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TRUST AND CUSTOMER SATISFACTION BASED SERVQUAL IN SOCIAL SECURITY AWARENESS MARKETING PROGRAM

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ABSTRACT

Researchers examined a company in the social insurance industry with a socialization marketing program for companies and non-formal workers that aims to attract workers to become company customers. This research was conducted to assist and propose a marketing program that can be applied to companies, namely the Social Security Awareness program. This research's analysis method is qualitative, involving direct observation, in-depth interviews, document gathering, and secondary information from the company. Research is carried out in companies through the field of marketing. Based on the research conducted, this program can increase company membership by making employees or potential customers aware of the importance of using the company's products. This research produces a program proposal using the SERVQUAL theory through the concepts of trust and customer satisfaction, which are intended to be installed in the company's system to support the Social Security Awareness marketing program's implementation.

Keywords: Service Quality, Trust, Customer Satisfaction, Social Security Awareness, Social Security Program

ABSTRAK

Peneliti meneliti sebuah perusahaan industri asuransi sosial dimana perusahaan tersebut memiliki program pemasaran sosialisasi ke perusahaan dan tenaga kerja non formal yang bertujuan untuk menarik tenaga kerja menjadi pelanggan. Tujuan dari penelitian ini adalah membantu serta mengusulkan program pemasaran yang bisa diterapkan pada perusahaan yaitu program *Social Security Awareness*. Analisis kualitatif menggunakan observasi langsung, wawancara mendalam, dokumentasi, dan data sekunder dari perusahaan. Bidang pemasaran melakukan riset di perusahaan. Menurut hasil penelitian yang telah dilakukan, program ini dapat menambah kepesertaan perusahaan dengan memberi kesadaran pada tenaga kerja atau calon pelanggan terhadap pentingnya penggunaan produk perusahaan. Penelitian ini menghasilkan usulan program dengan menggunakan teori *SERVQUAL* melalui konsep kepercayaan dan kepuasan pelanggan yang diharapkan dapat diimplementasikan pada sistem perusahaan guna mendukung terlaksananya program pemasaran *Social Security Awareness*.

Kata Kunci: Kualitas Layanan, Kepercayaan, Kepuasan Pelanggan, *Social Security Awareness*, Program Jaminan Sosial,



Introduction

One of the world's strategic, crucial, and competitive industries is the insurance industry, which actively reduces environmental risks and uncertainties in the property, human, and business sectors. The insurance marketing strategy model can be grouped into six dimensions: strategic management, management tools, strategic marketing, investment management, market-oriented corporate social responsibility, and performance (Valimi et al., 2021). Insurance companies can apply a paradigm model in disseminating marketing strategies to improve their insurance marketing. The Employment Social Security Administration Agency (BPJS), a legal organization under public law with the duty and obligation to offer social protection to workers, is one of the insurance firms that are currently in operation in Indonesia. This company has the vision to realize reliable, sustainable, and prosperous social security for all workers in Indonesia. The mission of BPJS Ketenagakerjaan is to protect, promote, and improve the welfare of workers and their families; provide a sense of security, convenience, and comfort; increase the productivity and competitiveness of participants; and support the development and the economy to advance the country through good leadership.

The position of this insurance company is as a leader in the market. According to the results of interviews, company partners, and consumers, this company has no competitors in Indonesia and is the only body that manages social security in Indonesia. This insurance company uses a differentiation strategy which can be seen from its uniqueness because it has a monopoly, no equality in Indonesia, and the benefits for the workforce. The company also uses a position defense strategy where the company has the most desired position in the minds of consumers, which makes the brand nearly impenetrable. One way to do this is through consumer satisfaction; as evidenced in 2022, the satisfaction level of BPJS Ketenagakerjaan participants is 91.97%, with the realization of JHT claims of 0.83 days.

BPJS Ketenagakerjaan has controllable financial, human, marketing, and intellectual resources. In 2021 the insurance company's comprehensive income declined due to the Covid-19 pandemic, around Rp. 125,205 million, meaning many company participants claimed Old Age Benefits (JHT) or Pension Benefits (JP) to survive. In 2022, the company's comprehensive income will increase by 49.2% compared to the previous year (2021) because the Indonesian economy begins to operate normally and improves. The insurance company's HR management is carried out through a training program at the branch office in the form of sharing sessions which have the function of overcoming burnout in the workplace.

