

Lampiran 1 Daftar Riwayat Hidup

DAFTAR RIWAYAT HIDUP

Nama : Riko Susanto

Tempat, Tanggal Lahir : Sungailiat, 17 November 1993

Jenis Kelamin : Laki-Laki

Agama : Kong Hu Chu

Pendidikan Terakhir : S1 (Sarjana Ekonomi)

Alamat : Jl. Melati No.126, Desa Air Duren, Kecamatan
Pemali Kabupaten Bangka

Telp/Hp : 0819 3086 0500

Pendidikan Formal

2012-2016 : Universitas Bangka Belitung
(Fakultas Ekonomi, Program Studi Manajemen)

2009-2012 : SMA Negeri 1 Pemali

2006-2009 : SMP Negeri 1 Pemali

2000-2006 : SD Negeri 10 Air Duren

Lampiran 2 Kuesioner

I. IDENTITAS RESPONDEN

Nama :

Alamat :

Status Peserta : 1. Mandiri 2. PBI

Usia : 1. 17 - 25 tahun 2. 26 - 45 tahun 3. 46-65 tahun
4. >65

Jenis Kelamin : 1. Laki-laki 2. Perempuan

Pendidikan : 1. SD 2. SMP 3. SMA 4. S1/S2/S3

Pekerjaan : 1. PNS 2. SWASTA 3. WIRAUSAHA
4. LAINNYA

II. INDIKATOR

Jawablah pernyataan dibawah ini dengan memberikan tanda (√) pada jawaban yang telah tersedia sesuai dengan anggapan anda. Alternatif jawaban sebagai berikut :

SS= Sangat Setuju (Skor 5) **S**=Setuju (Skor 4) **R**=Ragu-ragu (Skor 3)

TS= Tidak Setuju (Skor 4) **STS**=Sangat Tidak Setuju (Skor 1)

III. PERNYATAAN

| No | Pernyataan | SS | S | R | TS | STS |
|----|--|----|---|---|----|-----|
| | Kepercayaan (X1) | | | | | |
| 1 | BPJS Kesehatan akan berperilaku baik kepada peserta | | | | | |
| 2 | BPJS Kesehatan akan bersikap jujur dengan menjaga dan memenuhi kesepakatan yang telah dibuat | | | | | |
| 3 | BPJS Kesehatan memiliki kemampuan untuk | | | | | |

| | | | | | | |
|---|---|--|--|--|--|--|
| | memenuhi kebutuhan saya akan akses pelayanan kesehatan | | | | | |
| 4 | Saya bersedia untuk menerima resiko atau konsekuensi negatif yang terjadi akibat keikutsertaan peserta BPJS Kesehatan | | | | | |
| 5 | Saya bersedia untuk memberi informasi pribadi kepada BPJS Kesehatan | | | | | |

| No | Pernyataan | SS | S | R | TS | STS |
|----|--|----|---|---|----|-----|
| | Kualitas Layanan (X2) | | | | | |
| 6 | BPJS Kesehatan menyediakan ruangan yang nyaman bagi pesertanya yang berobat | | | | | |
| 7 | BPJS Kesehatan menyediakan fasilitas penunjang kesehatan seperti kursi roda dan ambulance | | | | | |
| 8 | BPJS Kesehatan memberikan pelayanan kesehatan sesuai dengan kesepakatan | | | | | |
| 9 | BPJS Kesehatan dapat digunakan setiap saat ketika peserta sakit | | | | | |
| 10 | Petugas BPJS Kesehatan tanggap dalam melayani peserta | | | | | |
| 11 | Petugas BPJS Kesehatan menjawab setiap pertanyaan peserta | | | | | |
| 12 | Petugas BPJS Kesehatan menjelaskan hak dan kewajiban BPJS Kesehatan dengan baik | | | | | |
| 13 | BPJS Kesehatan memiliki respon yang cepat terhadap permintaan konsumen | | | | | |
| 14 | Petugas BPJS Kesehatan melayani peserta dengan ramah dan sopan | | | | | |
| 15 | Pegawai BPJS Kesehatan menggunakan pakaian yang sopan dan rapi | | | | | |
| 16 | Manajemen pelayanan BPJS Kesehatan sangat baik | | | | | |
| 17 | BPJS Kesehatan memiliki reputasi yang baik di benak saya | | | | | |
| 18 | Fasilitas kesehatan yang diberikan oleh BPJS Kesehatan sesuai dengan ketentuan dalam dunia medis | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 19 | BPJS Kesehatan adalah jaminan kesehatan yang aman dari tindak penipuan | | | | | |
| 20 | Terdapat banyak rumah sakit, puskesmas atau klinik yang telah terintegrasi dengan BPJS Kesehatan | | | | | |
| 21 | Petugas BPJS Kesehatan dapat dengan mudah ditemui ketika dibutuhkan | | | | | |
| 22 | Informasi tentang tarif dan ketentuan BPJS Kesehatan dapat ditemui dengan mudah | | | | | |
| 23 | BPJS Kesehatan menanggapi pertanyaan dan keluhan peserta | | | | | |
| 24 | BPJS Kesehatan memahami kebutuhan peserta | | | | | |
| 25 | Petugas BPJS Kesehatan memberikan saran dan pendapat sesuai kebutuhan peserta | | | | | |

| NO | Pernyataan | SS | S | R | TS | STS |
|-----------|---|-----------|----------|----------|-----------|------------|
| | <i>Social Ties (X3)</i> | | | | | |
| 26 | Saya bersedia untuk berbagi informasi, pendapat dan pengalaman terkait BPJS Kesehatan kepada orang-orang disekitar tempat tinggal saya | | | | | |
| 27 | Saya bersedia untuk berbagi informasi, pendapat dan pengalaman terkait BPJS Kesehatan kepada orang-orang yang saya cintai | | | | | |
| 28 | Saya bersedia untuk berbagi informasi, pendapat dan pengalaman terkait BPJS Kesehatan kepada orang yang sering berinteraksi dengan saya (sahabat dan atau keluarga) | | | | | |
| 29 | Saya bersedia untuk berbagi informasi, pendapat dan pengalaman terkait BPJS Kesehatan kepada orang-orang yang sering berkomunikasi dua arah dengan saya | | | | | |
| 30 | Saya bersedia untuk berbagi informasi, pendapat dan pengalaman terkait BPJS Kesehatan kepada orang-orang yang kerap memberi saya hadiah atau bingkisan | | | | | |
| 31 | Saya bersedia untuk berbagi informasi, pendapat dan pengalaman terkait BPJS Kesehatan kepada orang-orang yang sering memberi pertolongan dan informasi kepada saya | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 32 | Saya bersedia untuk berbagi informasi, pendapat dan pengalaman terkait BPJS Kesehatan kepada orang-orang yang memiliki kesamaan karakteristik (suku/ras/agama/budaya/bahasa/profesi/status) dengan saya. | | | | | |
| 33 | Saya bersedia untuk berbagi informasi, pendapat dan pengalaman terkait BPJS Kesehatan kepada orang-orang yang memiliki kebutuhan akan jaminan kesehatan | | | | | |

