

Effectiveness Use of the Jkn Mobile Application in Health Services at Gunung Tua General Hospital, North Padang Lawas

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ABSTRACT

Advances in information technology sometimes require people to keep up with the times. Currently, the use of information and communication technology is crucial for businesses and organizations to win the competition. This study aims to analyze the effectiveness of the use of the JKN mobile application in healthcare services at Gunung Tua General Hospital. This research method uses a qualitative research method with a descriptive approach. Data collection was conducted through in-depth interviews, observation, and documentation with informants determined using a purposive sampling technique. The results show that the use of the JKN Mobile application has a positive impact on healthcare services, particularly in accelerating the registration process and reducing patient queues. This application is considered to help with time efficiency and increase user comfort. It is recommended that BPJS Kesehatan and the hospital increase socialization and education activities regarding the use of the JKN Mobile application, both through print and digital media, as well as direct patient assistance. In addition, improvements in the quality of technical services, including system and network stability, need to be continuously carried out. The hospital is also expected to provide special staff to assist patients who experience difficulties in using the application.

Keywords: Mobile JKN Application, Healthcare Service Effectiveness, Digital Patient Registration, Queue Reduction.

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1. INTRODUCTION

Advances in information technology sometimes require people to keep up with the times. Currently, the use of information and communication technology is very important for businesses and organizations to win competitions. Information and communication technology is widely used in the business world and organizations to achieve time and cost efficiency; therefore, every entrepreneur and organization must understand the need to use information and communication technology in their work environment. Therefore, it is important to adapt to the current technological trends. One government agency that has adopted digital governance is BPJS Kesehatan.[1] Currently, BPJS Kesehatan is pushing for digital-based innovation to accelerate the provision of services to healthcare users. One of these is an online queuing system integrated with the Mobile JKN application, allowing participants to easily access services at healthcare facilities.[2] Law Number 40 concerning the National Social Security System (SJSN) of 2004 regulates the existence of mandatory social security for all Indonesians through the Social Security Organizer, namely the National Health Insurance (JKN). BPJS Kesehatan is a legal entity established to administer health insurance programs. The launch of this health insurance is a manifestation of the government's social security program for all Indonesian citizens to ensure that the community's health needs are met. [3] Health Insurance is a guarantee of health protection so that participants receive health care benefits and protection in meeting basic health needs, provided to everyone who has paid health insurance contributions or whose health insurance contributions are paid by the central or regional government. [4] Indonesian health insurance is known as BPJS Health. The BPJS health data collected on April 1, 2018, reached 165 million BPJS participants, making 75% of the Indonesian population BPJS participants.

Currently, the most important focus for BPJS Kesehatan is to increase the use of the Mobile JKN application among participants and the entire Indonesian population (JIPPNAS, 2024). Rustanto and Hakim (2024:25) in their research in Bekasi City showed that the Mobile JKN application increased public satisfaction with administrative services by up to 72%. However, they also noted that application utilization is highly dependent on socialization and technical support at the health facility level. Internal data from the Gunung Tua Branch of BPJS Kesehatan show that the use of the online queue and participant information features is still not optimal, with usage rates of less than 50% of total daily visitors. A study by Budiarti (2024:77) highlighted that only 42% of active Mobile JKN users in Gunung Tua were satisfied and able to use the application independently without assistance. This indicates that although the system is available, its effectiveness in improving services has not been comprehensively achieved. The effectiveness of Mobile JKN is also influenced by user characteristics, particularly age and digital literacy levels. Several studies have shown that digital-based health service applications tend to be more effective when used by productive age groups who have the ability and habit of using digital technology, while the elderly group faces various obstacles in operating smartphone-based applications (Putri & Rahman, 2023:56).

According to Shalihattunnisa (2024:105), public understanding of the app's features is still low, with many people using it only once after registration. This underscores the importance of comprehensively evaluating the effectiveness of application-based digital services. Various studies have been conducted to evaluate the effectiveness of Mobile JKN, but few have focused on local case studies, particularly in Gunung Tua, North Sumatra. A study conducted by Budiarti (2024:77) at Malahayati Islamic Hospital in Gunung Tua showed that the application adoption rate among patients was only around 48%, with a common reason being a lack of understanding of application navigation. This indicates a gap between technology availability and user readiness, which is a barrier to achieving optimal public service. Several patients reported that the OTP code did not always appear during the initial registration, preventing them from continuing to use the application. Furthermore, a lack of user understanding of the application's functions and features led some patients to prefer manual registration over digital services. This indicates that the effectiveness of the healthcare digitalization program has not been optimal.