In contrast, technical training is arranged by the learning center (LOC) head office, whose job is to develop a curriculum that enables employees to learn. This company carries out

marketing efforts by expanding the coverage of membership supported by 325 branch offices throughout Indonesia in 2022 and the existence of an Indonesian Social Security Mobilization company (PERISAI) partner. The company's intellectual capital continues to be developed by implementing technological innovations that support the achievement of operational excellence, as evidenced by online claims for the JHT program until October 2022 of 61.18%, while the use of the JMO application service (Jamsostek Mobile) for JHT claims is 24.51%.

In 2022, this company registered participants 55,379,720 with an active workforce paying contributions of 35,864,017 and active employers of 735,295. The number of working people in August 2022 was 135.3 million, and as many as 55.06 million people (40.69%) worked in formal jobs. Based on these data, the number of participants registered with BPJS Ketenagakerjaan is still low, and company membership is not optimal.

This study aims to propose a Social Security Awareness program to increase BPJS Ketenagakerjaan membership. Using Service Quality (SERVQUAL) to implement customer trust and satisfaction can help this insurance company know customer expectations. According to Panigrahi et al. (2018), SERVQUAL is a service quality model that determines service excellence based on customer ratings. This theory includes five service quality aspects: tangibility, reliability, responsiveness, empathy, and assurance. Tangibility in the insurance industry is the length of time the insurance industry or its agents are regulated for the convenience that customers enjoy upon entering the office. The client's assessment of the service's tangible components establishes reliability. Responsiveness in the insurance industry is the willingness of insurance company staff to provide timely services. Attention to individual customers by insurance company staff is referred to as empathy, while assurance is the insurance company's ability to increase customer trust. The insurance industry will benefit from confident product purchase intentions and improved customer Service Quality. SERVQUAL is essential to customer satisfaction (Laisak et al., 2021). Developing a marketing plan that emphasizes the key aspects of service quality helps boost client satisfaction. (Amha, 2020).

Method

This study uses a descriptive qualitative data analysis method. According to Hennink et al. (2020), a descriptive qualitative method is a method that uses a detailed examination of one's experience. Data collection during this research was carried out through primary and secondary data. In-depth interviews, observation, and documentation were the methods of data collecting employed in this investigation. Participation and Corporation (KSI) BPJS Ketenagakerjaan was the site of this investigation at Jalan Urip Sumahardjo No. 106, Klitren, Yogyakarta City. In-depth interviews were conducted with several KSI employees,

and the observations lasted four months. The data obtained is then documented in audio form, recorded, and made into a written document. Secondary data for this research were obtained from company profiles, websites, books, and BPJS Ketenagakerjaan internal data. The data collected is analyzed with SWOT integration data from companies and researchers, which can then be seen as weaknesses in the company. This weakness is associated with a theory that can be used as a program proposal that BPJS Ketenagakerjaan can run.

Result and Discussion

BPJS Ketenagakerjaan is a legal entity under public law with the responsibility and obligation to provide social protection to all workers in Indonesia. This company was founded in 1947 based on Law No. 33 1947 concerning work accidents. The company segmentation is divided into four segments, namely Paying Employees (PU), Non-Paying Employees (BPU), Building Services (Jakon), and Indonesian Migrant Workers (PMI). Each segmentation has different benefits and uses based on the type of social security program. PU employees work for employers or companies and receive a fixed salary (formal employees paid by the company or business unit). BPU workers independently carry out economic activities to generate income from their actions or business (informal workers). Jakon is an employee who works in the construction industry, and the nature of the work is project-based. PMI are Indonesian workers who work abroad for a particular time.

BPJS Ketenagakerjaan applies differentiated (segmented) marketing targets. Based on the company's target segment data for 2023, the company is targeting participation in villages, sub-districts, RT/RW, and vulnerable workers throughout Indonesia. The company's target for new participants in 2023 is 10 million participants. This insurance company is the only social insurance for workers in Indonesia stipulated by Law Number 40 of 2004. This insurance company has no competitors and has a monopoly on social insurance in Indonesia. This insurance company also offers five social security programs that have different functions.

