

ABSTRACT

Work risks faced by workers, under the category of Bukan Penerima Upah (BPU), can occur unpredictably, both in terms of internal work and socio-economic aspects. BPJAMSOSTEK (BPJS Ketenagakerjaan) is here to provide work risk protection. In fact, there are still many BPU workers who do not realize the importance of the BPJAMSOSTEK as work risk protection program. This turned out to be supported by a phenomenon that occurred in Kota Semarang where even though the Data Kepesertaan BPU BPJAMSOSTEK for the 2019 period showed achievements in achieving the target, the achievement figure was still small (34.45%) compared to BPU employee data for the 2019 period.

Based on this phenomenon, this study will examine in more depth the effect of service quality on the acceptability of BPU workers as BPJS Ketenagakerjaan participants. This study will collect data from workers in Kota Semarang as a database that will be used to test the empirical model with the Structural Equation Modeling (SEM) approach. The results of testing using SEM show that acceptability is influenced by service quality mediated by awareness and Customer Relationship Management.

Keywords: service quality, acceptability, awareness and Customer Relationship Management.