

ISO 9001 in Public Health Center (Puskesmas): Design, Control, and Quality Improvement in Order to Increase Community Health in Tangerang Selatan

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Abstract

ISO 9001: 2008, is an internationally recognized certification system categorized under the ISO 9000 family. This system sets out the requirements of quality management, with a strong client focus. It helps to ensure the end-users receive consistent, good quality services, which in turn reflect on the development and improvement of the services provided by the organization. However, although the number of public health centre implementing these standards is on the increase, there is little conclusive evidence demonstrating the process actually improves the quality of care offered and to date there have been no studies to investigate the continuous quality improvement of the ISO certification at public health center in Indonesia. This study aim is to identify how the ISO quality management system could bring continuous quality improvement (design, control, quality) of public health center in order to increase community health in Tangerang Selatan. To evaluate the continuous quality improvement of ISO quality management system we use the comprehensive evaluation methods PDCA (Plan, Do, Check/Study, Action) which was created by Deming (1950). The research design of this study is quantitative and qualitative approach. The quantitative research is used for patient survey in all public health center which already certified by ISO. The quantitative research is used for case study of implementation of ISO quality management in all public health center which already certified by ISO. The result of this research showed that health services in Puskesmas Benda Baru and Ciputat were good, while the health services in Puskesmas Jombang and Rengas were not good. The services was given to patients including services in registration, clinic, pharmacies, and laboratorium. The performance of staff in three health center were good, including Puskesmas Benda Baru, Puskesmas Ciputat Timur, and Puskesmas Parigi. Most of patients at puskesmas were satisfied with the Puskesmas services and agreed that Puskesmas had good facilities. The planning stages ISO at puskesmas preceded by shared commitments staff puskesmas. The implementation of ISO has run well which demonstrated by the the documents that in accordance with the ISO standard. The evaluation ISO performed at puskesmas including: self-assessment, survey customer satisfaction, internal audit and assessment in every clinic. Commitment for the implementation of quality management system was by measuring customer satisfaction with the provision of workshop every three months once and filling out of the questionnaires patients every six months and using a suggestion box. The conclusion of this research is ISO 9001 could improve the health services, performance of staff, and facilities of health center (Puskesmas). Most of patients who seeking health services in 6 Puskesmas (including four Puskesmas is preparing to get ISO certification and 2 Puskesmas already got ISO certificate) were satisfy with services from the Puskesmas.

INTRODUCTION

ISO certification serves as an external platform to assess and determine whether a healthcare organization meets the standards set in place by an authorized organization: governmental or nongovernmental. The standards are often applicable, predetermined, published and set in place to encourage continuous quality improvement efforts within the ISO certified organizations. The ISO (International Organization for Standardization) is the largest developer of international standards worldwide. ISO is an independent, voluntary, non-governmental membership organization. ISO 9001: 2008, is an internationally recognized certification system categorized under the ISO 9000 family. This system sets out the requirements of quality management, with a strong client focus. It helps to ensure the end-users receive consistent, good quality services, which in turn reflect on the development and improvement of the services provided by the organization.

Public health center (Puskesmas) is the basic health services which has objective to increase community health. However, although the number of public health centre implementing these standards is on the increase, there is little conclusive evidence demonstrating the process actually improves the quality of care offered and to date there have been no studies to investigate the continuous quality improvement of the ISO certification at public health center in Indonesia.

The aims of this study was to identify the ISO quality management system for continuous quality improvement (design, control, quality) of public health center in order to increase community health in Tangerang Selatan.

MATERIAL AND MEHODS

ISO 9001: 2008, is an internationally recognized certification system categorized under the ISO 9000 family.

This system sets out the requirements of quality management, with a strong client focus. It helps to ensure the end-users receive consistent, good quality services, which in turn reflect on the development and improvement of the services provided by the organization. To evaluate the continuous quality improvement of ISO quality management system we use the comprehensive evaluation methods PDCA (Plan, Do, Check/Study, Action) which was created by Deming (1950.).

The research design of this study was quantitative and qualitative approach. The quantitative research was conducted for patient survey in all public health center which already certified by ISO. The quantitative research was conducted for case study of implementation of ISO quality management in all public health center which already certified by ISO.

The population of the quantitative study was a whole patient who comes to Public Health Center (Puskesmas) in the period of March – August, 2016. The inclusion criteria of patients are productive age about 15-64 years old.