Table 1 describes the products available at the BPJS Ketenagakerjaan, which fulfill participants' requests regarding their rights to obtain work protection. According to the results of interviews with managers, one of the purposes of this insurance company is to protect all working people. This goal is suitable for rapidly expanding the market through affordable labor pricing in Indonesia.

Table 1. Products in BPJS Ketenagakerjaan and Their Purpose

Product Name (Program)	Purpose
Work Accident Insurance (JKK)	Guarantees in the form of cash or health benefits are obtained by participants who experience work accidents or illnesses related to the work environment.
Death Guarantee (JKM)	Guarantees to ease the burden on the family in the form of funeral expenses, death benefits, periodic compensation, and scholarships for the participants' two children.
Old Age Guarantee (JHT)	Cash guarantee at age 56, permanent disability, death, termination of an employee who has been a member for at least ten years.
Pension Guarantee (JP)	A promise meant to keep participants' living standards respectable if they become permanently disabled or reach retirement age and lose their income.
Job Loss (JKP)	The goal is to ensure that workers maintain a decent standard of living and meet their basic needs for a decent life, even if they lose their jobs through layoffs.

Source: <https://www.bpjsketenagakerjaan.go.id/>, 2023

Table 2. Interview Analysis Results

Questions	Results
Who are BPJS Ketenagakerjaan's competitors?	- Manager: BPJS Ketenagakerjaan competitors do not exist. - Consumer: There are no competitors in providing social security for workers. - Partners: No competitors. It is very different from other insurances because other insurances have grades, while BPJS Ketenagakerjaan protects workers.
Are private insurance companies not competitors of BPJS?	- Private insurance has a selection; for example, health insurance must be checked before registering, while BPJS Ketenagakerjaan is anti-selection. - The purpose of commercial insurance is to make a profit. At the same time, BPJS Ketenagakerjaan organizes social security, cannot be bankrupt, and does not take profit if the deficit is the government's responsibility.
Are consumers satisfied with the programs in BPJS Ketenagakerjaan?	98% are satisfied with SPP because it is easy to use, has fast-response employees, and is not too hard in the sense of being patient; easy to care for customers of various types and problems. Other services such as information center, security, and cleaning are satisfactory.
What are the benefits of the Perisai agent?	Perisai helps disseminate and socialize the BPJS Ketenagakerjaan program not only for formal sector workers such as teachers and agencies but also for the informal sector.

Source: Results of Interviews with KSI Manager, Company Partners, and Consumer, 2023

Table 3. List of Prices for Each BPJS Ketenagakerjaan Program

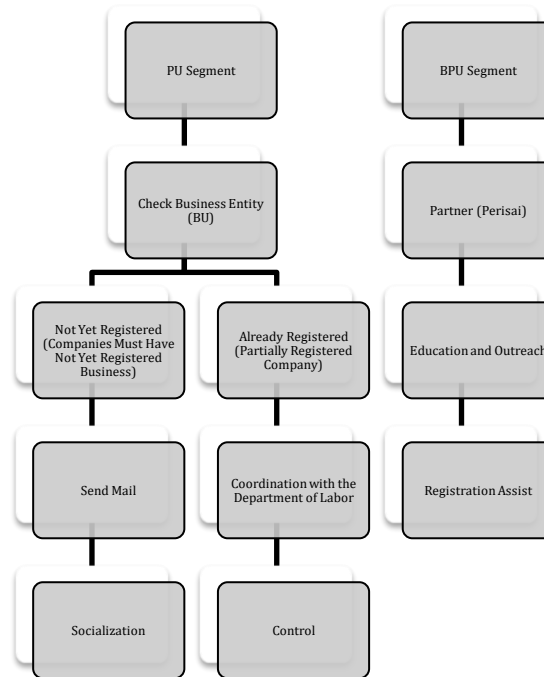
Program name	Price
JKK	This rate is determined based on occupational injury risk and includes 0.24% deficient, 0.54% low, 0.89% moderate, 1.27% high, and 1.74% very high.
JKM	0.3% x Wages received a month
JHT	5.7% x Wages received with a joint venture system 2% workers + 3.7% company
JP	3% x Salary of participants with a joint venture system 2% company + 1% workers
JKP	No charge to participants. The central government pays contributions with a subsidy scheme.