| No | Pernyataan | SS | S | R | TS | STS |
|----|---|----|---|---|----|-----|
| | <i>Word Of Mouth (Y1)</i> | | | | | |
| 34 | Saya akan membicarakan hal-hal positif tentang BPJS Kesehatan kepada orang lain | | | | | |
| 35 | Saya akan membicarakan hal-hal negatif tentang BPJS Kesehatan kepada orang lain | | | | | |
| 36 | Saya akan merekomendasikan orang lain untuk bergabung menjadi peserta BPJS Kesehatan | | | | | |
| 37 | Saya akan merekomendasikan orang lain menggunakan asuransi/jaminan kesehatan selain BPJS Kesehatan | | | | | |
| 38 | Saya akan mendorong orang lain untuk segera bergabung menjadi peserta BPJS Kesehatan | | | | | |
| 39 | Saya akan mendorong orang lain untuk segera memiliki asuransi/jaminan kesehatan selain BPJS Kesehatan | | | | | |

Lampiran 3 Hasil Uji Validitas Variabel Kepercayaan

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | Kepercayaan |
|------------------|---------------------|--------|--------|--------|--------|--------|-------------|
| X1.1 | Pearson Correlation | 1 | .602** | .648** | .296** | .321** | .800** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 |
| X1.2 | Pearson Correlation | .602** | 1 | .477** | .193** | .293** | .711** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 |
| X1.3 | Pearson Correlation | .648** | .477** | 1 | .327** | .313** | .778** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 |
| X1.4 | Pearson Correlation | .296** | .193** | .327** | 1 | .277** | .623** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 |
| X1.5 | Pearson Correlation | .321** | .293** | .313** | .277** | 1 | .620** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 |
| Kepercayaan n | Pearson Correlation | .800** | .711** | .778** | .623** | .620** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 333 | 333 | 333 | 333 | 333 | 333 |

** . Correlation is significant at the 0.01 level (2-tailed).

Lampiran 4 Hasil Uji Validitas Variabel Kualitas Layanan

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | X2.11 | X2.12 | X2.13 | X2.14 | X2.15 | X2.16 | X2.17 | X2.18 | X2.19 | X2.20 | Kualitas_Layanan |
|-------|---------------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------------|
| X2.1 | Pearson Correlation | 1 | .586 | .602 | .359 | .518 | .392 | .498 | .415 | .398 | .296 | .367 | .302 | .441 | .406 | .334 | .345 | .345 | .385 | .362 | .335 | .663 |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.2 | Pearson Correlation | .586 | 1 | .609 | .327 | .439 | .364 | .492 | .429 | .372 | .368 | .317 | .282 | .391 | .417 | .385 | .239 | .354 | .414 | .399 | .387 | .652 |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.3 | Pearson Correlation | .602 | .609 | 1 | .440 | .475 | .397 | .486 | .460 | .448 | .332 | .389 | .351 | .396 | .482 | .454 | .357 | .488 | .362 | .352 | .357 | .705 |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.4 | Pearson Correlation | .359 | .327 | .440 | 1 | .498 | .441 | .342 | .343 | .478 | .355 | .390 | .323 | .380 | .303 | .375 | .293 | .330 | .196 | .296 | .379 | .598 |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.5 | Pearson Correlation | .518 | .439 | .475 | .498 | 1 | .615 | .482 | .579 | .536 | .326 | .543 | .464 | .493 | .378 | .324 | .474 | .411 | .364 | .503 | .424 | .756 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.6 | Pearson Correlation | .392 | .364 | .397 | .441 | .615 | 1 | .421 | .430 | .433 | .287 | .498 | .452 | .374 | .425 | .295 | .488 | .437 | .374 | .437 | .399 | .892 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.7 | Pearson Correlation | .498 | .492 | .488 | .342 | .482 | .421 | 1 | .487 | .432 | .364 | .406 | .278 | .391 | .485 | .296 | .333 | .336 | .315 | .329 | .400 | .657 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.8 | Pearson Correlation | .415 | .429 | .460 | .343 | .579 | .430 | .487 | 1 | .486 | .341 | .407 | .505 | .368 | .384 | .354 | .422 | .265 | .405 | .423 | .388 | .883 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.9 | Pearson Correlation | .398 | .372 | .448 | .478 | .538 | .433 | .432 | .486 | 1 | .408 | .422 | .353 | .396 | .394 | .433 | .397 | .299 | .309 | .347 | .364 | .866 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.10 | Pearson Correlation | .296 | .368 | .332 | .355 | .326 | .287 | .364 | .341 | .408 | 1 | .256 | .241 | .293 | .316 | .329 | .227 | .250 | .263 | .247 | .230 | .514 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.11 | Pearson Correlation | .367 | .317 | .388 | .390 | .543 | .498 | .406 | .407 | .432 | .256 | 1 | .452 | .381 | .387 | .289 | .402 | .278 | .329 | .432 | .415 | .645 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.12 | Pearson Correlation | .302 | .282 | .351 | .323 | .464 | .452 | .278 | .505 | .353 | .241 | .452 | 1 | .452 | .414 | .303 | .450 | .330 | .479 | .442 | .370 | .640 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.13 | Pearson Correlation | .441 | .331 | .395 | .380 | .493 | .374 | .391 | .358 | .396 | .293 | .381 | .452 | 1 | .489 | .363 | .348 | .265 | .329 | .304 | .323 | .621 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.14 | Pearson Correlation | .406 | .417 | .482 | .303 | .378 | .425 | .485 | .384 | .394 | .316 | .387 | .414 | .489 | 1 | .450 | .413 | .406 | .526 | .391 | .341 | .681 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.15 | Pearson Correlation | .334 | .385 | .454 | .375 | .324 | .295 | .296 | .354 | .433 | .329 | .289 | .303 | .363 | .450 | 1 | .391 | .356 | .367 | .304 | .288 | .587 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.16 | Pearson Correlation | .345 | .239 | .357 | .292 | .474 | .488 | .332 | .422 | .397 | .227 | .402 | .450 | .348 | .412 | .391 | 1 | .364 | .431 | .509 | .469 | .647 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.17 | Pearson Correlation | .345 | .354 | .488 | .330 | .411 | .437 | .338 | .265 | .299 | .250 | .278 | .330 | .255 | .406 | .358 | .364 | 1 | .535 | .463 | .354 | .607 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.18 | Pearson Correlation | .385 | .414 | .363 | .195 | .364 | .374 | .315 | .405 | .309 | .263 | .329 | .479 | .329 | .526 | .367 | .431 | .535 | 1 | .597 | .497 | .658 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.19 | Pearson Correlation | .362 | .399 | .353 | .295 | .503 | .437 | .329 | .423 | .347 | .247 | .432 | .442 | .304 | .391 | .304 | .509 | .463 | .597 | 1 | .595 | .677 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| X2.20 | Pearson Correlation | .335 | .387 | .357 | .379 | .424 | .3 | | | | | | | | | | | | | | | |

