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INTISARI

LILIAN EUNIKE HANDAYANI

**FAKTOR PERSEPSI YANG MEMPENGARUHI KETERTARIKAN
DOKTER GIGI PRAKTIK PERORANGAN MENJADI PROVIDER BPJS
KESEHATAN DI KABUPATEN BANYUMAS**

Ketertarikan dokter gigi praktik perorangan menjadi provider BPJS Kesehatan dapat dipengaruhi oleh beberapa faktor persepsi, seperti persepsi tentang skema manfaat, persepsi tentang kepentingan, persepsi tentang *profit*, dan persepsi tentang kredensialing. Tujuan penelitian ini yaitu mengetahui faktor-faktor persepsi yang mempengaruhi ketertarikan dokter gigi praktik perorangan di Kabupaten Banyumas menjadi *provider* BPJS Kesehatan. Penelitian menggunakan pendekatan *cross-sectional* yang dilakukan pada 38 dokter gigi praktik perorangan di Kabupaten Banyumas dengan instrumen penelitian berupa kuesioner. Data dianalisis secara statistik menggunakan uji *chi-square* dan regresi logistik. Hasil analisis menunjukkan terdapat hubungan antara persepsi tentang skema manfaat ($p=0,003$), kepentingan ($p=0,007$), dan kredensialing ($p=0,016$) dengan ketertarikan dokter gigi praktik perorangan menjadi *provider* BPJS Kesehatan di Kabupaten Banyumas, serta tidak ada hubungan antara persepsi tentang *profit* ($p=0,718$) dengan ketertarikan dokter gigi praktik perorangan menjadi *provider* BPJS Kesehatan di Kabupaten Banyumas. Simpulan penelitian ini adalah persepsi tentang skema manfaat, kepentingan, dan kredensialing berhubungan dengan ketertarikan dokter gigi praktik perorangan menjadi *provider* BPJS Kesehatan di Kabupaten Banyumas.

Kata kunci : persepsi, skema manfaat, kepentingan, *profit*, BPJS Kesehatan

**DEPARTMENT OF DENTAL MEDICINE
FACULTY OF MEDICINE
JENDERAL SOEDIRMAN UNIVERSITY
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ABSTRACT

LILIAN EUNIKE HANDAYANI

PERCEPTION FACTORS AFFECTING THE INTEREST OF PERSONAL PRACTICE DENTIST TO BE A BPJS HEALTHCARE PROVIDER IN BANYUMAS DISTRICT

Personal interest in dental practice becomes a BPJS provider Health can be influenced by several perceptual factors, such as perceptions of benefit schemes, perceptions of interests, perceptions of profit, and perceptions of credentials. The purpose of this study is to know the perceptual factors that influence the interest of dentists in the practice of individuals in Banyumas Regency to become BPJS Health providers. The study used a cross-sectional approach conducted on 38 individual practice dentists in Banyumas Regency with a research instrument in the form of a questionnaire. Data were analyzed statistically using chi-square test and logistic regression. The results of the analysis showed that there was a relationship between perceptions of benefit schemes ($p = 0.003$), interests ($p = 0.007$), and credentials ($p = 0.016$) with the interest of individual practicing dentists as BPJS Health providers in Banyumas Regency, and there was no relationship between perceptions about profit ($p = 0,718$) with the interest of individual dental practitioners to become BPJS Health providers in Banyumas Regency. The conclusions of this study are perceptions about the scheme of benefits, interests, and credentials related to the interest of dental practitioners in individual practice to become BPJS providers of health in Banyumas Regency.

Keywords : *perceptions, benefit schemes, interests, profit,, BPJS Healthcare*