The informant of the qualitative study was selected by purposive sampling and snowball sampling technique. The key informants will be: Head of public health center, Doctor/nurse, Head of administration, Head/staff of health services program, Head/staff of clinics

The research was conducted on April-September 2016 in all public health center (Puskesmas) which already certified by ISO in Tangerang Selatan such as Puskesmas Benda Baru, Puskesmas Rengas, Puskesmas Ciputat Timur, Puskesmas Parigi, Puskesmas Paku Alam Puskesmas Jombang.

RESULTS AND DISCUSSIONS

A) Survey patients in six Puskesmas

1. Health Services in Health Center (Puskesmas)

Table 1
Health Services in 6 Puskesmas in South tangerang 2016

Puskesmas	Health Services				Missing		Total	
	Less		Good		n	%	n	%
	N	%	N	%				
Benda Baru	5	16,7	15	50	10	33,3	30	100
Jombang	12	40	6	20	12	40	30	100
Rengas	14	46,7	10	33,3	6	20	30	100
Ciputat Timur	2	6,7	12	40	16	53,3	30	100
Parigi	7	23,3	9	30	14	46,7	30	100
Paku Alam	13	43,3	13	43,3	4	13,4	30	100

Table 1 showed the health services in Puskesmas Benda Baru and Ciputat were good, while the health services in Puskesmas Jombang and Rengas were not good. The services was given to patients including services in registration, clinic, pharmacies, ad laboratorium.

2. Performance staff / human resources

Table 2
Performance staff /human resources in 6 puskesmas in South Tangerang 2016

Puskesmas	Performance staff / human resources				Total	
	Less		Good		N	%
	n	%	n	%		
Benda Baru	6	20	24	80	30	100
Jombang	15	50	15	50	30	100
Rengas	18	60	12	40	30	100
Ciputat Timur	8	26,7	22	73,3	30	100
Parigi	7	23,3	23	76,7	30	100
Paku Alam	18	60	12	40	30	100

Table 2 showed the opinion of patients about performance staff/human resources which related with discipline, responsibility, responsiveness, justice in providing services, the skills of staff to delivery services for patients. The performance of staff in three health center were good, including Puskesmas Benda Baru, Puskesmas Ciputat Timur, and Puskesmas Parigi.

Based on in-depth interviews by researchers, assessment patients less usually caused with the officer who unfriendly, lacking discipline, serve the patients with too fast so that the patient feel uncomfortable with the performance of staff puskesmas.

The development and training staff will is very possible health workers get additional knowledge and new skills that can be applied in provided health services to patients. The development of staff according to notoatmojo (2003) is a form of investment (human on required and occurring in an organization. Nadler (1970 in

notoatmojo, 2003) gives a detailed, that in the development of staff as a source of human resources an organization divided into training, education and development staff and developing non staff that is corporate responsibilities or function social from the organisation .Training staff carried out in conjunction with increased capacity work (the tasks and functions) while education staff aims to improve career staff in establishing staff focusing on development of the overall.

3. Patient Satisfaction

Table 3
Patients satisfaction in 6 puskesmas south tangerang 2016

Puskesmas	patient satisfaction				Total	
	No		Yes			
	n	%	n	%	n	%
Benda Baru	4	13,3	26	86,7	30	100
Jombang	5	16,7	25	83,3	30	100
Rengas	4	13,3	26	86,7	30	100
Ciputat Timur	3	10	27	90	30	100
Parigi	4	13,3	26	86,7	30	100
Paku Alam	3	10	27	90	30	100

Table 3 showed the patients satisfaction for services in Puskesmas. The results on interview showed that all patients at puskesmas were satisfied with the Puskesmas services.

According to lewis and booms said that the quality of services are defined as a measure how good the level of service given capable of according with expectations customers. The quality of services starts from the need of customers and ending with customer satisfaction and positive perception of on the quality of services.

4. Puskesmas Facilities

Tabel 4
Facilities puskesmas in 6 puskesmas south tangerang 2016

Puskesmas	Puskesmas Facilities				Total	
	Less		Good			
	n	%	n	%	n	%
Benda Baru	9	30	21	70	30	100
Jombang	10	33,3	20	66,7	30	100
Rengas	12	40	18	60	30	100
Ciputat Timur	2	6,7	28	93,3	30	100
Parigi	4	13,3	26	86,7	30	100
Paku Alam	14	46,7	16	53,3	30	100

Based on table 4, the existing facilities at puskesmas of cleanliness facility (the waiting room, the toilet, a floor), comfort in the neighborhood puskesmas, and security in puskesmas. Almost all patient in six Puskesmas agreed that Puskesmas had good facilities.