Source: [Kitalulus.com](http://kitalulus.com), 2022

Table 3 shows the contribution amount for each program, and the price has a different calculation. The strategy implemented by this company at a price is the goal of maximum market share, which can be seen from the increasing number of participants and expanding market share. The number of BPJS Ketenagakerjaan members in January 2023 was 55.54 million participants, including 64.37% of the active workforce and 35.26% of the non-active

workforce. The promotion strategy used by this company is promotion through outreach and digital promotion with social media that is commonly used by the public. This insurance company implements a promotional mix strategy through personal selling, sales promotions, and billboard advertisements. This company also uses a pull strategy to attract potential customers to participate in marketing efforts and corporate partners (Perisai).

Figure 1. BPJS Ketenagakerjaan Distribution Channels



Source: Results of Interview with KSI Manager BPJS Ketenagakerjaan, 2023

Figure 1 shows the company's marketing distribution channels for the two PU and BPU segments. The distribution marketing mix strategy used is multi-channel. This insurance company reaches various segments by implementing different distribution channels to increase the membership of existing market segments.

The people marketing mix strategy this company uses is the policy of transferring employees every five years, understanding the job descriptions for each position, structured selection, training programs through learning centers (LOC), performance evaluations based on specific indicators, and others. Based on the interviews with BPJS Ketenagakerjaan consumers, participants were satisfied with the service at the company's office, for example, the friendliness of the security guard and office security. This is part of the process marketing mix strategy with the best service procedures and the use of Customer Relationship Management (CRM) which is integrated into the company's information system. The marketing mix strategy for this company's physical evidence is a location that is easily accessible to customers and the availability of brochures and forms

that make it easy for participants and potential customers to access important information about the social security programs in this company.

BPJS Ketenagakerjaan employs a differentiation approach whereby the organization consistently seeks to increase the number of participants by enhancing program quality, human resources, services, and others. This was proven in 2022 when the company received an award from the ISSA Guidelines on Communication by Social Security Administrations, an integrated report award from the Australasian Reporting Award (ARA), and an honor from the Asia Sustainability Reporting Rating (ASRRAT) given by the National Centre for Sustainability Reporting (NCSR).

Table 4. SWOT Analysis of BPJS Ketenagakerjaan and Programs

Strength	Weakness	Opportunity	Threat
There are many benefits provided to participants	Workers need to be educated about the importance of employment social security.	Many workers need to be protected by social security.	Socialization from the government needs to include all workers about the urgency of social security for workers.
Prices for each program are affordable for workers and business entities (Price)	Lack of awareness of workers on social security	Development of social media that keeps up with the times so that it becomes a forum for engagement with workers in Indonesia (Promotion)	Long and long queues at certain times at the company office (Process)
Centralized employee training, which is commonly called Learning of Center or LOC (People)	Offline marketing is less than optimal because the workforce does not feel the importance of the BPJS Ketenagakerjaan (Promotion) program	Many company partners are scattered in various locations, making it easier for non-formal sector workers who are potential company participants (Place)	
Ease of access to enterprise applications, namely JMO (Process) The company office is easily accessible by workers and business entities (Physical Evidence)	The number of workers who are not covered by the social security program is still high (Product)	Many people want to become Perisai so that these partners can increase company participants (Place) Distribution of brochures on company targets for 2023 has great potential (Physical Evidence)	

Source: Data Integration of BPJS Ketenagakerjaan and Researchers, 2023

Table 4 shows the collaboration of BPJS Ketenagakerjaan SWOT data and marketing mix analysis from researchers. In the weakness column, the workforce lacks awareness of the importance of using social security programs. Therefore, a program is needed to overcome this weakness. Social Security Awareness is a marketing program that focuses on increasing awareness of potential customers and BPJS Ketenagakerjaan participants who

must comply with the provisions of wages deposited, the number of workers reported, and social security programs. This marketing program emerged because of the shortcomings and challenges faced by the company.

Customer satisfaction needs to be evaluated to improve the service quality of insurance companies. If employees' response (responsiveness) is high on complaints or problems experienced by participants, then participant satisfaction will be higher than before. Customer satisfaction results from a subjective evaluation of choices that exceed company expectations and is an important measure of company success that has a significant influence (Assary et al., 2021; Dam & Dam, 2021).

