

The Influence of Social Media Marketing and Brand Awareness on the Decision to Become a BPJS Kesehatan Participant



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KEY WORDS

Brand Awareness,
Social Media,
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ABSTRACT

This research aims to analyze the influence of Social Media Marketing and Brand Awareness on individual decisions to become BPJS Health participants. The method used is a survey with respondents consisting of people who have access to social media. Data was collected through questionnaires and analyzed using Structural Equation Model-Partial Least Square (SEM-PLS) analysis. The research results show that Social Media Marketing has a significant influence on the decision to become an independent BPJS Health participant, with the average value indicating a positive assessment. Apart from that, Brand Awareness was also proven to have a significant effect, indicating that high brand awareness can encourage individuals to register. Simultaneously, these two variables have a significant influence on this decision. These findings indicate the importance of marketing strategies through social media and increasing brand awareness in increasing public participation in national health insurance programs. This research provides insight for BPJS Health managers in designing more effective marketing campaigns. This research also produces suggestions that can be maximized in further research and for BPJS Health managers.

1. INTRODUCTION

Health is one of the fundamental aspects of human life. Access to quality and affordable health services is the right of every citizen. In Indonesia, the government seeks to realize this through the National Health Insurance (JKN) program organized by the Health Social Security Administration Agency (BPJS).

BPJS Kesehatan has a crucial role in increasing public access to health services. However, the main challenge faced is increasing public awareness and participation to become BPJS Kesehatan participants, especially independent participants. Active community participation is

very important for the sustainability and effectiveness of the JKN program.

In this digital era, social media has become an integral part of people's daily lives. *Social media marketing* (SMM) offers great potential in reaching a wide and diverse audience, as well as influencing consumer behavior. SMM includes a wide range of marketing activities carried out through social media platforms such as Facebook, Instagram, Twitter, YouTube, and others. Through SMM, BPJS Kesehatan can convey information about the benefits, registration procedures, and the importance of having health insurance.



In addition to SMM, *brand awareness* also plays an important role in influencing people's decisions to become BPJS Kesehatan participants. *Brand awareness* reflects the extent to which the public recognizes and remembers the BPJS Kesehatan brand, as well as the positive associations associated with the brand. The higher the level of *brand awareness*, the more likely people are to consider and choose BPJS Kesehatan as their health insurance provider.

Several previous studies have shown that SMM and *brand awareness* have a significant influence on purchasing decisions or participation in a program. However, research that specifically examines the influence of SMM and *brand awareness* on the decision to become a BPJS Kesehatan participant is still limited. Therefore, this study aims to fill this gap by empirically analyzing the influence of SMM and *brand awareness* on people's decisions to become BPJS Kesehatan participants.

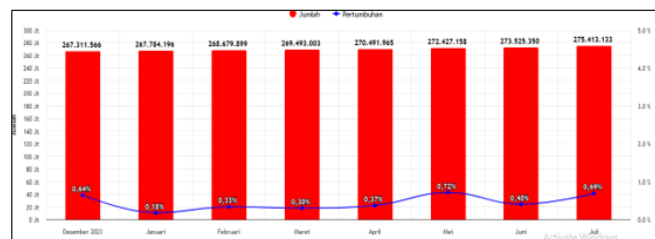
This research is important because it can provide valuable insights for BPJS Kesehatan in designing a more effective marketing strategy. By understanding how SMM and *brand awareness* affect people's decisions, BPJS Kesehatan can optimize the use of social media and increase brand awareness to encourage greater participation in the JKN program. In addition, this research can also make theoretical and practical contributions to the development of marketing and health management science in Indonesia.

Officially operating since January 1, 2014 based on Law Number 24 of 2011, BPJS Kesehatan is mandated to manage the health insurance program (JKN). Several regulations have stipulated that every citizen, including foreigners who live in Indonesia for at least 6 months, is

required to register for the JKN program. This means that participation in the JKN program is mandatory for all Indonesian residents. JKN membership is divided into Contribution Assistance Recipients (PBI) and Non-PBI. The Non-PBI category is further divided into Wage Recipient Workers (PPU), Non-Wage Recipient Workers (PBPU), and Non-Workers (BP).

Quoted from BPJS Kesehatan (n.d.), the number of JKN participants on December 31, 2023 has touched 267,311,566 people. This figure increased significantly to 275,413,133 people in July 2024, with an average monthly growth rate of 1,157,367 people (DJSN, 2024).

