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"Memperkuat Produktivitas untuk Ketahanan Ekonomi Nasional"

TIPE ARTIKEL: ARTIKEL PENELITIAN

Goal Oriented Evaluation Model In ISO 9001: 2008 Quality Management System Education

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Abstract

This study aims to determine the ISO 9001: 2008 Quality Management System in the field of education services in Indonesia. The method used is S- study evaluation with quantitative descriptive type by using the goal oriented evaluation model. Data collection techniques using questionnaires. The results of this study show quality management ISO 9001: 2008 in education services that are in the good category. In the ISO 9001: 2008 Quality Management system in services Students are expected to continue to increase their efforts in providing services to students to be even better, especially in the provision of facilities and infrastructures in schools. In Parental services, it is expected to continue to improve cooperation with all School parties and parents of students especially in the service of their students such as general guidance given jointly to students who are not problematic. In the Community service system, it is expected to continue to improve cooperation with all parties. The school and the community around the school especially further increase the friendliness of the school to the community. For further researchers It is expected that in the future it can be used as one of the data sources for further research and further research is conducted which leads to the evaluation of aspects of service in the world of work.

Keywords: Evaluation; Quality Management System; ISO Standard

INTRODUCTION

School as one of the educational unit level institutions that has the role of creating qualified and competent Human Resources in their fields. Quality human resources are ready-to-use workers, namely workers who demonstrate mastery of science, technology, and high skills followed by moral, ethical, and good character. This quality is owned by every graduate, of course Indonesia will not lack potential future generations. This picture is a picture of a superior human being and is a reflection of the ideal generation of the nation. The school has a strong commitment to improving the quality of schools by gaining an acknowledgment of the Management System for ISO 9001: 2008 from 2014 to the present in 2018. With this Management System, ISO 9001: 2008 is expected to further improve the quality at the school. In the process of implementing the ISO 9001: 2008 quality management system it certainly does not escape the various problems that occur, ideally the implementation of the ISO 9001 quality management system means a commitment to continuous development . Based on the results of the initial observation, various obstacles were found. The constraints related to the implementation of ISO 90 01 are the presence of personnel who have not fully understood what is meant by ISO, especially for lower level staff. But in its

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implementation, implementing ISO 9001: 2008 in schools mostly tends to be only a formality to meet the policies of the Directorate General of Primary and Secondary Education as well as to raise the name of the school in the eyes of the public. Though the cost for ISO certification itself is very expensive. This has not been balanced with the maximum performance of each element of the school organization to implement the ISO 9001: 2008 quality management system standard.

The quality management system can be used as a strategic tool to work on process and resource performance in continuous improvement, providing excellent service for user satisfaction, to prepare themselves for international competition and obtain international recognition of the processes carried out by quality assurance guidelines and then giving birth to a standard which is more oriented to systems and processes, namely what we are familiar with quality management standards. Efforts to improve the quality of human resources through education are carried out by drafting the National Education System Law No. 20 of 2003. In this law the functions and objectives of national education are regulated , the principles of implementing education, the rights and obligations of citizens, parents, communities and government both government central and local governments, learners, track, level and type of education, language of instruction, compulsory education, the National Education Standards, curriculum, and educators, and education infrastructure, funding for education, education management, community in education, evaluation, accreditation, and certification; establishment of educational units; administering education by other state institutions, and supervision. Therefore, the quality of education in schools needs to be maintained from the initial process to the final process so as to produce graduates who have competencies as needed. Certainty of the quality of graduates and improving the quality of graduates must be maintained so that every year there is an increase in the quality of graduates. In order to produce good quality and standardized graduates who are able to compete and excel in global competition, efforts are needed to continually improve human capabilities, processes, and the school environment. The best way to continuously improve the capabilities of these components is to apply total quality management through the ISO 9001: 2008 Quality Management System. A reason why schools prefer the ISO 9001: 2008 Quality Management System because it is closely related to the quality management system for schools while other ISOs are more focused on quality assurance for companies or industries and production. The application of ISO 9001: 2008 is oriented towards improving the quality of services so that it is expected to satisfy the education customers, which in turn has an impact on improving the quality of schools and the quality of education nationally in Indonesia. According to Edward Sallis (2010: 71) customers of educational institutions internally are teachers and staff in schools. While externally customers of educational institutions are parents, students, and society.

THEORETICAL STUDY

ISO is a management or management process that is carried out continuously based on standard and quality oriented standards known as the Quality Management System. According to Rudi Suardi (2003: 22), it was explained that in the beginning, the abbreviation for the institution's name was IOS in English (International Organization For Standardization or OIN in the *Organization* before *Normalization*) before finally using the ISO name, taken from Greek, Isos which means the same. ISO was founded on February 23, 1947 in Geneva, Switzerland. Vincent Gaspersz (2009: 1), stated that, "International Standard Organization, or better known as ISO, is an international organization that is responsible for coordinating the preparation of new standards or revisions to existing ISO standards". Van den Berghe (2009) states that "ISO 9000 is a name commonly used for labels of a series of international standing ARDS for quality assurance in organizations: ISO 9001, ISO 9002, ISO 9003, ISO 9004 (and their subsets)." ISO is an