The tangible services of BPJS Ketenagakerjaan include facilities, convenience, facilities, infrastructure, employee performance, and ease of access to companies. Customer satisfaction with service and trust positively influences Word Of Mouth (WOM). Corporate image can significantly influence customer satisfaction, providing a new perspective for businesspeople in maintaining customer satisfaction (Jain et al., 2020; Li, 2020). BPU segment participants who are satisfied with this service will recommend the social security program to other non-formal sector workers. This shows that if the participants are satisfied, they will trust the company so they can spread the company's products to other workers. The corporate image formed from the Social Security Awareness marketing program will satisfy the participants and the belief that using the social security program has many benefits. Marketing managers can adopt standard service procedures to reduce employee uncertainty, provide service training to employees, and ensure a consistent customer experience across channels (Slack et al., 2020). BPJS Ketenagakerjaan has Standard Operating Procedures (SOP) for services for its employees.

Several employee development programs to improve service quality are the Sales Force Productivity Development Program, Examination Officer Technical Development Program, Data Analytics for Knowledge Management Workshop, and others. The company consistently delivers service quality, such as using social media and the JMO application. The five dimensions of SERVQUAL must be considered by insurance companies in their marketing strategy (Limna & Kraiwanit, 2022). BPJS Ketenagakerjaan guarantees services related to LAPAK ASIK complaints (Services without physical contact) can be done online in 5 working days from morning to evening. The head office carries out training to increase empathy for participants.

Customers' long-term relationships with insurance companies depend on customer trust (Rehman et al., 2020). Participant confidence can be increased in various ways, such as communication between company supervisors and company Human Resource Development (HRD), outreach through company agents (Shields), monitoring visits by

employers or business entities, and direct communication. Factors such as website design, quality of information, security or privacy, quality of service to customers, reasonable prices, and perceived risk influence electronic customer satisfaction, electronic trust, and perceived value (Miao et al., 2022). Some risks that can occur to company participants are the risk of accidents at the work site, accidents on the way, and Occupational Diseases (PAK). Participant trust will increase if the company can bear this risk. Therefore, workers must follow JKK and JKM as a form of self-protection so that the participants will not think of a loss.

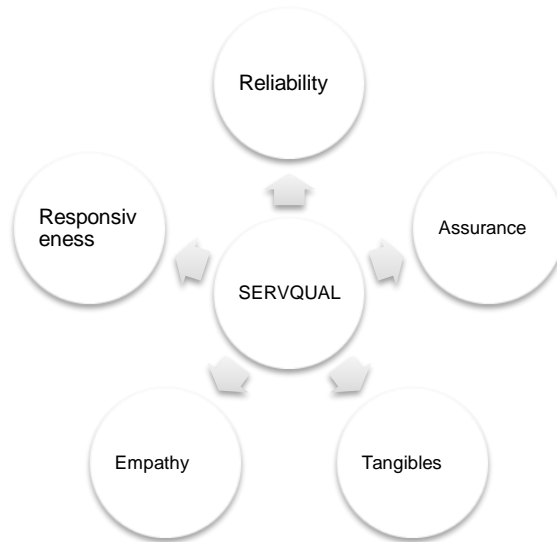
Khan et al. (2022) stated that In an unstable market, a company's reputation is greatly influenced by client satisfaction. BPJS Ketenagakerjaan builds management's reputation, among others, through social security program archives per month, company code of ethics, anti-bribery management system, and application of corporate culture, namely the values of trust, excellence, role model, harmony, honesty, caring and enthusiasm. According to Gunawardana (2021), electronic service providers can satisfy and implement strategic plans to improve the quality-of-service company services. Independent workers who use e-services will disseminate this electronic service information to other independent workers to increase the number of company members. This is due to the trust and satisfaction of the participants so that they indirectly participate in spreading social security information to other workers.

Customer trust and satisfaction impact customer retention (Zamry et al., 2020). Maintained participant retention is carried out by BPJS Ketenagakerjaan by taking advantage of collaboration opportunities with the government, B2B, and Shield agencies. Singh & Jasial (2021) states that staff service attitudes and staff competencies are learned as part of customer satisfaction. Staff who assist customers during the transaction process can increase customer confidence in the company's business (Zia et al., 2022). The quality of services this company offers depends on the competence of the company's staff. BPJS Ketenagakerjaan staff can be contacted easily by contact via email or by using the WhatsApp application. The strength of an insurance company lies in the physical aspect and competency in measuring the quality of insurance services. Insurance companies play an important role in human welfare by protecting many people against life risks such as death or uncertain accidents (Basak, 2021; Owusu-Manu, 2021).