Figure 1.1 JKN Program Participation



Source: DJSN, 2024

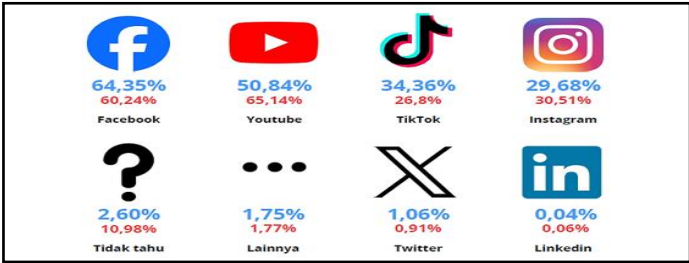
Based on data from BPS (2024), the number of Indonesia's population in 2023 will reach 278,696,000 people. This means that 95.91% of the Indonesian population is a BPJS Kesehatan participant. The government through the 2020-2024 RPJMN has targeted the coverage of participation in the health insurance program in 2024 to be 98% of the Indonesian population.

To pursue the 2.1% membership coverage target, BPJS Kesehatan conducts various educational efforts to recruit residents to become participants, specifically for PBPU participants. One of the recruitment targets in the PBPU segment is informal workers where they work on their own business. In addition, residents who have stopped working are also targeted to be recruited as participants in the PBPU segment.

One of the recruitment efforts is to use social media, which can be used to educate the health insurance program. The use of interactive social media, both through infographics and video content, can increase the interest of potential customers in getting the latest information while increasing the engagement of their audience in providing positive testimonials about a product. Thus, the Company must manage social media well so that their messages can be received by customers and potential customers.

Surveys conducted by APJII (2023) and APJII (2024) show that various social media platforms have been widely used in Indonesia, which creates a great opportunity for BPJS Kesehatan to interact with the public. YouTube, which is the most popular platform with a usage rate of 65.41% in 2023 and Facebook at 64.35% in 2024, can be used to disseminate educational information about the BPJS Kesehatan program through videos. Other platforms such as Instagram and Tiktok also have great potential to be used as a medium for social campaigns and attractive visual promotions, in order to increase public interest in registering as BPJS Kesehatan participants. Meanwhile, even though the percentage of users on platforms like Whatsapp, Twitter, Snake video, and LinkedIn is lower, they still offer a market segment that can be reached through customized content.

Figure 1.3 Most Accessed Social Media

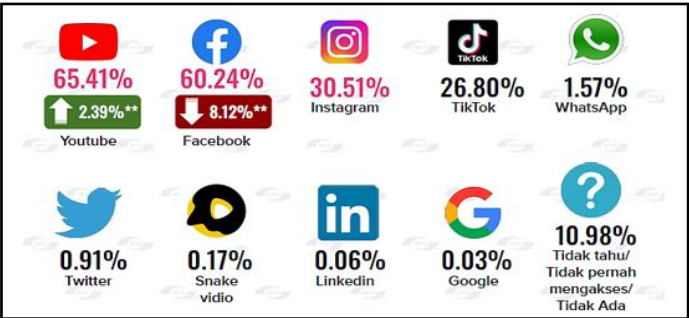


Source: APJII, 2024

Through social media, BPJS Kesehatan can conduct education and advocacy in inviting someone to register as a BPJS Kesehatan participant, so that it can achieve a wider membership coverage target and ensure that more people can access JKN services. Hanaysha (2022) stated that buyers' decisions to make purchases are positively influenced by social media marketing. However, Cahyati et al. (2023) reported different results, where the results of their research stated that marketing through social media does not influence a person's purchase decision.

In addition to using social media marketing strategies, efforts are needed to increase *brand awareness* to encourage people to register as BPJS Kesehatan participants. Putri et al. (2021) describe *brand awareness* as if a certain brand is attached to the customer's mind, so that spontaneously the brand will appear in their mind when thinking of a certain product. Brands greatly influence the buyer's tendency to buy something. Higher brand awareness is associated with an increased chance of buyers buying the product, as stated by Dewi et al. (2023) that consumers will choose the product that is in their main mind over other brands. In addition, Wijaya and Keni (2020) found that brand knowledge improves the decision to buy insurance.

Figure 1.2 Most Accessed Social Media



Source: APJII, 2023

In contrast, Muthiah and Setiawan (2019) found that *brand awareness* has a negative, albeit insignificant, impact on purchase decisions. Najib et al. (2021) also found that *brand awareness* has a negative, albeit insignificant, impact on purchasing choices.

