

## Model bisnis PT XYZ dalam rangka implementasi sistem penjaminan jaminan nasional = Business model of PT XYZ in relation with the implementation of universal health care plan

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### Abstrak

[<b>ABSTRAK</b><br>

Studi ini secara khusus membahas pengaruh implementasi Sistem Penjaminan Jaminan Nasional SPJN terhadap model bisnis PT XYZ dan kontribusi pengetahuan untuk perusahaan farmasi baru Data untuk studi ini diperoleh dari wawancara dengan pemangku kepentingan PT XYZ dan kuesioner 44 pasien di rumah sakit swasta dan umum di Jakarta dan Bekasi Kuesioner meneliti tingkat pemahaman responden mengenai BPJS dan persepsi mereka terhadap kualitas obat Hasil studi menyarankan bahwa inovasi model bisnis PT XYZ diperlukan untuk mengimplementasikan strategi jangka pendek dan menyarankan PT XYZ untuk menyiapkan strategi jangka panjang untuk mengantisipasi implementasi menyeluruh BPJS di tahun 2019.

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<b>ABSTRACT</b><br>

This study is specifically concerned with the effect of universal health care implementation on business model of PT XYZ, and knowledge contribution for new pharmaceutical company. Data for this study were gathered from interview with stakeholders of PT XYZ, and questionnaires of 44 patients at private and public hospital in Jakarta and Bekasi. The questionnaires investigated the understanding level of respondents about BadanPelaksanaJaminanSosial (BPJS)andtheirperception of drugs quality. These results suggest that innovation of PT XYZ's business model is needed to implement short-term strategy and suggest that PT XYZ need to establish its long-term strategy to anticipate full implementation of BPJS in 2019.;This study is specifically concerned with the effect of universal health care implementation on business model of PT XYZ, and knowledge contribution for new pharmaceutical company. Data for this study were gathered from interview with stakeholders of PT XYZ, and questionnaires of 44 patients at private and public hospital in Jakarta and Bekasi. The questionnaires investigated the understanding level of respondents about BadanPelaksanaJaminanSosial (BPJS)andtheirperception of drugs quality. These results suggest that innovation of PT XYZ's business model is needed to implement short-term strategy and suggest that PT XYZ need to establish its long-term strategy to anticipate full implementation of BPJS in 2019., This study is specifically concerned with the effect of universal health care implementation on business model of PT XYZ, and knowledge contribution for new pharmaceutical company. Data for this study were gathered from interview with stakeholders of PT XYZ, and questionnaires of 44 patients at private and public hospital in Jakarta and Bekasi. The questionnaires investigated the understanding level of respondents about BadanPelaksanaJaminanSosial (BPJS)andtheirperception of drugs quality. These results suggest that innovation of PT XYZ's business model is needed to implement short-term strategy and suggest that PT XYZ need to establish its long-term strategy to anticipate full implementation of BPJS in 2019.]