

ABSTRACT

THE IMPROVEMENT OF SERVICE QUALITY BY CREATING THE SERVICE STANDARDS AT MAPPILI PUBLIC HEALTH CENTER OF POLEWALI MANDAR REGENCY

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The service standard is required by the service provider in performing service providence. Service standard is aimed to improve the service quality and as the benchmark and guidelines in providing service to the people. Service standard contains service management and delivery elements. This study aims to create service standards in several services at Mapilli Public Health Center (Puskesmas) of Polewali Mandar Regency. These standard services are aimed to be the reference and guidelines in the service management sector for the service officers and ease the people in accessing the service for them.

This study applied a descriptive method with a qualitative approach which utilized primary and secondary data. The data were collected through interview, observation, document review, and Focus Group Discussion. Interview method was conducted with the public health center officers and the people, the observation about the on-going service systematics, and document review on the related service document which service standard will be created. Focus Group Discussion is one of the methods in discussing the draft of service standards. The Focus Group Discussion invited eight people to give their suggestions and inputs for the better service implementation that was provided by the public health center to the people. After discussing the draft of the service standard with the public health center party and the people, furthermore, the service standard, which complies with the suggestions and inputs from the Focus Group Discussion, is created.

The output of this study created three service standards at Mapilli Public Health Center of Polewali Mandar Regency. The service standards are divided into two parts namely service management document for the service officers and the pamphlets which inform the services to the people.

Keywords: *Service Standard, Service Quality, Health Service, Public Health Center.*

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