5. Cost

Table 5
Cost of services in 6 puskesmas in South Tangerang 2016

Puskesmas	Cost				Total	
	No		reasonable			
	n	%	n	%	n	%
Benda Baru	0	0	30	100	30	100
Jombang	0	0	30	100	30	100
Rengas	3	10	27	90	30	100
Ciputat Timur	1	3,3	29	96,7	30	100
Parigi	0	0	30	100	30	100
Paku Alam	2	6,7	28	93,3	30	100

Table 5 showed the cost of services in six Puskesmas. Most of patients in six Puskesmas were agreed that the cost of services were reasonable.

6. Recommendations

Table 6
The patients recommendation to family for visit Puskesmas
in 6 puskesmas in South tangerang 2016

Puskesmas	recommendations				Total	
	Yes		No		N	%
	n	%	n	%		
Benda Baru	28	93,3	2	6,7	30	100
Jombang	26	86,7	4	13,3	30	100
Rengas	29	96,7	1	3,3	30	100
Ciputat Timur	30	100	0	0	30	100
Parigi	26	86,7	4	13,3	30	100
Paku Alam	30	100	0	0	30	100

Table 6 showed that the majority of patients recommended puskesmas to be health care for relatives and friends. Recommendations puskesmas to be health care for relatives and friends patients is one form of feedback from contentment to patients itself. To maintain the customer satisfaction, health services have to do some efforts, including: identify those customers who understands on the quality of expectations, understand strategy the quality of services and understand feedback cycles from contentment. Customer satisfaction when products will be given to customers or consumers as it perceived by consumers and meet expectation of consumers itself.

Based on interviews, patients gave suggestion to health center as bellow:

- The attitude officers to be more friendly
- cost for patients who do not have a id card (KTP) south tangerang that reduced, do not Rp 35.000
- Doctor attitude in check patients that not too fast and gives you a lot directions to patients
- Separates poly elderly, children and general patients
- Repaired waiting room they will be given a fan and plus -memperhatikan cleanliness the toilet patients.
- The toilet patients concerned
- Smoothing queue patients
- Fix laboratory to be more complete
- For drugs do not generic all
- Parking facilities plus
- The addition of officers and doctors to make the services faster

B) Puskesmas Jombang

1) Stage of planning ISO in puskesmas jombang

ISO quality management system according to (mei feng et al, 2006 in hatane samuel, 2011) can were brought in three framework is planning: certificate, organization or firm commitment to quality, and application of standard procedure set. Based on interviews conducted by researchers, the planning stages ISO at community jombang preceded by commitment shared together in the puskesmas dilanjut with a kind of workshop, is a companion from the outside and there is a team of special ISO independent planning. This was confirmed by the head of management team ISO that there has been a plan ISO in 2013 the first time in the planning stages ISO are improvement puskesmas, conducting training, until finally on an audit external. This is consistent with (fahat, 2016) certification planning is the earliest phase in formulating and design steps the application of SMM ISO, ranging from the election certificate, the quality of identification, documentaries and others . Based on the research done, in 2014 puskesmas jombang implement planning ISO, making soup, coaching preparation and internal audit. By 70% has been implemented.

Puskesmas continue internal audit and evaluation ISO .Then suveyor conduct audits external in about review the management to the evaluation of internal audit, anything less, what should be achieved, and discuss the result of a community satisfaction index. Document about ISO puskesmas jombang be held by one of staff puskesmas, as the police puskesmas heads. This is further strengthened by the results of in-depth interviews by the management ISO documents to be prepared for consisting of SOP / procedure, SK the appointment of, the format and pengodean book, documents the structure of the organization, lead and vice manager and the documents control. While according to one nurse puskesmas, documents that need to be taken only in accordance with the duty of anyway at puskesmas, namely documents common section and equipment in it.

To support success to achieve ISO certificate, then required planning ripe when an audit by all the data as evidence of the application of smm ISO can be shown. Planning can be conducted effectively through steps; the quality of identification, then document, do training quality to employees and making a standard procedure to be run company. Planning sertifikasi ISO the research is planning certificate 9001.

