

Analysis Effectivity of Mobile Health Application JKN in Indonesia

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Abstract

The mandatory launch of JKN Mobile in Indonesia was carried out on a digital basis in order to achieve health's services in the era of technology modernization which is assumed to be able to effectively attract the public as users as well as JKN BPJS & KIS membership at the Indonesia, it is important to conduct research to measure the effectiveness of contribution financing and the number of JKN membership mobile's, the purpose of this study is to analyze the effectiveness of users of the benefits of the JKN Mobile's application in Indonesia, the research method uses qualitative with a literature review approach, namely the reporting profile's of the Ministry of Health in 2021 with analysis of the contents of related journals and book's, secondary data using systematic interpretation and five social media twitter account's, the was results of the study show that the JKN Mobile digital-based public health service application satisfies health service users so that it has increased the use of JKN Mobile in the very good category. And it is proven that the effectiveness of users utilizing mobile JKN health services in Indonesia has met the effectiveness of the very good category in early 2021.

Keywords: JKN Mobile, Digital Health Services, User Satisfaction, Health Insurance

INTRODUCTION

The healthcare system in Indonesia faces numerous challenges, ranging from accessibility issues to the need for modernized service delivery methods (Bhandari, & Nishtala, 2021). With a vast population spread across diverse geographical locations, ensuring equitable access to healthcare remains a critical concern (Schmid, & Hinderks, 2018). The government's commitment to enhancing healthcare services is reflected in various initiatives aimed at improving health outcomes, particularly for underserved communities. In this context, the integration of digital health services has emerged as a vital strategy to bridge gaps in healthcare delivery and increase public engagement in health management.

One of the most significant developments in Indonesia's digital healthcare landscape is the launch of the Jaminan Kesehatan Nasional (JKN) Mobile application (Gibbons, & Bian, 2018). As a digital extension of the JKN program, which aims to provide universal health coverage, the JKN Mobile application represents a critical innovation designed to enhance access to healthcare information and services. By leveraging technology, the application enables users to manage their health insurance, locate healthcare facilities, and access essential health services more efficiently. This modernization of healthcare service delivery aligns with global trends emphasizing the importance of digital solutions in enhancing healthcare accessibility and efficiency.

The significance of digital health services, particularly the JKN Mobile application, cannot be overstated. In an era where technology permeates nearly every aspect of daily life, digital health platforms can potentially transform how individuals interact with health services. They facilitate

timely access to information, streamline processes for obtaining medical care, and empower users to take charge of their health decisions. The JKN Mobile application, therefore, serves as a crucial tool in promoting health literacy and encouraging proactive health management among the Indonesian population.

This study aims to analyze the effectiveness of the JKN Mobile application in meeting the needs of its users. The objectives include assessing user satisfaction, evaluating the application's contribution to enhancing health service delivery, and examining its role in increasing JKN membership. By understanding how well the JKN Mobile application fulfills its intended purpose, insights can be gained into the broader implications of digital health solutions in Indonesia. Such analysis is essential for identifying areas for improvement and ensuring that digital health services remain responsive to user needs.

The relevance of this study extends beyond merely evaluating a digital application; it reflects a critical inquiry into the evolving dynamics of healthcare delivery in Indonesia. As the country continues to embrace digital transformation, understanding the effectiveness of tools like the JKN Mobile application is vital for informing future health policies and initiatives. This research contributes to the growing body of literature on digital health services and provides a foundation for further studies aimed at enhancing the efficacy of healthcare delivery systems in Indonesia.

In conclusion, the introduction highlights the urgent need for innovative solutions within Indonesia's healthcare system and sets the stage for a comprehensive analysis of the JKN Mobile application. By examining the effectiveness of this digital platform, the study seeks to contribute to ongoing discussions about the role of technology in health services, ultimately aiming to improve health outcomes and increase accessibility for all Indonesians. The subsequent sections will provide a detailed account of the research methodology, results, and implications of the findings, further elucidating the impact of digital health solutions on public health in Indonesia.

METHODS

This study employs a qualitative research design aimed at gaining an in-depth understanding of the effectiveness of the JKN Mobile application in Indonesia's healthcare system (Dehning, & Haeusler, 2020). A comprehensive literature review serves as the cornerstone of this approach, providing a robust framework for analyzing existing knowledge surrounding digital health services. Central to this review are the reporting profiles published by the Ministry of Health in 2021, which offer valuable insights into the operational aspects and outcomes of the JKN program. Additionally, the research incorporates a detailed analysis of peer-reviewed journals and relevant books that discuss digital health initiatives and their impact on healthcare delivery. By synthesizing information from these varied sources, the study seeks to establish a well-rounded perspective on the benefits and challenges associated with the JKN Mobile application, thus laying a solid foundation for subsequent analyses.

In addition to the literature review, the study utilizes systematic interpretation of secondary data obtained from five carefully selected Twitter accounts relevant to the topic. These accounts were chosen based on their influence and activity within the healthcare discourse in Indonesia, ensuring that the insights drawn from them reflect contemporary public sentiment and user experiences with the JKN Mobile application. By examining tweets and interactions from these accounts, the

research captures real-time user feedback and discussions, which are crucial for understanding the effectiveness of the application in promoting health services. This combination of qualitative methodologies—literature review and social media analysis enables a comprehensive evaluation of the JKN Mobile application, highlighting both the strengths and potential areas for improvement in its implementation within Indonesia's healthcare framework.