Lampiran 5 Hasil Uji Validitas Variabel *Social Ties*

Correlations

| | | X3.1 | X3.2 | X3.3 | X3.4 |
|-------------|---------------------|--------|--------|--------|--------|
| X3.1 | Pearson Correlation | 1 | .683** | .528** | .360** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 |
| X3.2 | Pearson Correlation | .683** | 1 | .588** | .307** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 333 | 333 | 333 | 333 |
| X3.3 | Pearson Correlation | .528** | .588** | 1 | .329** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 333 | 333 | 333 | 333 |
| X3.4 | Pearson Correlation | .360** | .307** | .329** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 333 | 333 | 333 | 333 |
| X3.5 | Pearson Correlation | .192** | .195** | .143** | .526** |
| | Sig. (2-tailed) | .000 | .000 | .009 | .000 |
| | N | 333 | 333 | 333 | 333 |
| X3.6 | Pearson Correlation | .395** | .423** | .278** | .497** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 |
| X3.7 | Pearson Correlation | .238** | .291** | .276** | .501** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 |
| X3.8 | Pearson Correlation | .402** | .359** | .381** | .443** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 |
| Social_Ties | Pearson Correlation | .667** | .681** | .619** | .711** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 |

** . Correlation is significant at the 0.01 level (2-tailed).

| X3.5 | X3.6 | X3.7 | X3.8 | Social_Ties |
|--------|--------|--------|--------|-------------|
| .192** | .395** | .238** | .402** | .667** |
| .000 | .000 | .000 | .000 | .000 |
| 333 | 333 | 333 | 333 | 333 |
| .195** | .423** | .291** | .359** | .681** |
| .000 | .000 | .000 | .000 | .000 |
| 333 | 333 | 333 | 333 | 333 |
| .143** | .278** | .276** | .381** | .619** |
| .009 | .000 | .000 | .000 | .000 |
| 333 | 333 | 333 | 333 | 333 |
| .526** | .497** | .501** | .443** | .711** |
| .000 | .000 | .000 | .000 | .000 |
| 333 | 333 | 333 | 333 | 333 |
| 1 | .593** | .660** | .320** | .678** |
| | .000 | .000 | .000 | .000 |
| 333 | 333 | 333 | 333 | 333 |
| .593** | 1 | .529** | .501** | .770** |
| .000 | | .000 | .000 | .000 |
| 333 | 333 | 333 | 333 | 333 |
| .660** | .529** | 1 | .412** | .726** |
| .000 | .000 | | .000 | .000 |
| 333 | 333 | 333 | 333 | 333 |
| .320** | .501** | .412** | 1 | .686** |
| .000 | .000 | .000 | | .000 |
| 333 | 333 | 333 | 333 | 333 |
| .678** | .770** | .726** | .686** | 1 |
| .000 | .000 | .000 | .000 | |
| 333 | 333 | 333 | 333 | 333 |

Lampiran 6 Hasil Uji Validitas Variabel *Word of Mouth*

Correlations

| | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y1.6 | Word_of_ Mouth |
|-----------------------|---------------------|--------|--------|--------|--------|--------|--------|-------------------|
| Y1.1 | Pearson Correlation | 1 | .225** | .493** | .255** | .308** | .290** | .612** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| Y1.2 | Pearson Correlation | .225** | 1 | .199** | .349** | .330** | .174** | .601** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .001 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| Y1.3 | Pearson Correlation | .493** | .199** | 1 | .316** | .564** | .291** | .677** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| Y1.4 | Pearson Correlation | .255** | .349** | .316** | 1 | .368** | .585** | .715** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| Y1.5 | Pearson Correlation | .308** | .330** | .564** | .368** | 1 | .455** | .747** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| Y1.6 | Pearson Correlation | .290** | .174** | .291** | .585** | .455** | 1 | .693** |
| | Sig. (2-tailed) | .000 | .001 | .000 | .000 | .000 | | .000 |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 |
| Word_ of_Mo uth | Pearson Correlation | .612** | .601** | .677** | .715** | .747** | .693** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 333 | 333 | 333 | 333 | 333 | 333 | 333 |

** . Correlation is significant at the 0.01 level (2-tailed).

Lampiran 7 Hasil Uji Reliabilitas

1. Variabel Kepercayaan

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 333 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 333 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .743 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1.1 | 15.02 | 5.955 | .661 | .641 |
| X1.2 | 15.11 | 6.412 | .531 | .689 |
| X1.3 | 15.09 | 5.982 | .620 | .654 |
| X1.4 | 15.57 | 6.547 | .359 | .760 |
| X1.5 | 15.25 | 6.832 | .401 | .735 |