In running ISO, puskesmas have many obstacles internal. Based on interviews conducted by researchers, obstacles experienced puskesmas due to the new puskesmas officers, causing when the officer who moved out / so it can be at risk reshuffled team ISO have formed. This is because too close / deadline schedule ISO at an audit that is only two months. In addition there is also one factor that becomes obstacle in planning ISO, a shortage of human resources and other needs can be done by sending a request to health agency and a lack of medical equipment is one of obstacles in planning ISO.

Based on the results of the interviews conducted by researchers, a solution that done puskesmas is giving motivation and rewards, buy repeated equipment needed with funds puskesmas, but also for discussed first the availability of instrument in the, do study appeals by puskesmas other already implement ISO. According to staff mch kb skendala above by trying to adjust by procedure already set puskesmas. In the process management ISO take a lot of people or pihak that must be involved in the implementation. According to puskesmas heads, planning puskesmas also involving administration, coordinator, MR and all staff.

2) **Stage of Implementation ISO in Puskesmas Jombang**

In the implementation, giving in puskesmas jombang, almost all units have undertaken ISO. The ISO every related units, officials puskesmas reference to sop or procedure. Based on interviews conducted by researchers, the pelaksanaan ISO so far has been running well this is apparent from the dokumen-dokumen according to the ISO standard supposed to simplify in the process of treatment in public health centers. Some following an opinion on document in accordance with the ISO standard. The ISO standard, documents it would ease services like quality guidelines, infrastructure and procedure. With of ISO puskesmas, it can be said puskesmas already standardized in international, which itself can provide many benefits for puskesmas itself.

According to (Susilawati, 2005) get the benefits the ISO certification among others obtain reputation better, the level of awareness of the need to maintain the quality of, procedures and responsibilities become more clear and documented with better, deprive of jobs not need to, to more easily traced and done an audit, services to customers better, increase customer satisfaction and employees, done the sustainable, increase profits, a chance to do the expansion and for puskesmas can improve the quality of public health services that is oriented on customer satisfaction and change the image of the society to government health services to be better. This is consistent with interviews conducted by researchers that benefit gained puskesmas when have undertaken puskesmas can ISO is more orderly, work as a procedure in set, and added that the service for people.

Based on the research done, in the implementation stage ISO experienced various obstacles internal and external. Obstacles internal as mutation new staff had not been called cooperation because officers ISO having the dual role, as a puskesmas and as the manager of ISO, so often officers troubled about time, medical equipment and less menunjangnya facilities and infrastructure. Obstacles external such as the existence of patients who disobeyed a procedure puskesmas fees.

A solution in reducing the was back reference to sop that have been made and the implementation of ISO based on vision and mission puskesmas. In determining the best solution, officials puskesmas can do meeting and consultations consider the suggestions asuk of patients. While technically solution for lack of a was to provide medical equipment and preparing related medical devices before service.

3) **Stage of Evaluation ISO in Puskesmas Jombang**

Stage evaluation is one of important step in ISO. Based on research (Sigit, 2016) evaluation ISO done by using the method cipp and the level customer satisfaction. It is also in accordance with the methods evaluation ISO done at puskesmas jombang of them: self-assessment, survey customer satisfaction, internal audit and do survey assessment every poly. Some indicators that could be use in judging evaluation is leave puskesmas officers and discipline of officers, of an improvement in facilities and infrastructure and tanggapnya in serve the patients. Evaluation not maybe walk without any that implemented, implementing team evaluation should be a capable of is objective, it was because the importance of points evaluation in improve the implementation of the ISO kedepanya. Elements of the be indicators assessment to evaluate the performance of ISO at puskesmas are the implementation of the ISO, application in the field, applications in clinic, advice from the community, survey satisfaction, the average time service for patients, completeness medical equipment, status patients, administration, and the prompted the improvements made by puskesmas. After doing evaluation, so any deficiency or constraints on the implementation of the ISO puskesmas must be repaired, so also evaluating things had been done by puskesmas jombang definite too into consideration improvement.