Figure 2 explains the SERVQUAL theory, which consists of 5 components: reliability, assurance, tangibles, empathy, and responsiveness. Employees who provide education about social security benefits and programs in the Social Security Awareness marketing program are expected to be able to answer participant questions quickly so that potential participants or potential participants are willing to register for the social security program

offered by the company. This marketing program needs to be disseminated online for faster dissemination. This program also encourages participants to pay contributions through massive corporate efforts and campaigns.

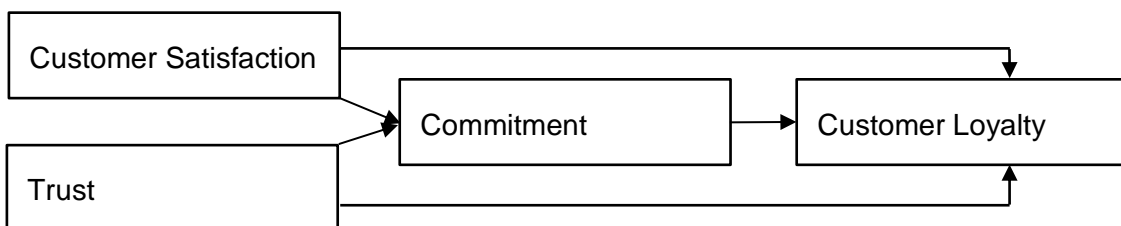
Figure 2. Visual Theory of Service Quality (SERVQUAL)



Source: marketingstudyguide.com, 2023

The Social Security Awareness marketing program that is implemented gives participants and potential customers confidence because this program requires them to think from the point of view of the benefits of social security programs. The behavior of employees who help carry out this marketing program with patience in dealing with participants and their questions will create trust so that potential participants (business entities) of this program are willing to register for the social security program.

