

ABSTRACT

Assessment of service quality has been widely used in services, especially in First Level Health facility BPJS Kesehatan. BPJS Health holds a central influence on social health insurance services. Even though First Level Health facility BPJS Kesehatan users always increase every year, there are many complaints about customer satisfaction, for example, complaints experienced by participants such as the slow service provided by First Level Health facility BPJS Kesehatan, service constraints on frequent changes to get surgery schedules, and tiered referral services that are carried out with many processes. Some of the complaints about the First Level Health facility BPJS Kesehatan service have resulted in low consumer satisfaction.

The research objective was to determine the factors that influence customer satisfaction in the services provided by First Level Health facility BPJS Kesehatan by utilizing the SERVQUAL approach. Several dimensions of SERVQUAL such as tangibles, aversion, responsiveness, assurance, and empathy are analyzed simultaneously against customer satisfaction.

Data collection was carried out by distributing questionnaires to 385 respondents. Then compiling the assessment criteria for each statement item based on proportion. The sampling technique used nonprobability sampling method with a sampling technique that is purposive sampling. The research method used in this study is a quantitative method and uses descriptive data analysis techniques using the Structural Equation Modeling (SEM) technique. Data analysis was performed using the AMOS program version 24.0.

The final results show that among the five dimensions of SERVQUAL that have the most influence on customer satisfaction at First Level Health facility BPJS Health are Reabilty, assurance and empathy. This is because giving understanding and refusing and serving can inspire trust and build trust. Likewise with empathy, when customers feel that the company shows a lot of empathy towards them, it increases their satisfaction and encourages loyalty to the company's products and services.

The results of this study are expected to be used as material for evaluating service quality, especially at First Level Health facility BPJS Kesehatan. In addition, this research can be used as a direction in increasing the level of trust and ease of service to provide better comfort to customers or service users.

Keywords: *after-sales service; customer loyalty; customer satisfaction; service quality; SERVQUAL; structural equation modeling*