

## **ABSTRAK**

Strategi Pemanfaatan Payment Reminder System dan Whatsapp Blasting Terhadap Kepatuhan Pembayaran Iuran Peserta Segmen Penerima Upah Pada BPJS Ketenagakerjaan Cabang Juanda

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Tujuan disusunnya penelitian adalah untuk melakukan uji mengenai pengaruh strategi pemanfaatan Payment Reminder System dan Whatsapp Blasting terhadap kepatuhan para peserta BPJS Ketenagakerjaan segmen penerima upah dalam membayar iuran bulanan. Penelitian ini menggunakan metode penelitian kuantitatif. Strategi sampling purposive dengan kriteria yang telah ditentukan digunakan untuk pengambilan sampel. Informasi yang akan diuji berasal dari hasil kuesioner yang telah disebar kepada responden dari sampel yang memenuhi kriteria. Uji statistik deskriptif, uji asumsi klasik, regresi linier berganda, dan uji hipotesis digunakan sebagai teknik analisis. Hasil yang didapatkan menunjukkan bahwa variabel yang membawa pengaruh terhadap kepatuhan pembayaran iuran hanya Payment Reminder System, sedangkan variabel lainnya yaitu Whatsapp Blasting tidak membawa pengaruh apapun. Namun, jika dilakukan uji hipotesis secara simultan Payment Reminder System dan Whatsapp Blasting berpengaruh terhadap kepatuhan pembayaran iuran BPJS Ketenagakerjaan Cabang Juanda.

Kata Kunci : Payment Reminder System, Whatsapp Blasting, Kepatuhan

## **ABSTRACT**

**Strategies for Utilizing the Payment Reminder System and  
Whatsapp Blasting for Compliance with Participant  
Contribution Payments for the Wage Recipient Segment at BPJS  
Ketenagakerjaan Juanda Branch**

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*The purpose of the research was to conduct a test regarding the effect of the strategy of using the Payment Reminder System and Whatsapp Blasting on the compliance of participants in the wage earners segment of BPJS in paying monthly contributions. This research uses quantitative research methods. A purposive sampling strategy with predetermined criteria is used for sampling. The information to be tested comes from the results of a questionnaire that has been distributed to respondents from samples that meet the criteria. Descriptive statistical test, classical assumption test, multiple linear regression, and hypothesis testing were used as analytical techniques. The results obtained show that the variable that has an influence on payment compliance is only the Payment Reminder System, while the other variable, namely Whatsapp Blasting, does not have any effect. However, if the hypothesis test is carried out simultaneously, the Payment Reminder System and Whatsapp Blasting will have an effect on compliance with BPJS Ketenagakerjaan contribution payments at the Juanda Branch.*

*Keywords : Payment Reminder System, Whatsapp Blasting, Obedience*