Figure 3. Visual Concepts of Customer Satisfaction and Trust

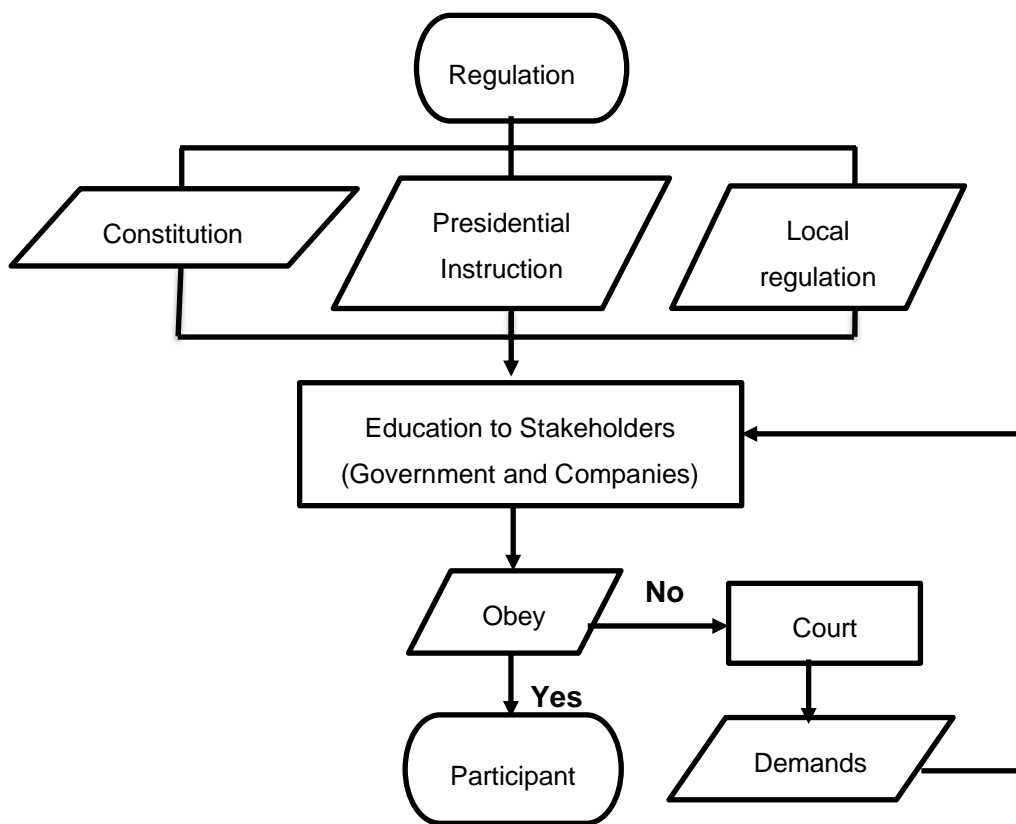


Source: Saeed et al., 2014

Figure 3 describes how commitment acts as a mediator between customer satisfaction and trust, which affects the loyalty of customers. The Social Security Awareness Program has the advantage of being a simple and flexible process. BPJS Ketenagakerjaan employees who have sent letters to various companies are simply waiting for confirmation from the company to determine when the Social Security Awareness program will be implemented. This marketing program, on the other hand, also has drawbacks. Namely, the awareness

level of participants and potential customers may only be high at the beginning after the program is implemented. Suppose the insurance company's employees do not monitor participants who want to register or monitor companies not following wages, labor, and programs. In that case, participants and potential customers cannot become company participants. Therefore, employees of this company need to understand and recognize the business entity that will be implemented by the Social Security Awareness marketing program so that employees can take appropriate actions before, during, or after the Social Security Awareness program activities are implemented.

Flowchart 1. BPJS Ketenagakerjaan Management Ways to Run the Social Security Awareness Marketing Program



Source: Yumi, 2023

Flowchart 1 explains how management implements the Social Security Awareness marketing program. A brief explanation of the BPJS Ketenagakerjaan rules includes laws, presidential instructions, and regional regulations. Employees will then educate both government and private stakeholders. This education includes social security programs, benefits, contributions, and worker registration. If these stakeholders comply, they will become participants, but if they do not, they will deal with the court and get sued. If the demands have been completed, the company will re-educate these stakeholders. Employees in the Social Security Awareness program explain program education and

benefits. Increasing benefits and improving services are carried out through cooperation in the form of Home Ownership Loans (KPR), Home Renovation Loans (PRP), Home Ownership Loans (PUMP), and House Financing Arrangements or Builder Loans (FP/KK). Employees who have conducted education must answer, 'Have participants increased? Optimal services are implemented by BPJS Ketenagakerjaan through customer gathering, using the JMO application, and Additional Service Benefits (MLT). Customer gathering is an activity carried out by this company to gather business entities or company participants, for example, the PU segment, to carry out outbound activities aimed at participant engagement. MLT is an additional benefit for participants in the form of property credit facilities. Friendly, responsive, and uncomplicated service treatment will create testimonials from participants. Testimonials can be given as reviews on the Play Store or App Store, which will then accommodate participant satisfaction in the excellent service index. The excellent service index is an assessment of participant satisfaction in the form of scoring the tools available at the main door of the company office. If the service satisfies the participants, then the concept of satisfaction in the SERVQUAL theory is achieved. However, if there are participants who are not satisfied, the company management needs to evaluate the services provided to the company's participants. According to Marsasi & Yuanita (2023), compatibility between brand image and customer self-concept can produce beneficial behaviors such as customer trust in brands and customer loyalty. Trust is an element that influences customer behavioral intentions. The attitude of BPJS Ketenagakerjaan employees towards company participants who are kind, friendly, and patient will increase consumer confidence in continuing to use social security for workers (Arfansyah & Marsasi, 2023).

Table 5. Implementation of the Social Security Awareness Marketing Program

Aspect	Information
Objective	<ol style="list-style-type: none"> 1. The long-term goal is for workers participating in the BPJS Ketenagakerjaan program to be willing to pay contributions to their social security program. 2. The short-term goal is to increase the awareness of non-compliant workers and BPJS Ketenagakerjaan participants to use the social security program.
Time Period	Six months
Person responsible	Head of Corporate and Institutional Participation (KSI)
Activities	<ol style="list-style-type: none"> 1. Explanation of BPJS Ketenagakerjaan Law regulations, Presidential policies, and regional regulations. <ol style="list-style-type: none"> a. Republic of Indonesia Job Creation Law No. 11/2020, the National Social Security System (Law No. 40/2004), and the Social Security Implementation (RI Law No. 24/2011). b. Presidential Regulation No. 25 of 2020 is the Presidential Policy concerning BPJS Management, Presidential Decree No. 7 of 2019 (PAH) concerning Occupational Diseases, and Presidential Decree No. 108 of 2013 concerning the Form and Content of Social Security. Program Management Report and Presidential Decree Number 109 of 2013 concerning Social Security Program Participation.