2. Variabel Kualitas Layanan

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 333 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 333 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .928 | 20 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X2.1 | 69.38 | 115.880 | .620 | .924 |
| X2.2 | 69.41 | 115.092 | .604 | .924 |
| X2.3 | 69.40 | 114.951 | .666 | .923 |
| X2.4 | 69.33 | 116.831 | .548 | .925 |
| X2.5 | 69.63 | 113.462 | .721 | .922 |
| X2.6 | 69.54 | 114.135 | .647 | .923 |
| X2.7 | 69.49 | 115.323 | .611 | .924 |
| X2.8 | 69.68 | 114.786 | .639 | .924 |
| X2.9 | 69.50 | 115.227 | .621 | .924 |
| X2.10 | 69.32 | 118.220 | .456 | .927 |
| X2.11 | 69.57 | 115.192 | .595 | .924 |
| X2.12 | 69.73 | 114.723 | .587 | .925 |
| X2.13 | 69.43 | 116.282 | .572 | .925 |
| X2.14 | 69.54 | 113.761 | .633 | .924 |
| X2.15 | 69.31 | 117.197 | .537 | .926 |
| X2.16 | 69.73 | 114.690 | .596 | .924 |
| X2.17 | 69.61 | 115.974 | .554 | .925 |
| X2.18 | 69.72 | 114.249 | .608 | .924 |
| X2.19 | 69.73 | 114.475 | .631 | .924 |
| X2.20 | 69.66 | 114.882 | .593 | .924 |

3. Variabel Social Ties

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 333 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 333 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .844 | 8 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X3.1 | 26.55 | 16.658 | .558 | .828 |
| X3.2 | 26.56 | 16.307 | .566 | .827 |
| X3.3 | 26.54 | 16.912 | .497 | .835 |
| X3.4 | 26.61 | 16.444 | .615 | .822 |
| X3.5 | 26.82 | 15.863 | .544 | .831 |
| X3.6 | 26.63 | 15.451 | .675 | .813 |
| X3.7 | 26.75 | 15.439 | .606 | .822 |
| X3.8 | 26.58 | 16.268 | .572 | .826 |

4. Variabel Word of Mouth

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 333 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 333 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .753 | 6 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y1.1 | 17.72 | 9.503 | .438 | .732 |
| Y1.2 | 18.21 | 9.000 | .358 | .763 |
| Y1.3 | 17.79 | 9.313 | .534 | .710 |
| Y1.4 | 17.96 | 8.724 | .558 | .700 |
| Y1.5 | 17.85 | 8.403 | .595 | .689 |
| Y1.6 | 17.97 | 8.725 | .518 | .711 |

Lampiran 8 Hasil Analisis Regresi

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .670 ^a | .449 | .444 | 2.613 |

a. Predictors: (Constant), Social_Ties, Kualitas_Layanan, Kepercayaan

b. Dependent Variable: Word_of_Mouth

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 1829.385 | 3 | 609.795 | 89.330 | .000 ^b |
| | Residual | 2245.864 | 329 | 6.826 | | |
| | Total | 4075.249 | 332 | | | |

a. Dependent Variable: Word_of_Mouth

b. Predictors: (Constant), Social_Ties, Kualitas_Layanan, Kepercayaan

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| | | | | | | | | |
| 1 | (Constant) | 3.035 | 1.150 | | 2.640 | .009 | | |
| | Kepercayaan | .295 | .063 | .257 | 4.690 | .000 | .559 | 1.790 |
| | Kualitas Layanan | .094 | .017 | .303 | 5.594 | .000 | .571 | 1.751 |
| | Social Ties | .196 | .036 | .255 | 5.399 | .000 | .753 | 1.328 |

a. Dependent Variable: Word_of_Mouth

Collinearity Diagnostics^a

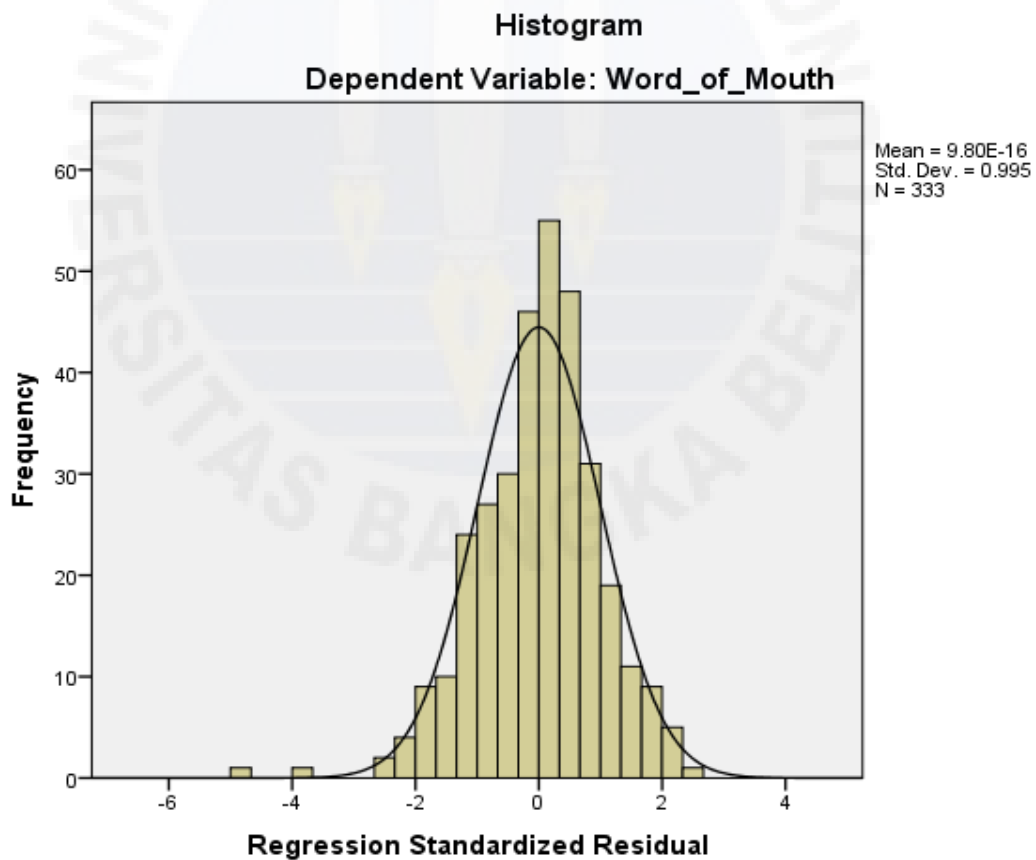
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
|-------|-----------|------------|-----------------|----------------------|-------------|------------------|-------------|
| | | | | (Constant) | Kepercayaan | Kualitas Layanan | Social Ties |
| 1 | 1 | 3.965 | 1.000 | .00 | .00 | .00 | .00 |
| | 2 | .015 | 16.298 | .20 | .27 | .18 | .34 |
| | 3 | .011 | 18.987 | .74 | .04 | .01 | .64 |
| | 4 | .009 | 21.312 | .06 | .69 | .80 | .02 |