4) **A quality management system in puskesmas jombang**

In order to functioning effectively organization must set and manage a series of activities interconnected. Activity or a series of activities use the resources and managed in order to facilitate input into the outer be considered as a process. According to (gespersz, 2001) states that model process ISO

9001 consisting of five the main part detailing organization management system, namely: quality management system, responsibility management, resources management, the products and analysis, measurement and increased. Based on interviews conducted by researchers, a quality management system at community jombang is conducted and applied and targets of quality is as required by puskesmas and reached well by there be a judgment internal and agency, he stated that there is no problem in the implementation.

5) Commitment and management responsibility ISO in puskesmas jombang

According to (dessler, g.1997) increased commitment organization is something very important for motivation and the quality of employees who worked. Commitment to smm organization ISO must be reflected by commitment officials from the top management, management level of medium to to an employee low in applying klausul-klausul ISO that has been set. When commitment organization workable every level of leadership, then employee performance will be assessed is increased. Research conducted by (amilin, goddess, she also .2008) shows that commitment organization significant on performance employees. According to interviews conducted by researchers, one of the commitments in their quality management system was to implement in accordance with ISO. Customer satisfaction measured by procurement a workshop every 3 months and questionnaire completion of patients each 6 months and using a suggestion box.

6) Resources management at puskesmas jombang

According to (notoatmodjo, 2009) the resources affected development success health. Procurement resources aims to setting the number of and types of power, facilities and infrastructure to suit the needs of. When needs human resources unpremeditated well there will be short-handed that affect services and convenience of patients and resulting in workload increased. This is in accordance with the results of the study that power power owned puskesmas is weak, however facilities and infrastructures already are considered to be for a puskesmas.

7) Realization products at puskesmas jombang

The purchase process of done puskesmas reference to permenkes in accordance with requirements at least puskesmas, for example in buying an ingredient hence started by asking the request.

8) Measurement, analysis, improvement in puskesmas jombang

With the ease in the field of information technology, the monitoring and measurement against kepuasan customers with internal audit performed by providing komuikasi through whatsapp, further again puskesmas also already having blog still in going to fuck by some officers.

C) Puskesmas Paku Alam

Puskesmas Paku alam is one of puskesmas in south tangerang. Based on in-depth interviews by researchers, puskesmas paku alam not have document target quality. Now puskesmas ciputat timur still in the process to ISO 9001.

1) Stage of Planning ISO in Puskesmas Paku Alam

Stage planning ISO done by puskesmas paku alam started during two months. Based on the research done, obstacles experienced by puskesmas paku alam in planning ISO is a matter of time, human resources, facilities and budget ISO. Solution done by puskesmas by putting together team routine reported progress and the factor, imparting understanding every party must be involved in the ISO at puskesmas to give strong commitment on the ISO at puskesmas paku alam. With the understanding ISO puskesmas involve all parties, so all the line of duty anyway, officers also having the role of each in planning ISO. The role of run can be the new role or the role of supporting in planning ISO puskesmas.

2) Stage of Implementation ISO in Puskesmas Paku Alam

Based on the research done, ISO puskesmas paku alam running for 2 months, six puskesmas officers have not been able to state that there are already ISO unit. Some puskesmas officers only stated plan or hope for units in ISO. There was no one unit in puskesmas paku alam already ISO. On the implementation of ISO puskesmas, some officers opted to in the preparation stage, others do not know about matters relating to. Such as well in gave puskesmas heads. According to (fahat, 2016) to support the success of to achieve ISO certificate, then required planning ripe so that when audit by all data recording as proof of the application of smm ISO can be shown. Planning can be conducted effectively by steps; identification the quality of the, then document, do training the quality of to an employee and manufacture of a standard procedure that would be run company. Planning sertifikasi ISO in this research was planning certification ISO 9001. Hence, puskesmas paku alam have to to ripen planning that can win ISO at puskesmas paku alam.

3) Stage of Evaluation ISO in Puskesmas Paku Alam

Based on the results of research, the puskesmas has make the planning evaluation related ISO puskesmas paku alam, of them of evaluation based on results of the audit aimed for improvement, the presence of evaluation based on duty each employee, consultation to department of health. Element of the scoring in

evaluation consisting of punctuality, satisfaction, the performance of, the speed and good governance, as mentioned by the head of the management teams of ISO.

4) Quality management system in Puskesmas Paku Alam

Based on interviews conducted by researchers, a quality management system at community nails nature still have different views on target quality, some views on duty just and some consider the application of giving in a Puskesmas Paku Alam. It was because of the new the planning stages ISO that had only been done for two months. According to (Gaspersz, 2001) states that model process ISO 9001 consisting of five the main part detailing organization management system, namely: quality management system, responsibility management, resources management, the products and analysis, measurement and increased.