Based on data from Gunung Tua General Hospital in December 2025, approximately 93.99% of patients used the JKN mobile application, whereas approximately 6% did not use it when registering online. Gunung Tua General Hospital also uses the JKN mobile application to facilitate administrative service. During the initial data collection, I found that many patients who used the JKN mobile application received health services more easily and quickly than those who registered manually. With the JKN mobile application, patients at Gunung Tua General Hospital have easier access to health care services.

2. METHOD

The research method was qualitative with a descriptive approach. Data were collected through in-depth interviews, observations, and documentation with informants selected using a purposive sampling technique, including BPJS Kesehatan representatives, hospital administrative staff, and patients using the Mobile JKN application. Data analysis was conducted through data reduction, presentation, and conclusion drawing.

3. RESULTS AND DISCUSSION

Program Understanding

Program understanding is a key dimension in measuring a program's effectiveness. Effectiveness can only be achieved if all parties involved fully understand the program's goals, objectives, and implementation mechanisms. A high level of understanding helps reduce misunderstandings, suppress resistance, and increase active participation. In the context of Mobile JKN, understanding means that participants understand that the application aims to simplify registration, reduce queues, and expedite services at health facilities. Knowledge of implementation procedures and mechanisms is crucial for understanding the program. Sutrisno emphasized that a program is ineffective if implementers and users do not understand the steps to be followed. In Mobile JKN, participants must understand how to register, perform self-check-in, and upload the required documents. A lack of understanding leads participants to revert to manual methods, thus failing to achieve efficiency. Socialization and education are crucial steps to ensure that the public correctly understands the procedures. Awareness of the program's benefits strengthens the level of understanding. Mobile JKN offers benefits such as time savings, reduced queues, and certainty in service schedules. Participants who understand these benefits are more likely to adopt the application and support the program's success. Participants' attitudes and perceptions of the program were also influenced by their level of understanding. Sutrisno explained that a good understanding fosters positive attitudes, so participants perceive the program as relevant to their needs. A positive attitude increases cooperation in program implementation. In Mobile JKN, this means that participants are more disciplined in following digital procedures than manual methods. Achieving program objectives depends heavily on a good understanding. Sutrisno emphasized that effectiveness is measured not only by the final results but also by the alignment of implementation with the program design. Low understanding leads to deviations between plans and implementation, resulting in goals such as efficiency and service quality not being optimally achieved. A high understanding ensures that each party carries out its role in accordance with the main objectives. Long-term behavioral change is the ultimate indicator of the success of the program's understanding dimension. Effectiveness is characterized by tangible changes in the program's targets. Mobile JKN encourages new habits among patients by shifting from manual registration to a digital system. This habit strengthens the program's sustainability and supports the realization of modern, fast, and responsive healthcare services.

1. Understanding the Program Objectives

Understanding the program's objectives indicates the extent to which policy implementers and the public know and understand the program's primary objectives. Program objectives serve as a direction, guidelines, and basis for every implementation action. If the objectives are not clearly understood, program implementation has the potential to deviate due to a lack of shared perceptions between policy-makers, implementers, and target groups. Based on the results of interviews with Gunung Tua General Hospital, the main objective of implementing the Mobile JKN application is to simplify the patient registration process, reduce manual queues, and increase the efficiency of health services: "The purpose of Mobile JKN is so that patients no longer need to queue for long periods at the counter. Everyone can register from home, so services are faster and more orderly." (Interview with Mr. Fadli Daulay, January 8, 2026).

Gunung Tua General Hospital's efforts to promote the Mobile JKN application are carried out in various ways, one of which is through routine outreach in the waiting room every morning to promote the program. Staff walk around providing a brief explanation of how to register, the benefits of the application, and how to use it. Patients who want to register immediately can be assisted directly by the staff. As explained in an interview with the Head of BPJS Gunung Tua General Hospital: "Our staff usually walk around the waiting room and provide a brief explanation of how to register via Mobile JKN, its benefits, and how to use it. In fact, if there are patients who want to practice registering directly, our staff are ready to help install the application and guide them on how to use it on the spot." (Interview with Mr. Fadli Daulay, January 8, 2026).

Interviews indicated that the hospital actively socializes the Mobile JKN application to patients in the waiting room. Staff not only provided verbal explanations of the registration process, benefits, and steps to use the application, but also provided hands-on practical assistance for patients who wished to register independently. This approach reflects the hospital's proactive and participatory strategy, where education is both informative and practical. By providing installation assistance and on-site user guides, the hospital strives to directly improve patient understanding, minimize barriers to use, and encourage the adoption of the online registration system. This also demonstrates the hospital's understanding of the importance of direct intervention in accelerating patient adaptation to technology, especially for those who may be unfamiliar with digital applications.