This study is only focused on BPJS Kesehatan South Jakarta, considering that the number of people who have BPJS Kesehatan in the South Jakarta area is somewhat higher than East Jakarta, North Jakarta, and Central Jakarta, and slightly lower than West Jakarta (BPS, 2022).

Based on the phenomenon and findings of previous research, there is a striking gap, namely inconsistency in the results of previous studies. With these considerations, the researcher conducted a study on "The Influence of *Social Media Marketing* and *Brand Awareness* on the Decision to Become a BPJS Kesehatan Participant."

2. METHOD

Research Paradigm

This research is based on the positivism paradigm, which aims to see reality as something concrete, measurable, understandable, classified, and there is a causal relationship. The selection of this paradigm makes it possible to classify variables and research is carried out on a number of certain variables.

According to the positivist view, the collection of data from a specific population or sample will be used in research. Then, the data will be tested hypothetically and provide an explanation for the phenomenon investigated (Sugiyono, 2021). The positivist paradigm also establishes the existence of causal relationships, where independent factors have an impact on dependent variables, directly or indirectly. In addition, this research is

impartial and objective because quantitative research is not affected by the values given by researchers or respondents (Sugiyono, 2021).

Research Methods

In this study, we will analyze the cause-and-effect relationship between variables through hypothesis testing and evaluate how independent variables (promotion on social media and brand awareness) have an impact on the dependent variable (decision to become a BPJS Kesehatan participant) (Sugiyono, 2021). Therefore, a quantitative approach using numerical data and statistical analysis is needed (Sugiyono, 2021).

Data Collection Techniques

Population and Sample

This section discusses populations and samples in the context of research. Population is defined as a collection of individuals or objects that have certain attributes, which in this study refers to BPJS Kesehatan participants. When the population size was too large to be thoroughly analyzed, researchers turned to sample studies as an alternative. The study adopted a non-probability sampling method, where each individual in the population did not have an equal chance of being selected as a sample. In this case, the purposive sampling technique is applied by setting certain criteria for respondents, namely prospective BPJS Kesehatan participants who are at least 17 years old and have the ability to fill out the questionnaire provided. This approach ensures that the samples taken are relevant and in accordance with the research objectives.

Dependent Variable Instruments

This section describes the instrument for the dependent variable in the study, namely the decision to become a BPJS Kesehatan participant.

a. Conceptual Definition

According to Kotler & Amstrong (2020), individuals solve the problem of purchasing by choosing behavioral options, where the decision-making process is considered the most appropriate course of action.

b. Operational Definition

The decision to become a BPJS Kesehatan participant is defined as the action of an individual to register and join after evaluation and consideration. This process begins with the identification of health insurance needs, where individuals are aware of the importance of health protection and the benefits offered by BPJS Kesehatan.

Independent Variable Instruments

Social Media Marketing is conceptually defined as the use of social media, content distribution, and microblogs to increase customer awareness, closeness, and recall of a particular individual, product, or brand (Gunelius, 2011). Operationally, Social Media Marketing includes a series of marketing strategies carried out through social media platforms, with the main goal of building stakeholder awareness, recognition, and engagement of a brand, product, or service effectively and interactively.

Meanwhile, Brand Awareness is conceptually defined as the ability of customers to identify and associate a brand in their memory spontaneously (Kotler et al., 2019). Operationally, brand awareness includes the level at which customers can recognize, remember, and distinguish a brand from similar products on the market. This includes brand recognition through visual or verbal elements, unassisted memory capabilities, as well as differentiating the brand from competitors in the same category, all of which have an effect on consumer purchasing decisions.

3. RESULT AND DISCUSSION

Research Discussion

The Influence of Social Media Marketing on the Decision to Become a BPJS Kesehatan Participant

The results of the study stated that *social media marketing* had a significant effect on the decision to become a BPJS Kesehatan participant. This means that the higher the use of *social media marketing* in BPJS Kesehatan promotion strategy, the greater the influence on public interest in registering as participants.

Social media is an efficient means of communication in conveying various information related to BPJS Kesehatan, ranging from the benefits of services, registration procedures, to the importance of being a participant. Interactive content such as educational videos, testimonials from participants, and live question-and-answer sessions through the live streaming feature have been proven to be able to increase public awareness while building trust in the JKN program.