5) Commitment and responsibility of management ISO in Puskesmas Paku Alam

To realize system quality management good and sustainable, so diperlukan commitment management Puskesmas strong. Based on the research done, the vision of the has become a key factor in maintaining commitment management. Management responsibility must be to plan target the quality of that can be measured by using a suggestion box later in use index kepuasan the community to then repaired and find the solution with .Except by a suggestion box, head tu give an opinion by spreading a form or the survey satisfaction. In the determination of authority and responsible for the determination of ISO, the an overview of the process of determining the authority and responsibility of Puskesmas officers but, staff management ISO provides a view still less liable, this because the main task of as a Puskesmas. Commitment is very important in stage ISO because of the increased commitment organization is a a very important point for motivation and the quality of employees who worked. Commitment to SMM organization ISO must be able to be reflected by commitment of officials from the top management, management the level of medium to to an employee of lowly in applying clause ISO that has been set. When commitment organization it can be applied luminance the level of leadership, so employee performance will be assessed is increased. (Dessler, g.1997)

6) Resources management in Puskesmas Paku Alam

According to (Notoatmodjo, 2009) the resources affected development success health. Procuring resources aims to establish the number and kind of energy, facility and infrastructure is in accordance with their needs .When the needs of human resources unplanned well there will be debilitation affecting services and comfort patients and caused their an elevated work .Based on the research done, infrastructures Puskesmas was pretty much complete but also there are still obstacles or shortcomings. Infrastructures they have Puskesmas including: ambulance, call, laboratorium, the kitchen, treatment room, emergency room, ipal, the medical record, common section, children poli, services poli, and the motor. However of all infrastructures are, are still lacks. To constraint still to require improvement of the police chief tu and doctors, who said it is still less temperatures and lighting ideal less .Nurses also complained about the same engenai lighting .In creating a work environment can continue to do their job, then fixture in they are also must always ready to wear.

7) realization products in Puskesmas Paku Alam

Based on in-depth interviews by researchers, in do purchases in online stores, Puskesmas already has its own procedures, either through rap and operational budget .

8) Measurements, analysis, improvements in Puskesmas Paku Alam

The implementation of the ISO at Puskesmas Paku Alam is still on planning. Hence, the measurement of, analysis, improvements in Puskesmas Paku Alam still did not know further the monitoring customer satisfaction and internal audit. All the officers Puskesmas stated that system the measurement of to customer satisfaction still answered to with reference to a suggestion box and suvey satisfaction

D) Puskesmas Rengas

1) Stage of planning ISO

A quality management system ISO according to (May Feng et al, 2006 in Hatane Samuel, 2011) can were brought in three framework people the planning certificates of ISO, organization or commitment it to quality, and application of a standard procedure that has been set .This is in accordance with in-depth interviews by researchers, ISO planning stages of what have been done by Puskesmas Rengas which is meeting with the ISO consultant, continued with preparing the documents as the organizational structure and soup (standard operating procedures) on each described their field as well as undertaking a briefing earlier.

Obstacles in the process of planning ISO experienced the local community health among others prepared the documents that required ISO, pembiasaan personnel by sop latest, the implementation time ISO same time hours at Puskesmas and facilities less. A solution to reducing the in planning namely by familiarise myself with sop contemporary Puskesmas by involving all staff in Puskesmas ka Puskesmas, head administration (TU), doctor, and personnel other in Puskesmas .

2) **Stage of Implementation ISO**

In the implementation stage ISO at puskesmas rengas has been running 7 unit in puskesmas rengas that had been certified ISO 9001 .The existence of the documents that according to the standard ISO is easier for service to the patients due to more complete their documents were, there have been its standard so that quality of service to patients will increase .To constraint what happened to the puskesmas rengas it is time for the service that is adjust with the time that has been distandarkan ISO of before and after ISO .The solution to reducing the the implementation of the ISO namely by accustom the personnel by sop new .This is in accordance with (naveh and marcus, 2005; van den heuvel dkk, 2005). the benefit of the application of ISO 9001 for users of the organization of health services can inflict for two reasons. First, this occurred because the application of ISO 9001 will be capable of directing the organization to bore practices that ensure services fulfill the requirements of customers second, this occurred because the mechanism that has been revealed in theory a signal (terlaak and king, 2006) .In a more specific, service users health organization will use certificates ISO 9001 as a signal that is relevant for them to assess the health service providers .This happened because health services can be categorized as services that is spatially credence, namely services are difficult to evaluate by customers considering the limited competence owned (sumaedi dkk, 2014)