2. Understanding of Program Procedures and Mechanisms

Patients' understanding of Mobile JKN varies. Younger patients accustomed to using smartphones tend to understand how the app works and its benefits. "Most patients already understand how the Mobile JKN app works and its benefits. Younger patients, especially those accustomed to using smartphones, can register themselves from home and know that the app expedites the registration process." (Interview with Mr. Fadli Daulay, January 8, 2026).

Elderly patients often experience difficulties, such as logging in or navigating the registration process. A customer service representative at Gunung Tua General Hospital explained, "Usually, they ask family members or hospital staff for help with registration," "If they're an elderly patient, they usually just hand over their cell phone to us." (Interview with Ms. Nelly, administrative staff member at Gunung Tua General Hospital, January 8, 2026)

Hospital staff had a good understanding of the app's features and usage. They receive informal guidance and training from their superiors, enabling them to assist patients with the registration process. "I understand it well because we received education and guidance from our superiors. Therefore, I can explain the online registration, membership check, and clinic queue features to patients." (Interview with Ms. Nelly, administrative staff member at Gunung Tua General Hospital, January 8, 2026).

The interview results indicated that Gunung Tua General Hospital employees had an adequate understanding of the Mobile JKN application, which is one dimension of program effectiveness. This indicates that internal education and guidance play a crucial role in equipping staff with the knowledge needed to explain the program to patients. From the perspective of the program's understanding dimension, this finding confirms that employees who thoroughly understand the app's mechanisms, objectives, and benefits can function as knowledge facilitators, thereby increasing patient understanding and supporting the successful implementation of Mobile JKN at the hospital.

An administrative officer at Gunung Tua General Hospital explained how to use the Mobile National Health Insurance (JKN) application to patients. This activity demonstrates the hospital's efforts to improve the participants' understanding of the Mobile JKN program. Through this direct assistance, patients received information about the online registration process, online queue process, and how to utilize the features available in the application. This is important because not all patients have the same level of digital literacy, especially elderly or new patients who are unfamiliar with digital-based service systems. While patients' understanding of the Mobile JKN application varies, most understand its primary purpose: to simplify the registration process and reduce long queues at the hospital counter. One patient stated,

"It's just to make things easier, so our registration process is quicker and easier without having to wait in long lines. My husband's company provides outreach and directs employees and their families to use the Mobile JKN app to make healthcare registration easier." (Interview with Ms. Rokimah, a Mobile JKN user at Gunung Tua General Hospital, January 8, 2026)

Some elderly patients or those unfamiliar with technology still rely on family members or hospital staff to operate the application. For example, one patient said, "I do not really understand each feature. My child usually opens it and selects a schedule. I am just told my queue number and what time I should arrive at the hospital." (Interview with Mrs. Rotua, a Mobile JKN user at Gunung Tua General Hospital, January 8, 2026).

From the interviews, it can be concluded that patients' understanding of Mobile JKN is influenced by age, digital literacy, and the source of information obtained. Younger patients or those accustomed to using smartphones tended to better understand the app's features and procedures, allowing them to use Mobile JKN independently and even act as facilitators for others. Conversely, older patients or those less familiar with technology tended to rely on third parties to operate the app. These findings confirm that patient understanding of the program plays a crucial role in the effectiveness of Mobile JKN, as a strong understanding encourages optimal use of the app and improves the efficiency of the hospital registration process.

The observations show that the level of understanding of the application is directly proportional to digital literacy skills and smartphone usage habits in daily activities. The 17–40 age group had the highest level of knowledge. They appeared to be able to use the application independently, without requiring staff assistance. This indicates that the productive age group has better technological readiness and is able to adapt to digital service systems such as the Mobile JKN. The 41–55 age group showed a moderate level of understanding of the disease. They understood the main functions of the application but still needed simple technical guidance, such as how to upload documents or select a clinic. This situation illustrates a small gap in digital literacy that can be addressed through light assistance or repeated outreach efforts. Meanwhile, the age group over 55 years showed a low level of understanding. Most elderly patients preferred to use manual methods or delegate the registration process to their family or hospital staff. This suggests that the main barrier is not attitudes toward the program but rather the limited ability to operate digital devices and a lack of experience using the application.