Hanaysha's research (2022) also revealed that marketing through social media has a positive effect on consumer decisions. Other findings, such as Al-Azzam and Al-Mizeed (2021) and Al-Aufa and Sipahutar (2022), suggest that advertising on social media motivates consumers to make decisions to purchase or use certain services. This emphasizes that promotion using social media has an effective impact on consumer behavior in making decisions. Information shared through social media, especially interesting and informative ads, will increase consumer interest in buying or using certain services.

More than that, direct communication through social media allows BPJS Kesehatan to respond quickly to questions and complaints from the public. *Real-time* interactions like this help strengthen community engagement and create a closer emotional connection between participants and BPJS Kesehatan which ultimately encourages people to register as BPJS Kesehatan participants.

The Effect of *Brand Awareness* on the Decision to Become a BPJS Kesehatan Participant

The test results prove that *brand awareness* has a real impact on a person's decision to join as a BPJS Kesehatan participant. This means that the greater the level of public awareness of the BPJS Kesehatan brand, the higher their chances of registering and becoming participants. *Brand awareness* helps the public recognize BPJS Kesehatan as a trusted and useful health insurance program. According to Putri et al. (2021), a strong and memorable brand by the public will tend to be the top choice when they consider healthcare. In this context, BPJS Kesehatan must continue to build its brand image through sustainable and consistent educational campaigns on various media platforms.

Dewi et al. (2023) explained that consumers are more likely to choose brands that are at the *top of consumers'* minds. Therefore, strengthening the position of BPJS Kesehatan in the minds of the public is very important so that they are more motivated to become participants. Integrated campaigns through social media, digital advertising, and offline events can increase BPJS Kesehatan exposure and build a positive perception in the eyes of the public.

In addition, the research of Jaiyeoba et al. (2019)

shows that high levels of brand awareness are directly proportional to increased decisions to use services or purchase products. In the context of BPJS Kesehatan, efforts to increase *brand awareness* will strengthen public trust in the JKN program and encourage them to register as participants. Similar research results can also be seen in the research of Wijaya and Keni (2020) which revealed that brand knowledge improves the decision to buy insurance. Research by Putri et al. (2021) and Dewi et al. (2023) also supports these findings, which show that consumers tend to choose products from brands with higher levels of recognition in the market.

The Influence of *Social Media Marketing* and *Brand Awareness* Together on the Decision to Become a BPJS Kesehatan Participant

The results of the third hypothesis test show that *Social Media Marketing* and *Brand Awareness* simultaneously have a significant effect on the decision to become a BPJS Kesehatan participant. These results provide evidence that these two variables complement each other in shaping positive public perceptions and encouraging their interest in registering as participants. *Social Media Marketing* functions as an effective means of communication to convey information, while *Brand Awareness* strengthens public memory and perception of the importance of BPJS Kesehatan services. When a marketing strategy through social media manages to attract the attention of the public, a strong brand image will ensure that BPJS Kesehatan remains at the *top-of-mind* when considering health insurance services.

According to research by Putri et al. (2021), the marketing success of a service is greatly influenced by the brand's ability to continue to be present on various platforms and build meaningful interactions with its audience.

Consistent Social Media Marketing will encourage increased brand awareness, so that people are more confident in making decisions. The research by Dewi et al. (2023) also confirms that a high level of brand awareness is able to have a positive impact in strengthening the effectiveness of social media marketing. This combination creates stronger *engagement*, accelerates the dissemination of information, and increases public trust in BPJS Kesehatan services. The results of this study have implications that it is important to integrate *Social Media Marketing* strategies with efforts to build *Brand Awareness* on an ongoing basis. Campaigns that are directed, creative, and involve community participation can increase the effectiveness of marketing strategies and encourage the achievement of membership targets.

4. CONCLUSION

After conducting an analysis and discussion as well as statistical tests on this study, it can be concluded that social media marketing has a significant influence on the decision to become a BPJS Kesehatan participant. This shows that marketing strategies through social media have a significant positive impact on individuals' decisions to register as BPJS Kesehatan participants. Information, promotions, and interactions carried out through social media platforms have succeeded in attracting attention and influencing people's attitudes towards this health insurance program. In addition, brand awareness also has a significant influence on the decision to become a BPJS Kesehatan participant. A high level of brand awareness contributes to an individual's decision to sign up; The more people who know and understand the BPJS Kesehatan brand, the more likely they are to join. Finally, both social media marketing and

brand awareness simultaneously have a significant effect on the decision to become a BPJS Kesehatan participant. These two factors complement each other in influencing individual decisions, suggesting that they not only stand alone, but also interact with each other to create a greater impact.

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