjaan socialization at Yoga Barn Ubud:

1. Preparation of Socialization Materials:

The first step involves developing the socialization materials, focusing on key objectives such as enhancing understanding of BPJS Ketenagakerjaan, explaining the registration process, and detailing the benefits for participants. This includes creating clear, informative content that addresses common questions and concerns.

2. Scheduling Time and Location for Socialization:

This step involves coordinating with Yoga Barn Ubud to confirm the schedule and venue for the socialization session. It includes ensuring that all technical preparations are in place, such as projectors, sound systems, and printed materials, to facilitate an effective presentation.

3. Implementation of Socialization:

The socialization session will be conducted according to the prepared materials. This includes delivering a presentation that covers the essential aspects of BPJS Ketenagakerjaan and distributing brochures for additional information that participants can take home. The presentation will be designed to be engaging and informative to maximize participant understanding.

4. Survey for Data Collection:

Following the socialization session, surveys will be conducted to interview participants and assess their understanding of BPJS Ketenagakerjaan. The survey will seek to gauge the participants' awareness, satisfaction, and any remaining questions or concerns they may have.

5. Data Analysis:

The collected survey data will be analyzed to evaluate the effectiveness of the socialization efforts in achieving the goal of increasing participant satisfaction. This analysis will determine how well the socialization met its objectives and identify areas for improvement in future outreach initiatives.

RESULT AND DISCUSSION

Yoga is a spiritual discipline that emphasizes achieving harmony between the mind and body through subtle practices. Given its holistic approach to well-being, it is essential to extend social protection to employees working in yoga centers to ensure their comprehensive welfare. Yoga Barn Ubud, located at Jl. Sukma Kesuma, Desa Peliatan, Kecamatan Ubud, serves as a prime example of integrating health and wellness into daily practices. On Thursday, July 4, 2024, socialization activities were conducted at this location.

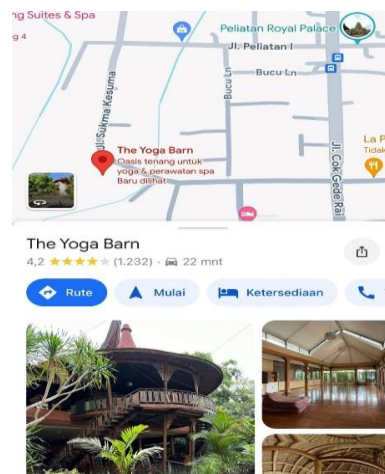


FIGURE 2. Location of Yoga Barn Ubud

To safeguard its employees, Yoga Barn is committed to enrolling its staff in the BPJS Ketenagakerjaan social security program. This initiative aligns with Yoga Barn's strategic business objectives:

- Protection from Work-Related Accidents: Implementing measures to protect Yoga Barn employees from work-related accidents, particularly those arising from new technologies and practices.
- Financial and Social Awareness: Educating employees about how to manage their finances effectively and what support is available through BPJS Ketenagakerjaan if they or their families encounter unforeseen events.
- Mitigation of Financial Risks: Addressing the potential high costs associated with accidents or disasters affecting employees, which could have significant financial implications for the company (Jurnal et al., 2020b).



FIGURE 3. Registering Workers as BPJS Ketenagakerjaan Participants



FIGURE 4. Participants Registered and Receiving Digital Cards

The primary objective of the socialization event at Yoga Barn was to enhance awareness about the BPJS Ketenagakerjaan program. This includes understanding the benefits of various insurance components such as Old Age Insurance (JHT), Work Accident Insurance (JKK), Death Insurance (JKM), and Pension Guarantee. The goal is to increase participant enrollment and ensure high levels of

satisfaction among participants. Achieving participant satisfaction is crucial for boosting BPJS Ketenagakerjaan membership. To assess the effectiveness of the program and participant satisfaction, several methods were utilized:

- Complaint and Suggestion System: Monitoring the volume and nature of complaints or suggestions submitted by participants provides insight into the perceived quality and effectiveness of the program.
- Customer Satisfaction Surveys: Regular surveys were conducted at Yoga Barn Ubud through interviews to evaluate participant feedback on various aspects of the employment social security program. These surveys aimed to capture detailed information about participant experiences and satisfaction levels.



FIGURE 5. Distribution of Souvenirs to BPJS Ketenagakerjaan Participants

This structured approach to socialization and data collection is designed to ensure that participants fully understand the benefits of BPJS Ketenagakerjaan and feel confident in their coverage. By systematically gathering feedback and addressing concerns, Yoga Barn Ubud aims to improve the overall effectiveness of the social security program and enhance employee satisfaction.

CONCLUSION

Social Protection through BPJS Ketenagakerjaan is crucial for the employees at Yoga Barn Ubud. By conducting effective socialization activities, including material planning, scheduling, execution, and evaluation, the social security programs such as Old Age Insurance (JHT), Work Accident Insurance (JKK), and Death Insurance (JKM) can significantly enhance participant satisfaction.

ACKNOWLEDGMENTS

I would like to extend my heartfelt thanks to everyone present at Yoga Barn Ubud for their enthusiastic support of this initiative. In today's global economic era, labor is essential for trade and economic development, making it imperative to continually ensure and improve employee welfare.

I am profoundly grateful to all those who participated in the BPJS Ketenagakerjaan socialization sessions. This effort represents a crucial step toward increasing understanding and awareness of social

protection for workers. The findings of this study highlight the significant need for BPJS Ketenagakerjaan social protection among employees at Yoga Barn Ubud. The socialization activities, including material preparation, scheduling, execution, and evaluation through surveys, have effectively aided employees in understanding and engaging with the social security program. Ultimately, this has led to improved employee satisfaction.

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