3. Understanding the benefits

Patients who have independently used Mobile JKN have stated that the app provides tangible benefits, particularly in terms of time savings and convenience. This was conveyed by Mrs. Rokimah:

"If you use Mobile JKN, you don't need to come early in the morning. Just come according to the schedule." (Interview with Mrs. Rokimah, January 8, 2026) However, these benefits have not been felt equally by all patients, particularly elderly patients who still experience technical difficulties. Based on interviews, observations, and documentation, it can be concluded that the level of understanding of the Mobile JKN program at Gunung Tua General Hospital is relatively good and is running effectively. From the perspective of program implementers, namely, hospital and administrative staff, a comprehensive understanding of the objectives, procedures, and mechanisms for using the Mobile JKN application is well-established. This is demonstrated by the staff's ability to explain the application's functions, provide regular outreach in the waiting room, and directly assist patients with the registration and application use processes. From the perspective of the target group, namely JKN patients, understanding of the program varies, influenced by age and digital literacy levels. Productive-age patients and patients who are accustomed to using smartphones tend to have a good understanding of the objectives and benefits of Mobile JKN and are able to use the application independently. They understand that the application aims to simplify the registration process, reduce manual queues, and expedite healthcare services, thus being positive and cooperative in following the established digital procedures. Meanwhile, elderly patients showed a lower level of understanding, particularly regarding the technical aspects of using the application. The main obstacle encountered was not the rejection of the program but rather the limited ability to operate digital devices. This was evident in the elderly patients' reliance on family members or hospital staff for the registration process. Despite this, the elderly patients' attitudes toward the program remained positive, and they accepted the Mobile JKN program as an effort to improve services. Therefore, it can be concluded that the program's understanding dimension in the implementation of Mobile JKN at Gunung Tua General Hospital has been well implemented and supports the program's effectiveness, although strengthening a more inclusive and sustainable socialization strategy for elderly patients is still necessary. Overall, the level of understanding possessed by implementers and the majority of participants contributed positively to achieving the program's objectives, namely simplifying registration access, reducing queues, and increasing the efficiency of health services.

On time

Timeliness in healthcare services is a key dimension that determines the quality and effectiveness of a program. In the context of Mobile JKN, timeliness means ensuring that each patient receives services as scheduled without unnecessary delays. This aspect encompasses the entire process, from registration and data verification to the patient receiving medical care at the clinic. A timely program will create a better patient experience by reducing waiting times and ensuring a more consistent service. Speedy service is not only about shortening wait times but also about maintaining an orderly service flow. Good timeliness can reduce patient congestion in waiting rooms, which is often a source of patient discomfort. With an orderly flow, hospitals can create a conducive service environment and reduce stress levels for both patients and health-care workers. This is important because a comfortable environment supports patient recovery and increases satisfaction with healthcare services. Timeliness also supports the implementation of a more optimal queue management. Registration data received through Mobile JKN help hospitals predict the number of patient visits each day. This information can be used to organize doctors' schedules, adjust the number of healthcare workers, and allocate resources more appropriately. The result is more timely services, a more balanced workload, and a reduced risk of service delays owing to unexpected patient surges. In addition to improving efficiency, punctuality positively impacts patients' perceptions of service quality. Patients who are served on time feel more valued and satisfied with the service they receive. This sense of satisfaction contributes to increased public trust in the Mobile JKN program and encourages users to

continue using the digital service. Thus, punctuality is not only a technical indicator but also a means of building a positive image for healthcare providers.

1. Compliance of Implementation with the Set Schedule

Compliance with the established schedule assesses whether the implementation of health services through the Mobile JKN application is running according to the planned schedule. The accuracy of the schedule indicates good service management and coordination. Moenir (2015:41) stated that delays in public services can reduce public satisfaction and the benefits of the program. Based on the results of an interview with Mr. Fadly Daulay from Gunung Tua General Hospital, the Mobile JKN application helps the hospital manage patient arrival schedules to be more orderly and planned. Patients who registered through the application arrived according to a predetermined digital queue schedule. "Patients who have registered through the application simply come with a digital queue ticket and control letter, and we immediately verify it. From the hospital's perspective, we can more easily predict the number of daily patients so that the queue is more orderly." (Interview with Mr. Fadly Daulay, January 8, 2026). This statement is supported by the results of an interview with Ms. Nelly, an administrative staff member at Gunung Tua General Hospital, who explained that Mobile JKN patients no longer follow the manual registration process and are directly directed according to the service schedule.