a. Dependent Variable: Word_of_Mouth

Residuals Statistics^a

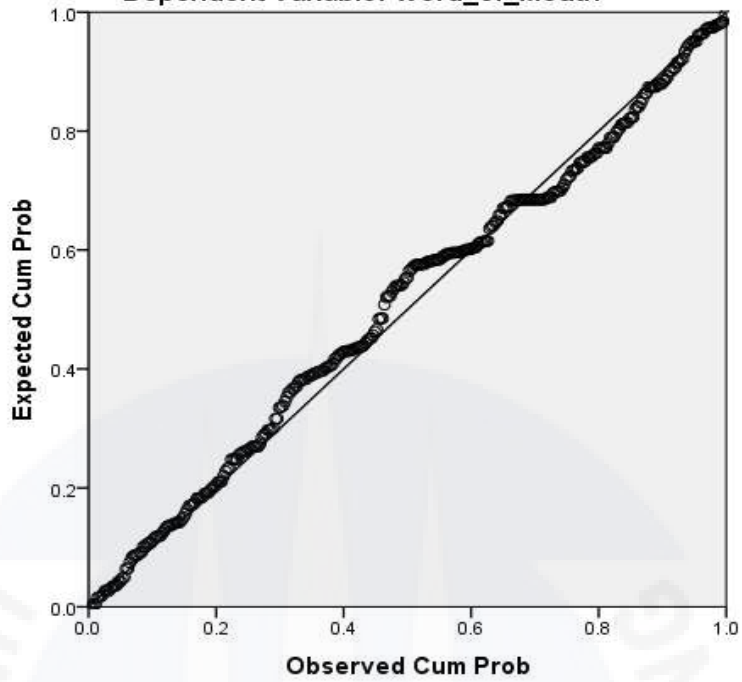
| | Minimum | Maximum | Mean | Std. Deviation | N |
|-----------------------------------|---------|---------|-------|----------------|-----|
| Predicted Value | 12.89 | 27.67 | 21.50 | 2.347 | 333 |
| Std. Predicted Value | -3.669 | 2.627 | .000 | 1.000 | 333 |
| Standard Error of Predicted Value | .148 | .733 | .267 | .103 | 333 |
| Adjusted Predicted Value | 12.93 | 27.91 | 21.51 | 2.340 | 333 |
| Residual | -12.873 | 6.767 | .000 | 2.601 | 333 |
| Std. Residual | -4.927 | 2.590 | .000 | .995 | 333 |
| Stud. Residual | -5.113 | 2.652 | -.002 | 1.005 | 333 |
| Deleted Residual | -13.864 | 7.095 | -.008 | 2.652 | 333 |
| Stud. Deleted Residual | -5.321 | 2.677 | -.002 | 1.011 | 333 |
| Mahal. Distance | .065 | 25.110 | 2.991 | 3.487 | 333 |
| Cook's Distance | .000 | .503 | .005 | .029 | 333 |
| Centered Leverage Value | .000 | .076 | .009 | .011 | 333 |

a. Dependent Variable: Word_of_Mouth



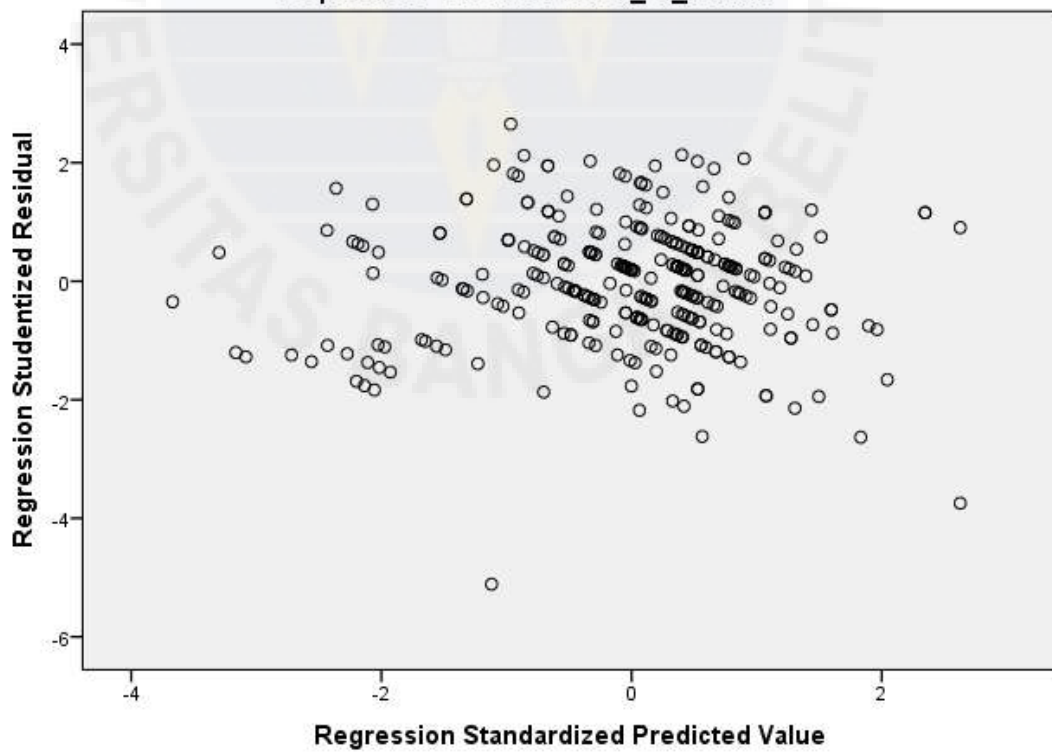
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Word_of_Mouth