	<ul style="list-style-type: none"> c. Government Regulation Number 86 of 2013 addresses the processes for applying administrative sanctions against all employers, employees, and other receivers of social security contributions in the administration of social security, as well as against employers who are not government administrators. Regulation No. 55 of 2015 governs the administration of the Employment Social Security Fund by the government.
	<ul style="list-style-type: none"> 2. Education for stakeholders (government and companies). <ul style="list-style-type: none"> a. Video demonstration of the employment social security program. b. Explanation regarding the differences between BPJS Employment products and BPJS Health products. c. Simulation of activities that explain the benefits of the Social Security program to employees. d. Provision of payment mechanisms for social security programs and employee registration instructions. e. Explanation of SOP to become BPJS Ketenagakerjaan participant. 3. If stakeholders comply, they will become participants; otherwise, if stakeholders do not comply, they will have to deal with the court. 4. Stakeholders will receive demands and deal with the courts. This section will involve wasrik officers (employees of the supervision and inspection section). <ul style="list-style-type: none"> a. Written warnings, fines, and formal sanctions are examples of administrative sanctions. b. Criminal sanctions of imprisonment and a fine of a large amount of money.
Target	<ul style="list-style-type: none"> 1. Target participants are business entities/companies and the government 2. The target is 1,000 workers for one BPJS Ketenagakerjaan company office.
Output	Business entities/companies and the government become compliant participants of BPJS Ketenagakerjaan, including: <ul style="list-style-type: none"> a. Pay social security program contributions. b. Comply with registering the number of workers. b. c. Obey the registration of labor wages.

Source: Data Integration of BPJS Ketenagakerjaan and Researchers, 2023

Table 5 describes the visualization of the Social Security Awareness marketing program. The long-term and short-term goals of this program demonstrate its purpose. The goal of the marketing campaign for Social Security Awareness is to create an enlightened workforce that is aware, understands, and uses the employment social security program sustainably. The mission of this marketing program is to actively seek activities in companies or business entities and agencies (government) by educating the workforce regarding labor social security and rules.

Conclusion

Social Security Awareness is a marketing program focusing on increasing awareness of potential customers and BPJS Ketenagakerjaan participants who must comply with wages, social security programs, and workers. The program's methodology is founded on service quality theory and incorporates the ideas of customer satisfaction and trust. Participants' trust is maintained through the advantages and education of the program. This education is carried out by increasing the benefits and services that increase the number of company participants. This company can implement customer satisfaction through service optimization with customer gathering efforts, the JMO application, and Additional Service Benefits (MLT). Satisfaction of company participants can be measured using the Excellent Service Index in the form of scoring, which tools are available at the office's main door. The

proposed Social Security Awareness marketing program is based on lecture material that can be accounted for by researchers. Academics conducting further research can compare the marketing programs implemented by BPJS Ketenagakerjaan with other theories, such as the Kano model theory, which emphasizes the six attributes of customer needs. Suggestions that researchers can give in the field of Corporate and Institutional Membership (KSI) BPJS Ketenagakerjaan include:

1. Marketing by socialization, especially online socialization using video conferencing applications, is considered less effective due to limited communication and time between company participants and employees. BPJS Ketenagakerjaan needs to plan a marketing mix strategy attractive to consumers and show employees that 'it is not just giving up socialization.' Therefore, the Social Security Awareness marketing program can solve the ineffectiveness of online methods.
2. The Social Security Awareness Program is implemented offline so that face-to-face interactions are created between the participants of this marketing program and BPJS Ketenagakerjaan employees. It is anticipated that the business will implement service quality using the concepts of trust and customer satisfaction with optimal efforts to overcome the deficiencies and challenges faced by the company. The party responsible for implementing this program is the head of the Corporate and Institutional participation sector (KSI), targeting business entities or companies and the government. This program's results are workers who participate in BPJS Employment and comply with wage regulations, worker reporting, and social security.

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