"Patients using Mobile JKN come on schedule, so there's no buildup in the morning. We simply verify the appointments; there's no need to follow a manual process." (Interview with Ms. Nelly, January 8, 2026)

Field observations show that patients using Mobile JKN arrive according to the schedule listed in the app and do not have to wait long at the registration counter. Patient arrivals are more evenly distributed throughout the day rather than concentrated in the early hours, as with the manual system.

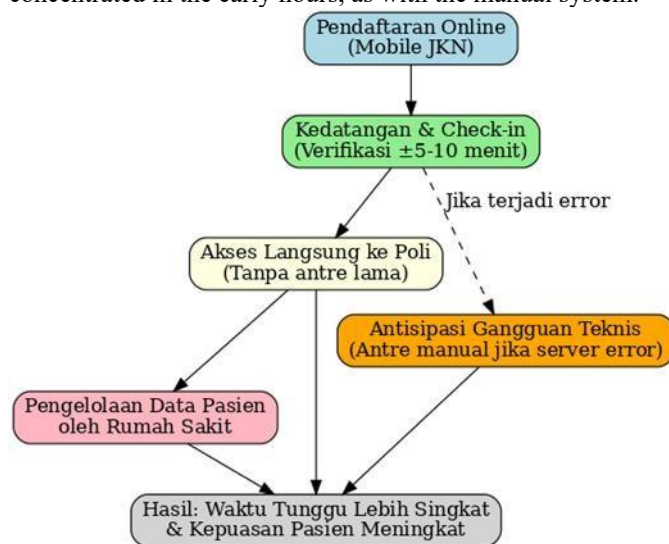


Figure 1. Flow of Timeliness of Service with Mobile JKN at Gunung Tua General Hospital

The image above shows the timely flow of BPJS patient services through the Mobile JKN application at Gunung Tua General Hospital, from online registration to in-patient care. Each stage of the process illustrates the hospital's efforts to create a more efficient and integrated service system. Patients register online from home, receive a digital queue ticket, arrive at their scheduled appointment, check in at the counter, and proceed directly to their designated clinic without a long wait. This results in a shorter and more orderly service flow, providing a better patient experience.

2. Speed of Service in Program Implementation

Service speed indicates the time it takes for a patient to receive care from the time they arrive at the hospital until they are seen in the clinic. Fast service improves patient comfort and reduces the burden on the registration desk. Based on an interview with Mr. Fadly Daulay, Mobile JKN expedites the patient administration process. "The process only takes a few minutes. Patients who have registered through the app only need to be verified, which takes about five to ten minutes, and then go directly to the clinic." (Interview with Mr. Fadly Daulay, January 8, 2026).

The same thing was conveyed by Mrs. Nelly, who stated that the difference in service time between manual registration and Mobile JKN was very significant.

"With manual data entry, patients have to queue and input data from scratch. With Mobile JKN, verification is instant, so it's much faster." (Interview with Ms. Nelly, January 8, 2026)

From the patient's perspective, Ms. Rokimah Siregar, a Mobile JKN user, directly experienced the improved service speed. "After arriving at the hospital, I only checked in briefly at the counter, less than five minutes, and then went straight to the clinic." (Interview with Ms. Rokimah Siregar, January 2026).

Observations showed that patient wait times at the registration counter were significantly reduced. Mobile JKN patients only undergo a brief verification process, while manual patients still have to wait in line and input their data. This results in faster service and smoother flow. Therefore, based on interviews, observations, and documentation, the

implementation of Mobile JKN has successfully increased service speed, although in certain circumstances, speed can be disrupted by network or server-related technical issues.

3. Time Efficiency for Implementers and Beneficiaries

Time efficiency measures the extent to which Mobile JKN implementation saves time for both hospital staff and patients as beneficiaries. An interview with Ms. Nelly revealed that the Mobile JKN application significantly reduced the administrative staff's workload. "Now my work gets done faster because I only need to verify patient data entered through the application." (Interview with Ms. Nelly, January 8, 2026)

From the patient perspective, time savings are clearly felt, especially by routine check-ups and productive-age patients. Mr. Sukry Siregar stated that Mobile JKN helps him save time and does not interfere with his work activities. "I'm finished before 12 o'clock and just waiting for my medication. Previously, I could get through until the afternoon." (Interview with Mr. Sukry Siregar, January 8, 2026).

Field observations show that counter staff can serve more patients in the same amount of time compared to before the Mobile JKN implementation. Patients no longer need to arrive early and wait for long hours at the hospital. However, technical challenges, such as network and BPJS server disruptions, persist, forcing patients to switch to manual registration. However, the hospital has anticipated this by continuing to serve patients manually to avoid delays in medical services.