Scatterplot

Dependent Variable: Word_of_Mouth



Lampiran 9 Poster BPJS Kesehatan



Bayarlah iuran setiap bulan sebelum tanggal 10 agar terhindar dari denda dan penghentian pelayanan kesehatan

Membayar iuran tepat waktu wujud gotong royong menolong sesama peserta

24 JAM layanan darurat **500400**
www.bpjs-kesehatan.go.id

1. Siapkan dokumen persyaratan pendaftaran (KTP, KK, Kartu Keluarga, dan foto terbaru)

2. Siapkan dokumen persyaratan pendaftaran (KTP, KK, Kartu Keluarga, dan foto terbaru)

3. Siapkan dokumen persyaratan pendaftaran (KTP, KK, Kartu Keluarga, dan foto terbaru)

4. Siapkan dokumen persyaratan pendaftaran (KTP, KK, Kartu Keluarga, dan foto terbaru)

Berlaku Mulai Bulan Desember 2015 dan Wajib Rendah-Rendah paling lambat 1 Januari 2016*

MENJADI PESERTA JKN BPJS KESEHATAN WAJIB DAN BERMANFAAT

| PROSEDUR PENDAFTARAN | BESESIAN IURAN |
|--|---|
| 1. Siapkan dokumen persyaratan pendaftaran (KTP, KK, Kartu Keluarga, dan foto terbaru) | 1. Besaran iuran yang harus dibayar peserta akan sangat bergantung pada golongan, status, dan jenis pelayanan kesehatan yang akan digunakan. Untuk informasi lebih lanjut mengenai besaran iuran, kunjungi situs www.bpjs-kesehatan.go.id |
| 2. Siapkan dokumen persyaratan pendaftaran (KTP, KK, Kartu Keluarga, dan foto terbaru) | 2. Peserta dapat memilih untuk membayar iuran secara bulanan atau tahunan. Untuk informasi lebih lanjut mengenai besaran iuran, kunjungi situs www.bpjs-kesehatan.go.id |
| 3. Siapkan dokumen persyaratan pendaftaran (KTP, KK, Kartu Keluarga, dan foto terbaru) | 3. Peserta dapat memilih untuk membayar iuran secara bulanan atau tahunan. Untuk informasi lebih lanjut mengenai besaran iuran, kunjungi situs www.bpjs-kesehatan.go.id |
| 4. Siapkan dokumen persyaratan pendaftaran (KTP, KK, Kartu Keluarga, dan foto terbaru) | 4. Peserta dapat memilih untuk membayar iuran secara bulanan atau tahunan. Untuk informasi lebih lanjut mengenai besaran iuran, kunjungi situs www.bpjs-kesehatan.go.id |

* Peraturan 117 Tahun 2015 Pasal 5

PROSEDUR

MANFAAT

MENJADI PESERTA JKN BPJS KESEHATAN WAJIB DAN BERMANFAAT

PROSEDUR PELAYANAN

- Melakukan pendaftaran peserta JKN BPJS Kesehatan di Kantor Penyelenggara Jaminan Sosial (Kantor Penyelenggara Jaminan Sosial) atau Kantor Penyelenggara Jaminan Sosial (Kantor Penyelenggara Jaminan Sosial).
- Menyerahkan dokumen persyaratan pendaftaran.
- Menyerahkan biaya pendaftaran (Rp 25.500) ke Kantor Penyelenggara Jaminan Sosial (Kantor Penyelenggara Jaminan Sosial).
- Melakukan pendaftaran peserta JKN BPJS Kesehatan di Kantor Penyelenggara Jaminan Sosial (Kantor Penyelenggara Jaminan Sosial).

MANFAAT

- Menjamin kesehatan diri dan keluarga.
- Menjamin kesehatan diri dan keluarga.
- Menjamin kesehatan diri dan keluarga.
- Menjamin kesehatan diri dan keluarga.
- Menjamin kesehatan diri dan keluarga.
- Menjamin kesehatan diri dan keluarga.



Membayar iuran
adalah wujud kepedulian
dan gotong royong sesama
peserta.

1 ≈ 5.882

Orang sakit dan operasi jantung ± Rp150 juta

Orang sehat yang membayar iuran (minimal kelas 3, Rp25.500)

**AKU PEDULI
KITA SEHAT**

menjadi peserta JKN BPJS Kesehatan
wajib & bermanfaat





KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa : RIKO SUSANTO IPK : 3.76
 NIM : 30.212.11.085 Nama Pembimbing : DR. RENIATI, S.E., M.Si
 Jurusan : Akuntansi / Manajemen Mulai Skripsi : 2015
 Angkatan : 2012
 Konsentrasi Studi : PEMASARAN

Judul Proposal/Skripsi : Pengaruh Kepercayaan Kualitas Layanan dan Social Ties Terhadap Word of Mouth Persewa BPJS Kesehatan Di Desa Pemali Kecamatan Pemali

| NO | Tanggal | Keterangan | Paraf Pembimbing |
|----|------------|--------------------------------|------------------|
| 1 | 16/8/2015 | Konsultasi judul | |
| 2 | 30/8/2015 | Revisi Bab I | |
| 3 | 7/12/2015 | Revisi Bab I & II | |
| 4 | 21/12/2015 | Revisi Bab III | |
| 5 | 21/12/2015 | Revisi Bab lengkap ke keesokan | |
| 6 | 5/1/2016 | Revisi proposal | |
| 7 | 6/1/2016 | AAC u/ peminatan proposal | |
| 8 | 16/1/2016 | Revisi Bab IV & V | |
| 9 | 18/2/2016 | Pembahasan wawancara BPJS | |
| 10 | 19/2/2016 | Gambar ket. Siregar | |
| 11 | 25/2/2016 | AAC u/ sidang skripsi | |
| 12 | | | |
| 13 | | | |
| 14 | | | |
| 15 | | | |

Catatan :

1. Kartu ini harus diisi saat bimbingan skripsi



KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa : RIKO SUSANTO IPK : 376
NIM : 30.212.11.035 Nama Pembimbing : DIAN P.W. S-E, MM
Jurusan : Akuntansi / Manajemen Mulai Skripsi : 2015
Angkatan : 2012
Konsentrasi Studi : PEMASARAN

