

## **ABSTRACT**

*The rapid growth and demand of the community for safer and more accessible health services have become one of the tasks of the government alongside the Social Security Administering Agency (BPJS) Health, which is responsible for managing health social security in Indonesia. In an effort to achieve higher quality public services, especially in health care, challenges have been encountered in providing health services to JKN-KIS participants at both FKTP (First Level Health Facilities) and FKRTL (Referral Health Facilities) in Jambi City. Therefore, the implementation of technological innovations has been carried out to create health service access that is easy, fast, and equitable without any discriminatory actions. This has become a focus for the government and BPJS Health Branch in Jambi to address these obstacles through innovations in the health service delivery system using the Mobile JKN application. Mobile JKN is an online service channel that helps participants quickly and easily access health services, thereby saving time and costs for participants and resolving common issues that arise. The purpose of this research is to understand and analyze the innovation of the Social Security Administering Agency (BPJS) Health through the use of the Mobile JKN application in Jambi City in providing social security and access to quality health services. The research method used in this study is qualitative, with data analysis techniques involving three stages: data reduction, data presentation, and conclusion drawing. Data were collected through observation, interviews, and documentation. This is measured using public service innovation indicators according to Fachrian & Ode in (Sagala & Hajad, 2022), which include three indicators: quality, multifunctionality, and uniqueness, as well as five innovation indicators according to (Widowati et al., 2024): relative advantage, compatibility, complexity, testability, and observability.*

*Keywords: Innovation, Public Service, Mobile JKN*