3) **Stage of Evaluation ISO**

The evaluation is one important step in ISO.Based on research (sigit, 2016) evaluation ISO done by using the method cipp and the customer satisfaction.Based on the research done, evaluation process ISO 9001 at community rengas done through internal audit using form an audit that has been provided by the quality management system audit with cross between poly.But the evaluation is unknown by all parties, in this case nurses not aware of the evaluation is. Implementing evaluation ISO at puskesmas rengas conducted by a team audit consisting of several the agency responsible dimasing each poly .Evaluation process ISO at puskesmas rengas done by judging kesesuaian standard with the situation in puskesmas .This is in accordance with the police personnel in puskesmas rengas namely from puskesmas heads, head tu, staff management ISO, mch staff and family planning .The repair process by the local community health rengas done through the action of directly or indirectly .The process in immediately be done by reminding clerk or the made a mistake that not repeating error in patients next.

4) **Quality management system**

According to (gespersz, 2001) mentioned that model the process of ISO 9001 consisting of five parts main detailing organization management system, namely: a quality management system, management responsibility, resources management, the realization of products and analysis, measurement and an increase in .Based on in-depth interviews by researchers, the application of a quality management system at puskesmas rengas has been running well .It is spoken almost all staff puskesmas one of them is head of the health center .With applied a quality management system, treatment in public health centers rengas gets better and quality target in accordance with the needs puskesmas .Obstacles that experienced rengas public health center in the implementation of quality targets are more about the number of human resources who was in puskesmas it has not .

5) **Commitment and responsibility of management ISO in puskesmas rengas**

Based on in-depth interviews by researchers, commitment management in the application of a quality management system at puskesmas rengas already well all process in accordance with the procedures .Management commitment in the implementation of the system quality management at puskesmas rengas make services to the patient very precedence, in addition patients or customers can be directly respond related service is available via box smile .Commitment is very important in stage ISO because of the increased commitment organization is a a very important point for motivation and the quality of employees who worked .Commitment to smm organization ISO must be able to be reflected by commitment of officials from the top management, management the level of medium to to an employee of lowly in applying klausul-klausul ISO that has been set .When commitment organization it can be applied luminance the level of leadership, so employee performance will be assessed is increased. (dessler, g .1997)

6) **Resources management in puskesmas rengas**

According to (notoatmodjo, 2009) the resources affected development success health. Procurement resources aims to setting the number of and types of power, facilities and infrastructure to suit the needs of .When needs human resources unpremeditated well there will be short-handed that affect services and convenience of patients and resulting in workload increased .Based on the research done, provision of human resources in puskesmas rengas is weak compared to the number of patients coming and environmental conditions work at puskesmas rengas is good.

7) **Realization of products at puskesmas rengas**

The product rengas puskesmas is in line with the budget, but constraints when permintaa not in

accordance with obtained .But generally procedure purchase sesuai.hal was almost all personnel in puskesmas rengas.

8) Measurements, analysis, improvements in puskesmas rengas

Monitoring systems and measurement of to customer satisfaction and internal audit at puskesmas rengas has been running every six months by using form RTL and the questionnaire. Efforts to improve the continuous done puskesmas to increase the effectiveness of a quality management system by means of internal audit and evaluation.

CONCLUSIONS

The planning stages ISO at puskesmas preceded by shared commitments staff puskesmas. The implementation of ISO has run well which demonstrated by the the documents that in accordance with the ISO standard. The evaluation ISO performed at puskesmas including: self-assessment, survey customer satisfaction, internal audit and assessment in every clinic. Commitment for the implementation of quality management system was by measuring customer satisfaction with the provision of workshop every three months once and filling out of the questionnaires patients every six months and using a suggestion box

ISO 9001 could improve the health services, performance of staff, and facilities of health center (Puskesmas). Most of patients who seeking health services in 6 Puskesmas (including four Puskesmas is preparing to get ISO certification and 2 Puskesmas already got ISO certificate) were satisfy with services from the Puskesmas.

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