Judul Proposal/Skripsi :
Pengaruh Kepercayaan, Kualitas Layanan dan Social Ties Terhadap Word of Mouth Peserta BPJS Kesehatan Di Desa Pemali Kecamatan Pemali Kabupaten Bangka

| NO | Tanggal | Keterangan | Paraf Pembimbing |
|----|------------|--------------------------|------------------|
| 1 | 16/11-2015 | Pengajuan judul | A- |
| 2 | 30/11-2015 | Revisi judul | A- |
| 3 | 7/12-2015 | Revisi bab I & 2 | A- |
| 4 | 5/1-2016 | Revisi penulisan 1, 2, 3 | A- |
| 5 | 6/1-2016 | ACC proposal | A- |
| 6 | 18-2-2016 | Bab IV & V Revisi | A- |
| 7 | 22-2-2016 | Revisi penulisan & ACC | A- |
| 8 | 23-2-2016 | ACC | A- |
| 9 | | | |
| 10 | | | |
| 11 | | | |
| 12 | | | |
| 13 | | | |
| 14 | | | |
| 15 | | | |

Catatan :

1. Kartu ini harus diisi saat bimbingan skripsi



KEMENTERIAN RISET, TEKNOLOGI, DAN PENDIDIKAN TINGGI
UNIVERSITAS BANGKA BELITUNG
FAKULTAS EKONOMI

Kampus Terpadu Universitas Bangka Belitung
Balunijuk, Kabupaten Bangka Provinsi Kepulauan Bangka Belitung
Telepon (0717) 4260030, 4260031, Faksimile (0717) 421303
Laman www.ubb.ac.id

Nomor : 75/UN50/FE/HM/2016

23 Februari 2016

Lampiran: satu berkas

Hal : permohonan izin penelitian

Yth. Kepala Desa Pemali

Bangka

Sehubungan dengan tugas penyusunan Skripsi sebagai prasyarat untuk menyelesaikan studi pada Fakultas Ekonomi Universitas Bangka Belitung, dengan hormat kami mohon kesediaan Bapak/Ibu untuk mengizinkan mahasiswa kami:

nama : Riko Susanto

nim : 3021211085

jurusan: Manajemen

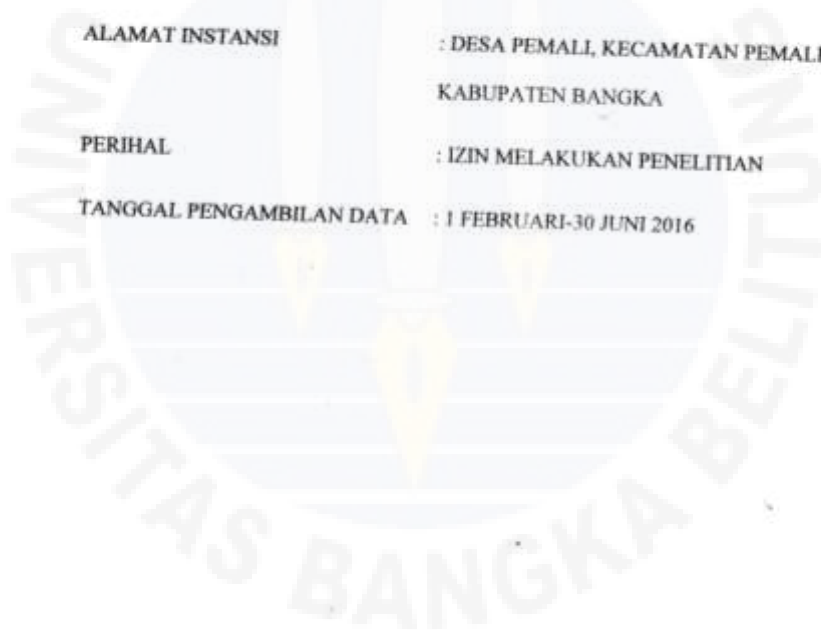
melakukan penelitian terhadap objek penelitian di Kantor Desa Pemali, dengan judul "Pengaruh Kepercayaan, Kualitas Layanan, dan *Social Ties* Terhadap *Word of Mouth* Peserta BPJS Kesehatan Di Desa Pemali Kecamatan Pemali Kabupaten Bangka" mulai tanggal 23 Februari 2016 sampai dengan tanggal 30 Juni 2016.

Atas perhatian dan kerja sama Bapak/Ibu, kami ucapkan terima kasih.

Dekan,

Dr. Reniati, S.E., M.Si.
NP507206007

NAMA : RIKO SUSANTO
NIM : 30 212 11 085
JURUSAN : MANAJEMEN
NO HP : 0819 3086 0500
JUDUL SKRIPSI : PENGARUH KEPERCAYAAN, KUALITAS LAYANAN, DAN *SOCIAL TIES* TERHADAP *WORD OF MOUTH* PESERTA BPJS KESEHATAN DI DESA PEMALI KECAMATAN PEMALI KABUPATEN BANGKA
NAMA INSTANSI : KANTOR DESA PEMALI
ALAMAT INSTANSI : DESA PEMALI, KECAMATAN PEMALI, KABUPATEN BANGKA
PERIHAL : IZIN MELAKUKAN PENELITIAN
TANGGAL PENGAMBILAN DATA : 1 FEBRUARI-30 JUNI 2016





KEMENTERIAN RISET, TEKNOLOGI, DAN PENDIDIKAN TINGGI
UNIVERSITAS BANGKA BELITUNG
FAKULTAS EKONOMI

Kampus Terpadu Universitas Bangka Belitung
Balunjuk, Kabupaten Bangka Provinsi Kepulauan Bangka Belitung
Telepon (0717) 4260030, 4260031, Faksimile (0717) 421303
Laman www.ubb.ac.id

Nomor : 372/UN50/FE/HM/2015

13 November 2015

Lampiran: satu berkas

Hal : permohonan izin pengambilan data

Yth. Kepala BPJS
Cabang Kota Pangkalpinang
Pangkalpinang

Sehubungan dengan tugas penyusunan Skripsi sebagai prasyarat untuk menyelesaikan studi pada Fakultas Ekonomi Universitas Bangka Belitung, dengan hormat kami mohon kesediaan Bapak/Ibu untuk mengizinkan mahasiswa kami:

nama : Riko Susanto

nim : 3021211085

jurusan: Manajemen

melakukan pengambilan data terhadap objek penelitian di Kantor BPJS Cabang Kota Pangkalpinang, dengan judul "Pengaruh Kepuasan, Kepercayaan dan Kekuatan Hubungan terhadap Pembentukan Perilaku *Word of Mouth Communication* Peserta BPJS Kesehatan di Desa Pemali, Kecamatan Pemali, Kabupaten Bangka" mulai tanggal 13 November 2015 sampai dengan tanggal 31 Desember 2015.

