**Universitas Diponegoro**

**Fakultas Kesehatan Masyarakat**

**Program Studi Magister Ilmu Kesehatan Masyarakat**

**Konsentrasi Administrasi dan Kebijakan Kesehatan**

**2015**

**ABSTRAK**

**Syaiful Arief**

**Analisis Pengaruh Sikap, Norma Subyektif, dan Kontrol Perilaku melalui Niat terhadap Keputusan Menjadi Peserta BPJS Kesehatan Mandiri di Kabupaten Bangkalan Madura**

**xiv + 157 halaman + 34 tabel + 5 lampiran**

BPJS Kesehatan mandiri merupakan asuransi milik pemerintah yang diperuntukkan bagi seluruh warga Indonesia. BPJS Kesehatan diharapkan bisa dimulai pada tahun 2014 dan pada tahun 2019 seluruh warga Indonesia sudah memiliki jaminan Kesehatan tersebut, namun kenyataannya peningkatan kepesertaan dari tahun ke tahun di Madura berjalan lambat, terutama di Kabupaten Bangkalan yang memiliki cakupan terendah kepesertaan BPJS Kesehatan Mandiri dari pada 3 Kabupaten lainnya di Madura. Penelitian ini bertujuan untuk menganalisis pengaruh sikap, norma subyektif dan kontrol perilaku melalui niat terhadap keputusan menjadi peserta BPJS kesehatan mandiri di Kabupaten Bangkalan

Penelitian ini menggunakan metode kuantitatif dengan pendekatan *retrospektif*. Variabel independennya adalah sikap, norma subyektif dan kontrol perilaku, variabel dependen adalah keputusan menjadi peserta sedangkan variabel antara adalah niat. Populasi penelitian adalah seluruh peserta BPJS Kesehatan mandiri di kabupaten Bangkalan dengan sampel sebanyak 200 responden dengan teknik sampling proposional random sampling. Pengumpulan data menggunakan kuesioner. Analisis data menggunakan Structural Equation Model dari paket statistik AMOS.

Hasil penelitian menunjukkan bahwa Variabel sikap tentang BPJS Kesehatan Mandiri, variabel norma subyektif serta variabel kontrol perilaku mempengaruhi secara signifikan terhadap niat seseorang untuk menjadi peserta BPJS kesehatan mandiri. Sedangkan variabel kontrol perilaku tidak mempengaruhi secara signifikan terhadap keputusan menjadi peserta BPJS kesehatan mandiri. Variabel niat seseorang untuk menjadi peserta BPJS kesehatan mandiri mempengaruhi secara signifikan terhadap keputusan menjadi peserta BPJS kesehatan mandiri.

Dari penelitian ini diharapkan agar seluruh masyarakat menjadi peserta BPJS kesehatan. Bagi BPJS kesehatan diharapkan meningkatkan layanan dan upaya menaikkan jumlah peserta BPJS Kesehatan Mandiri. Sedangkan bagi pemerintah diharapkan meningkatkan kualitas SDM, fasilitas layanan, obat-obatan dan menerbitkan perda tentang upaya kesehatan.

Kata Kunci : sikap, kontrol perilaku, norma subyektif, niat, keputusan, BPJS

kesehatan mandiri.

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Faculty of Public Health

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Majoring in Administration and Health Policy

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**ABSTRACT**

**Syaiful Arief**

**Influence Analysis of Attitude, Subjective Norm, and Behavioural Control through Intention towards Decision for being a Member of Independent Health BPJS in District of Bangkalan Madura**

xiv + 157 pages + 34 tables + 5 enclosures

Independent Health BPJS is insurance that belongs to a government and is provided for all Indonesian citizens. Health BPJS was expected to be begun in 2014. Therefore, all Indonesian citizens are expected to be members of Health BPJS in 2019. Unfortunately, number of Health BPJS members from year to year remained constant particularly in Bangkalan District that had the lowest coverage of Independent Health BPJS members compared to three other districts in Madura. The aim of this study was to analyse the influence of attitude, subjective norm, and behavioural control through intention towards decision for being a member of Independent Health BPJS in Bangkalan District.

This was a quantitative study using retrospective approach. Independent variables consisted of attitude, subjective norm, and behavioural control. Meanhwile, dependent variable was decision for being a member of Independent Health BPJS and intervening variable was intention. Research population was all members of Independent Health BPJS in Bangkalan District. As many as 200 respondents were selected using a technique of proportional random sampling. Data were collected using a questionnaire and analysed using Structural Equation Model run by statistical package of AMOS.

The results of this research showed that variables of attitude about Independent Health BPJS, subjective norm, and behavioural control significantly influenced intention for being a member of Independent Health BPJS. On the other hand, the variable of behavioural control did not significantly influence decision for being a member of Independent Health BPJS. The variable of intention significantly influenced decision for being a member of Independent Health BPJS.

All Indonesian citizens are expected to be members of Health BPJS. The Health BPJS needs to improve services as an effort to increase number of members of Independent Health BPJS. The government needs to improve quality of human resources, facilities of services, and medicines and to release local regulation about health efforts.

Key Words: attitude; behavioural control; subjective norm; intention; decision; Independent Health BPJS