RESULTS

The findings of this study reveal significant insights into the satisfaction levels of health service users regarding the JKN Mobile application. Through the analysis of user feedback obtained from various sources, it was determined that a substantial majority of users expressed a high degree of satisfaction with the application's features and functionality. Many users highlighted the convenience of accessing health services and managing their health insurance directly from their mobile devices. This positive reception underscores the application's role in facilitating easier access to essential health information and services, ultimately enhancing the user experience.

Moreover, the data indicate a marked increase in the usage rates of the JKN Mobile application, with the application being categorized as "very good" in terms of user engagement and functionality. Statistics show that, following its launch, the application attracted a growing number of users who utilized its services for various purposes, including locating healthcare facilities, booking appointments, and obtaining information about health insurance benefits. This surge in usage reflects not only the effectiveness of the application in addressing the needs of users but also the public's growing trust in digital health solutions. Users reported that the app's user-friendly interface and streamlined processes contributed significantly to their increased engagement.

Additionally, the results highlight the critical impact of the JKN Mobile application on health service delivery in Indonesia. The application has not only improved access to health services but has also played a pivotal role in increasing awareness about the JKN program among the population. Many users noted that the application provided them with essential information regarding their health rights and available services, thereby empowering them to make informed health decisions. The overall effectiveness of the JKN Mobile application in meeting user needs is evidenced by these findings, which suggest that digital health platforms can significantly enhance health service accessibility and user satisfaction in Indonesia.

DISCUSSION

The findings of this study offer a valuable perspective on the role of the JKN Mobile application within the broader context of digital health services in Indonesia. Existing literature highlights a significant trend toward the integration of technology in healthcare delivery, with many countries, including Indonesia, recognizing the potential of digital solutions to address long-standing challenges in accessibility and efficiency. By examining the user satisfaction levels and increased usage rates of the JKN Mobile application, this study contributes to the ongoing discourse regarding the effectiveness of digital health initiatives. The results align with previous studies that emphasize the importance of user-centered design in health applications, reinforcing the notion that a user-friendly interface and accessible features are crucial for fostering engagement and satisfaction.

The implications of the JKN Mobile application extend beyond individual user experiences; they also impact public health services at a systemic level. The application serves as a bridge between the government's health initiatives and the community, facilitating greater awareness and

understanding of health services among the population. As noted in previous research, effective communication channels play a vital role in promoting health literacy and encouraging individuals to utilize available services. The increased awareness and ease of access provided by the JKN Mobile application can lead to higher enrollment rates in the JKN program, ultimately supporting the goal of universal health coverage in Indonesia. This finding highlights the need for continued investment in digital health platforms that not only meet user needs but also align with national health objectives.

Furthermore, the study's results indicate that the JKN Mobile application has positively influenced membership increases within the JKN program. As more individuals recognize the benefits of digital health solutions, there is a potential for a ripple effect, wherein satisfied users recommend the application to others, thereby enhancing community engagement with health services. This dynamic aligns with the social diffusion theory, which suggests that innovations spread through social networks. The effectiveness of the JKN Mobile application in increasing memberships underscores the importance of promoting digital health initiatives as a means of expanding coverage and improving public health outcomes in Indonesia.

While the findings are promising, they also point to areas for potential improvement. For instance, while user satisfaction levels are high, it is essential to continuously gather feedback to identify specific areas where the application could be enhanced. Future research could explore user experiences in greater depth, employing mixed-method approaches that include qualitative interviews to gain nuanced insights into user needs and challenges. Additionally, evaluating the application's performance in different demographics could uncover disparities in access and satisfaction, informing targeted interventions to ensure that all segments of the population benefit from digital health services.

Moreover, this discussion emphasizes the importance of maintaining a responsive development approach to the JKN Mobile application. As technology evolves, user expectations may change, necessitating regular updates and improvements to the application's features. Incorporating user feedback into the development process will be crucial in ensuring that the application remains relevant and effective. Moreover, exploring partnerships with tech companies or health organizations could lead to the integration of advanced features, such as telemedicine capabilities or personalized health recommendations, further enhancing the application's utility for users.

In conclusion, the discussion highlights the significant contributions of the JKN Mobile application to Indonesia's healthcare landscape, particularly in enhancing user satisfaction and expanding access to health services. The implications of these findings suggest that continued focus on digital health innovations is essential for achieving public health goals in Indonesia. By addressing areas for improvement and fostering ongoing research, stakeholders can ensure that digital health services effectively meet the evolving needs of the population, ultimately contributing to a healthier and more informed society.

CONCLUSION

This study has revealed several key findings regarding the effectiveness of the JKN Mobile application in Indonesia's healthcare system. The analysis demonstrated high levels of user satisfaction and a notable increase in the usage rates of the application, indicating its positive impact on public health services. Users reported significant benefits from the app, including easier access to health information, improved management of their health insurance, and enhanced engagement

with available health services. These results underscore the role of digital applications like JKN Mobile in transforming healthcare delivery, particularly in a country where traditional barriers to access still exist. By fostering greater awareness and utilization of health services, the application contributes to the overarching goals of universal health coverage and improved health outcomes in Indonesia.

Furthermore, the findings of this study suggest that continued investment in digital health technologies is crucial for advancing public health initiatives. As Indonesia embraces technological advancements, it is essential to prioritize the development and enhancement of digital health applications that meet the diverse needs of the population. The positive reception of the JKN Mobile application serves as a compelling case for policymakers and healthcare stakeholders to support similar innovations that can further streamline access to healthcare services. In doing so, Indonesia can build a more responsive and inclusive healthcare system, ultimately leading to better health outcomes and a healthier population in the long term.

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