Atas perhatian dan kerja sama Bapak/Ibu, kami ucapkan terima kasih.

Dekan,

Dr. Reniati, S.E., M.Si.
NP507206007

NAMA : RIKO SUSANTO

NIM : 30 212 11 085

JURUSAN : MANAJEMEN

NO HP : 0819 3086 0500

JUDUL SKRIPSI : PENGARUH KEPUASAN, KEPERCAYAAN DAN KEKUATAN HUBUNGAN TERHADAP PEMBENTUKAN PERILAKU *WORD OF MOUTH COMMUNICATION* PESERTA BPJS KESEHATAN DI DESA PEMALI, KECAMATAN PEMALI, KABUPATEN BANGKA.

NAMA INSTANSI/PERUSAHAAN : KANTOR BPJS KESEHATAN CABANG PANGKAL PINANG

ALAMAT INSTANSI/PERUSAHAAN : JL. TAMAN ICAL SALEH NO.73 PANGKAL PINANG 33121

PERIHAL : PENGAMBILAN DATA

TANGGAL PENGAMBILAN DATA : 11 NOVEMBER 2015-31 DESEMBER 2015

DATA : 1. JUMLAH PESERTA BPJS KESEHATAN DI KECAMATAN PEMALI YANG TERDIRI ATAS JUMLAH PESERTA BPJS KESEHATAN DI DESA SEMPAN, PEMALI, AIR DUREN, AIR RUAY, KARYA MAKMUR DAN PENYAMUN

2. JUMLAH PESERTA BPJS KESEHATAN DI KABUPATEN BANGKA YANG TERDIRI ATAS JUMLAH PESERTA BPJS KESEHATAN DI KECAMATAN MENDO BARAT, MERAWANG,

PUDING BESAR, SUNGAILIAT, BAKAM,
BELINYU DAN RIAU SILIP.

3. JUMLAH PESERTA BPJS KESEHATAN DI
PROVINSI KEPULAUAN BANGKA BELITUNG
DARI JANUARI 2014 – OKTOBER 2015.

4. RATA-RATA PERTUMBUHAN JUMLAH
PESERTA BPJS KESEHATAN SELAMA 1
TAHUN TERAKHIR DI KABUPATEN BANGKA
DAN KECAMATAN PEMALI(DISAJIKAN
DALAM BENTUK PER BULAN).

5. JENIS DAN JUMLAH KELUHAN YANG
MASUK DI KANTOR BPJS KESEHATAN
CABANG PANGKAL PINANG SELAMA 1
TAHUN TERAKHIR (DISAJIKAN DALAM
BENTUK PER BULAN).





**PEMERINTAH DESA PEMALI
KECAMATAN PEMALI
KABUPATEN BANGKA**

Pemali, 24 Februari 2016

Nomor : 054.2 / 152 /19.01.05.2005/2016
Lampiran :-
Perihal : Surat Balasan

Kepada Yth:
Dekan Fakultas Ekonomi
Universitas Bangka Belitung
Di Tempat

Dengan hormat,

Menanggapi Surat Nomor: 75/UN50/FE/HM/2016 Fakultas Ekonomi Universitas Bangka Belitung, tentang Permohonan Izin Penelitian terkait tugas skripsi di Desa Pemali, yang bertanda tangan di bawah ini:

Nama : Rosmanto Nata, S.Sos
Jabatan : Sekretaris Desa Pemali

Menerangkan bahwa:

Nama : Riko Susanto
Nim : 3021211085
Jurusan : Manajemen

Telah disetujui untuk mengadakan penelitian di Desa Pemali dengan judul " Pengaruh Kepercayaan, Kualitas Layanan, dan Social Ties Terhadap Word of Mouth Peserta BPJS Kesehatan di Desa Pemali Kecamatan Pemali Kabupaten Bangka", dimulai Tanggal 23 Februari 2016 sampai dengan Tanggal 30 Juni 2016.

Demikianlah surat ini disampaikan, kontribusi mahasiswa dalam penelitian untuk Desa Pemali kami harapkan, atas kerjasamanya diucapkan terima kasih.

Kepala Desa Pemali,
a.n Sekretaris Desa Pemali

Rosmanto Nata, S.Sos




ABSTRACT

by: **Riko Susanto**

Oral information can be a very effective promotional media, but if the substance of material contained in it is negative, it would be a disaster for the company. This is what happens in BPJS Kesehatan. Negative information about BPJS has been circulating in several areas, including in Pemali village of Pemali District, Bangka Regency. This study aims to determine the influence of trust, quality of service and social ties on oral information regarding of BPJS Kesehatan's participants in Pemali village. This is a descriptive-quantitative research using purposive sampling method. The population in this research consists of all BPJS Kesehatan participants in Pemali Village, aged at least 17 years old. The sample consists of 333 people. The instruments in this study are tested using validity and reliability test. Meanwhile, the data analysis methods used is multiple regression with t test, F test, and determination analysis test. The research results show that, partially, Trust, Quality of Service, and Social Ties have positive and significant effects on the participants' oral information regarding BPJS Kesehatan in Pemali Village. The t_{count} for Trust (X_1) is $4.690 > 1.967 t_{table}$, the t_{count} for Quality of Service (X_2) is $5.594 > 1.967 t_{table}$, and the t_{count} of Social Ties (X_3) is $5.399 > 1.967 t_{table}$ value. Simultaneously, all three variables also have positive and significant effect on the oral information regarding BPJS Kesehatan participants in Pemali village, with the value of F_{count} $89.330 > 3.023 F_{table}$ and with a significance level of $0.000 < 0.050$. The value of Adjusted R Square is 0.444, which means that the independent variables can explain 44.4% of the dependent variable, while the remaining 55.6 % is explained by the variables that exist outside of the research.

Keywords: Trust, Quality of Service, Social Ties, Oral Information, BPJS Kesehatan

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