Achieving Goals

A program is considered effective if the results achieved align with its initial objectives. This success reflects the alignment between planning, implementation, and final results, allowing the program to be viewed as an instrument capable of addressing the needs identified from the outset. This dimension emphasizes the importance of having clear objectives in program planning. Clearly, measurably, and realistically formulated objectives facilitate the process of evaluating success. Programs with vague or overly broad objectives are difficult to evaluate because they lack definite achievement indicators. Therefore, the clarity of objectives is a key prerequisite for ensuring program effectiveness. Achieving objectives is also related to the program's usefulness to the target group. Results that align with the community's real needs will increase the program's relevance and legitimacy in the public eye. Conversely, if the stated objectives are not achieved, the program can be deemed ineffective, even if its implementation has been carried out in accordance with procedures. This demonstrates that goal achievement is a more substantial measure than simply performing activities. According to Sutrisno, the dimension of goal achievement assesses the extent to which program implementation results align with the objectives planned from the outset. The main objective of implementing the Mobile JKN application at Gunung Tua General Hospital was to accelerate administrative services, reduce manual queues, improve the orderliness of services, and create a more efficient and digitally-driven healthcare system. Three analytical categories were used to assess these dimensions: alignment of program outcomes with planned objectives, success rate of program targets, and consistency of program implementation with initial objectives.

1. Conformity of Program Results with Planned Objectives

The alignment of program outcomes with the planned objectives indicates the extent to which the implementation of the Mobile JKN application at Gunung Tua General Hospital aligns with the initial objectives. The primary objective of implementing Mobile JKN was to expedite the patient administration process and reduce manual registration queues at the hospital counter. Based on an interview with Mr. Fadly Daulay from Gunung Tua General Hospital, this objective became the basis for implementing the Mobile JKN program. "The primary objective of Mobile JKN is to reduce manual queues and expedite service, so that patients do not have to wait long at the counter." (Interview with Mr. Fadly Daulay, January 8, 2026) This statement indicates that the management has a clear understanding of the program's direction and objectives. This understanding is reflected in the program's implementation in the field. Based on observations, researchers found that patients using Mobile JKN no longer undergo the lengthy manual registration process. Patients only undergo a brief verification at the registration counter before being directed to the clinic according to the predetermined digital queue schedule. This condition differs from the previous system, where patients had to wait long to get a queue number and manually input the data.

These observational findings were reinforced by documentation showing patients checking in using the Mobile JKN app at Gunung Tua General Hospital. The documentation shows that patients who registered through the Mobile JKN app only need to complete a brief verification process at the registration counter before being directed to the designated clinic. This check-in process is quick and does not require manual data entry, as with conventional registration. This indicates that the service flow is shorter, more structured, and more efficient than the previously used manual system. Based on the interviews, observations, and documentation, it can be concluded that the implementation of the Mobile JKN app at Gunung Tua General Hospital has met the program's objectives, particularly in terms of accelerating service delivery and reducing manual queueing. This demonstrates that the Mobile JKN program is not only well-planned but also effectively implemented in healthcare practices at hospitals.

2. Level of Success in Achieving Program Targets

The success rate of the program targets indicates the extent to which the goals set in the Mobile JKN program have been achieved. The program's primary goal is to increase the number of patients using online registration services and

reduce manual queues at hospitals. An interview with Ms. Nelly, an administrative staff member at Gunung Tua General Hospital, revealed that the implementation of the Mobile JKN Program has brought significant changes to patient registration patterns. "Many patients now use Mobile JKN, especially young patients and those seeking follow-up care. Manual queues still exist, but they have decreased significantly compared to before." (Interview with Ms. Nelly, January 8, 2026).

Field observations show that during certain service hours, manual queues are no longer as long as they were before the Mobile JKN implementation. App-using patients arrive on schedule and proceed directly to the verification counter, whereas manual queues are dominated by elderly patients. This indicates that the target of reducing manual queues has been partially achieved, although it has not been fully achieved.

