## *ABSTRACT*

***THE IMPROVEMENT OF SERVICE QUALITY THROUGH CREATING THE SERVICE STANDARDS DOCUMENTS AT* PUSKESMAS BINAMU KOTA, JENEPONTO *REGENCY***

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*Public service serves the society's or people's needs who engage in an organization to get their needs. Service standard document is a guideline which is used by the service provider to ease the people's access and to improve service quality.* Binamu *Public Health Center* (Puskesmas Binamu Kota) *of* Jeneponto *Regency is a public health center which located in* kota lama *of* Jeneponto *Regency. The* Puskesmas Binamu Kota *does not have any service standard due to the employees' background which majority of them are health workers.*

*This research applied a descriptive qualitative method. The data were collected through observation, interview, documentation, and document review. The validation test of the data used source and technique triangulation.*

*The output of this research creates the service standards documents for services provided in General/Priority Polyclinic* (Poli Umum/Prioritas), *Polyclinic of Maternal and Child Health/Family Planning* (Poli KIA/KB), *and Pharmacy. The documents gave to the officers of* Puskesmas Binamu Kota *of* Jeneponto *Regency to solve its problems that frequently happen. It is expected that the service standard documents can improve the service quality into a qualified, effective, and efficient services.*



*Keywords: Public Services, Service Standard, Service Quality, Public Health Centre* (Puskesmas).


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