



EFFECT OF CONSUMER KNOWLEDGE LEVEL ON THE BENEFITS OF BPJS EMPLOYMENT IS NOT A RECIPIENT OF WAGES FOR INTEREST IN BECOMING A PARTICIPANT (STUDY ON DRIVER GRAB IN BANDUNG CITY AS POTENTIAL OF BPJS EMPLOYMENT IN BANDUNG BANDUNG)

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ABSTRACT

The Influence of Consumers Knowledge about Non Workers-BPJS Ketenagakerjaan Benefits on the Membership Preference (Study on Grab Driver in Bandung as BPJS Ketenagakerjaan Bandung Suci potential)(Dr. Hersusetyati, Dra., M.Si end Wendy Destean, S.AB)

Problem that analyzed on this research is the low membership of BPJS Ketenagakerjaan Bandung Suci on Grab Drivers. This Research purpose is to understand to what extent consumers knowledge on Non Workers-BPJS Ketenagakerjaan Benefits on its membership

The research done in causality-based quantitative associative methods, using time series analysis, library research, and field research as data collecting methods, to produce primary and secondary data. Socialization-based questionnaire and surveys are utilized as instruments. Data analysis techniques which utilized in this research is descriptive analysis, verificatif, (simple regression, determination coefficient) and hypotheses testing, with total of 99 respondents.

Results of testing the hypothesis shows the tcount value at 8.587. critical price value of t table with free degrees $n - 2 = 99 - 2 = 97$ at $\alpha (0.05)$ is $\pm 1,985$. Thus -thitung (8.587) < table (1,985) or p-value (0,000) < 0,05, so that H_0 is rejected. This number means consumer knowledge about bpjs ketenagakerjaan program's affect grab's driver interest to participate the membership as potential target fo BPJS ketengakerjaan Bandung Suci.

Conclusion of this research shows how consumer knowledge affect interest of people to participate as membership. Things that can directly affect knowledge of users have tobe increased. to fulfill vision of company. BPJS ketenagakerjaan have to give more attention to increase the consumer knowledge to make worker more peaceful and prosperous.

Keywords: Consumer Knowledge, interest of people to participate as membership