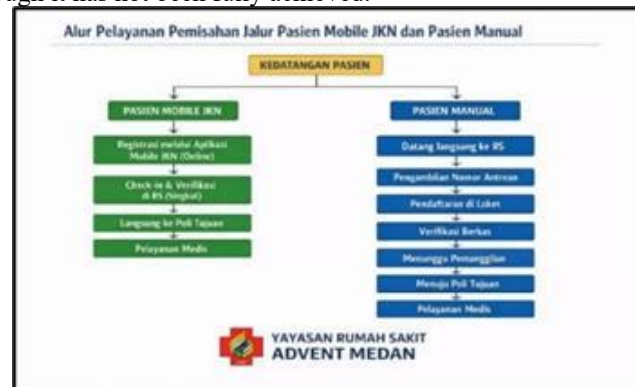


Figure 2.JKN Mobile Patient Service Flow and Manual Patient Service Flow

From a documentation perspective, researchers found data and visuals of the service flow that demonstrated the separation of service pathways for Mobile JKN patients and manual patients. This indicates that the program's targets have been effectively implemented. Therefore, the program's success rate in achieving its targets can be considered quite successful, but further efforts are needed to ensure the more equitable use of Mobile JKN.

3. Consistency of Program Implementation with Initial Objectives

The consistency of program implementation assesses whether Mobile JKN continues to operate according to its initial objectives without any deviations. Based on an interview with Mr. Fadly Daulay, Mobile JKN's implementation is ongoing and adheres to the program's initial objectives. "We continue to operate Mobile JKN as intended; it has never been discontinued. We also continue to direct patients to use this application." (Interview with Mr. Fadly Daulay, January 8, 2026).

This statement is supported by field observations, where researchers found that every day, Gunung Tua General Hospital staff actively direct patients to use the Mobile JKN application, both through direct explanations to patients in the registration area and through information media available around the hospital. Furthermore, staff also provide assistance to patients experiencing difficulties during the application registration and check-in processes. Based on these observations, no changes were found in the service flow that contradicted the program's initial objectives, thus ensuring that the implementation of Mobile JKN remains consistent with its primary goal, namely, to speed up service and reduce manual queues at the registration counter.



Figure 7.JKN Mobile Service Flow Socialization Banner

Based on the results of the interviews, observations, and documentation, it can be concluded that the implementation of the Mobile JKN program at Gunung Tua General Hospital has been running consistently and continuously in accordance with the program's initial objectives. The results of interviews with the Head of BPJS Gunung Tua General Hospital indicate that Mobile JKN continues to be implemented as part of the official service system without any discontinuation or changes to the program's main function. This finding is reinforced by the results of field observations that show that staff routinely and actively direct patients to use the Mobile JKN application and provide assistance to patients who experience difficulties during the registration and check-in process.

Furthermore, documentation in the form of banners and posters showing the Mobile JKN service flow, still displayed in the registration area, demonstrates that the hospital continues to maintain the program's continuity and utilizes it as a service benchmark. Although a manual route is still available as an alternative under certain conditions, this does not indicate a deviation from the original goal but rather represents an operational adjustment to ensure optimal service delivery. Thus, the consistency dimension of program implementation can be assessed as having been implemented well and supporting the effectiveness of Mobile JKN implementation at the Gunung Tua General Hospital.

Real Change

Tangible change is a crucial dimension in assessing the success of a program because it demonstrates concrete results that can be directly experienced by service users. This dimension emphasizes tangible evidence that occurs after the program is implemented; thus, effectiveness is not solely assessed based on plans or administrative outputs but rather on the impact that is truly visible in the field. In the context of Mobile JKN, tangible change refers to a significant difference in service patterns and patient experiences compared to before the program was implemented. The changes measured are not limited to statistical figures but also include shifts in community behavior. For example, patients who previously registered manually are now accustomed to online registration. This behavioral change indicates that the program has successfully educated and changed user habits, ultimately creating a new culture of accessing health care services. Furthermore, tangible changes can be observed in service governance improvements. With Mobile JKN, the registration process is more structured, queues can be managed digitally, and healthcare workers can predict the number of patients each day. These improvements create a more efficient service flow, reduce the potential for administrative errors, and help hospitals better plan their resources. Positive impacts were also observed on the quality of patient experience. Patients feel more valued because they do not have to wait long in the hospital, the waiting room atmosphere is more orderly, and the service process feels faster. These positive perceptions are important because they can increase public satisfaction and trust in healthcare facilities and encourage continued use of digital services.

1. Improving the Quality of Service or Welfare

The implementation of Mobile JKN has transformed the service flow and improved the quality of healthcare services experienced by both patients and staff. This improved quality of service is evident in the speed, convenience, and reliability of service times. An interview with Ms. Rokimah Siregar, a Mobile JKN user, found that the app provides a more convenient service experience than the manual system. "It's more convenient now, and I do not have to wait long. I arrive on schedule, spend only a short time at the counter, and then go straight to the clinic." (Interview with Ms. Rokimah Siregar, January 8, 2026).

From the staff's perspective, service quality improvement is also felt through a reduction in administrative workload. Ms. Nelly stated that her work had become more focused and less rushed. "Because patient data is entered through the application, we can focus more on providing service, not rushing to input data like before." (Interview with Ms. Nelly, January 8, 2026)

Observations show that the service room atmosphere has become more conducive and orderly since the intervention. Patient density has decreased, allowing calmer and more focused interactions between staff and patients. This indirectly improves patient well-being by reducing physical fatigue and stress caused by long waiting times. Photographic documentation of the waiting room after the implementation of Mobile JKN showed more comfortable and less crowded conditions. Therefore, it can be concluded that Mobile JKN has improved the quality of healthcare services and patient comfort, ultimately positively impacting beneficiaries' well-being.

Based on the results of the interviews, observations, and documentation, it can be concluded that the implementation of the Mobile JKN application at Gunung Tua General Hospital has resulted in significant real changes. These changes include improvements in service conditions before and after the program, increased service quality and patient comfort, and changes in the behavior and attitudes of the target group towards a more orderly and efficient direction. However, these real changes have not been fully distributed, especially among elderly patients who still require assistance in using the application. Therefore, even though the dimensions of real change have been met, socialization and assistance efforts are still needed to ensure that the program benefits can be optimally felt by all target groups.

3. Changes in Behavior and Attitudes of Target Groups

Patients who previously arrived at dawn to get a queue number can now use the app to schedule their appointments, allowing for more orderly arrivals and reduced crowding. This has led to a more comfortable atmosphere in the waiting rooms. One patient stated, "I feel more relaxed now. I do not have to arrive at six in the morning to get a queue number. I can come at my chosen time, just check in, and then go to the clinic. This way, I can use my time more effectively, and I can do other things at home." (Interview with Mrs. Rotua, a Mobile JKN user, January 8, 2026)

Another patient added that this convenience is important for those who are still actively working:

"Now I don't have to come in early, I don't have to fight in line. I can arrive on schedule and stay at the hospital less. For me, who is still working, this is important because I can go straight back to work after treatment." (Interview with Mr. Sukry Siregar, a Mobile JKN user, January 8, 2026)

This behavioral change reflects increased patient discipline and the optimal use of technology. In other words, Mobile JKN not only improves the system but also plays a role in shaping a new culture of more timely and efficient access to healthcare services.

Based on interviews and field observations, it can be concluded that the implementation of the Mobile JKN application at Gunung Tua General Hospital encouraged positive behavioral and attitudinal changes in the target group. Patients who previously arrived early in the morning to obtain a queue number are now more organized, utilizing the app's visit schedule. This change has resulted in reduced crowds in the waiting room and created a more comfortable and orderly service atmosphere for patients. Furthermore, patient attitudes toward healthcare services have changed positively. Patients have become more relaxed, more disciplined with their visit times, and are using their time more efficiently, especially for patients who are still working. These findings indicate that Mobile JKN not only functions as a digital administration tool but also plays a role in shaping a new culture of accessing healthcare services that is more scheduled, efficient, and oriented towards user needs. Thus, the dimensions of behavioral and attitudinal change in the target group can be considered to have been achieved and serve as an indicator of the success of the Mobile JKN implementation at Gunung Tua General Hospital

4. CONCLUSION

The implementation of the National Health Insurance (JKN) mobile application at Gunung Tua General Hospital has positively contributed to improving the effectiveness of healthcare services, particularly in the administrative aspects of patient registration. The JKN Mobile application helps simplify service access, speeds up the registration process, and reduces patient queues at healthcare facilities. Most users found the application beneficial, particularly in terms of time efficiency and ease of access to healthcare information. However, the effectiveness of the JKN Mobile application is not yet fully optimized. Obstacles remain, such as a lack of understanding of the application's features by some patients, limited technological capabilities, and internet network constraints that affect smooth application access. Furthermore, socialization and assistance to users have not been carried out evenly, resulting in suboptimal application utilization across all levels of society

5. SUGGESTION

Based on these findings, it is recommended that BPJS Kesehatan and hospitals increase outreach and education activities regarding the use of the Mobile JKN application through print and digital media, as well as direct patient support. Furthermore, continuous improvements in the quality of technical services, including system and network stability, are necessary. Hospitals are also expected to provide dedicated staff to assist patients in using the application. With these efforts, the effectiveness of digital-based healthcare services through Mobile JKN can be further enhanced and enjoyed more equitably by the community

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