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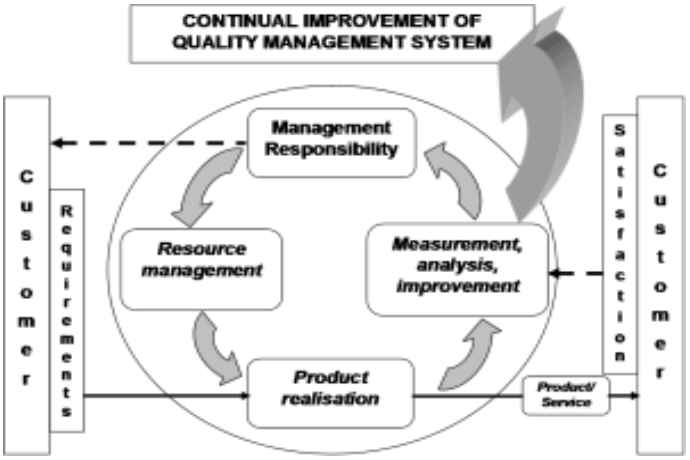
international organization that aims to develop standardization throughout the world. ISO has the authority to issue quality system standards whose stability is recognized by all countries.

International ISO standards governing quality management systems. Therefore it is often referred to as "ISO 9001", while the 2008 writing shows the year of revision. So ISO 9001: 2008 is a quality management system. The first ISO was established in Geneva, Switzerland, in 1947. ISO 9001 is a quality assurance system model in design/development, production, installation, and service, or often referred to as the ISO 9001 Quality Management System (MNM, 2001). Whereas (Sugeng Listyo Prabowo, 2009) said that ―ISO 9001 is an international standard that regulates the Quality Management System. In the Indonesian wikis ISO 9001 is an international standard in the field of quality management systems. An institution/organization that has received accreditation (recognition from an independent party) ISO, can be said to have met international requirements in terms of product/service quality assurance management that it produces. The objectives of the ISO 9001, 9002 and 9003 standards are to provide contractual quality assurance with parties outside the company. All three are used to record the quality system of peasok and complement each other. The choice of standards to be used depends on the scope and complexity of the company's operations, as well as the size of the business.

According to Nur Nasution (2005: 300), the main objectives of ISO 9000 are as follows: 1) Organizations can achieve in maintaining the quality of products or services produced, so that they can continuously meet the needs of buyers. 2) Organizations can provide confidence to their own management that the intended quality has been achieved and can be maintained. 3) The organization can give confidence to the buyer that the intended quality has been or will be achieved in the product or service sold. 4) It can be concluded that the definition of ISO is a quality management system that determines a principle in the management of a good organization. And also a national standardization body that is implemented throughout the world with the aim of developing standardization in the world which has the authority to issue standards, which are not just product quality standards, but all the countries recognize the quality and stability system standards .

The ISO 9001: 2008 quality management system also applies the principle of this process approach as shown in the following figure :

Picture 1. ISO 9001: 2008 Quality Management System Model



(Source: ISO 9001 Certificate, 2018)

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The ISO 9000 series can be grouped into two basic types of standards, namely (1) ISO 9000 series which contain quality system standard requirements and (2) ISO 9000 series relating to instructions for quality management guidelines. some ISO 9000 series according to (Gasper, 1997: 228). ISO 9001: 2008 is a series of quality standards developed by a committee working under the *International Organization for Standardization*. The aim of these standards is to improve the total quality of all businesses for the benefit of both producers and consumers. (Bateman, 2008: 387). According to Gasperz (in Sigit Adhi Pratomo, 2013: 18), ISO 9001: 2008 is an international standard for quality management systems. ISO 9001: 2008 is a revised ISO 9001 quality management system in 2008 that establishes requirements and recommendations for design and assessment of a quality management system that aims to ensure that the organization will provide products (goods/services) that meet the specified requirements (Gaspersz, 2002). ISO 9001: 2008 Is the revised ISO 9001 quality management system in 2008. Broadly speaking, ISO 9001: 2008 is not too much different from its predecessor, namely ISO 9001: 2008. The differences between versions 2000 and 2008 significantly emphasize the effectiveness of the processes carried out in the organization. Edward Sallis (2006). At present ISO 9001: 2008 is the main choice for contractors who want to implement a quality management system consistently and systematically. (Wiryodiningrat, 1997). This standard describes guidelines and requirements in a quality system. The aim of ISO 9001: 2008 is to set standards for the school education system specifically to achieve educational goals. Procedurally, the application of ISO to education is a new thing in the world of education. There is no standard application guide specifically about education. In essence, the application of ISO is to produce consistent products and quality. Quality is a structured process to improve the output produced. In schools, quality standards are set for each set of work in the entire work process (Jerome S. Arcaro, 2006: 76).

According to Dadang Suhardan (2009: 298), states that quality is a number of assumptions that are valued and believed to have the power to realize quality, this case various organizational experts try to formulate the most appropriate principles to be able to realize quality in the organization. According to Salis (2006: 332), understanding quality or quality can be reviewed from 2 conceptual perspectives. First, the concept of quality is absolute or absolute, both concepts of quality are relative. In the concept of absolute quality, quality refers to properties that describe the good degree of products, goods and services that reflect the high price of the goods or services. While the concept of relative quality, the degree of quality depends on the customer's assessment. According to Danim (2006: 53), that the quality of input can be seen from various inputs can be seen from various sides. First, the condition of whether or not the input of human resources is good, such as principals, teachers, administrative staff and students. Second, whether or not it is necessary to input teaching aids, curriculum books, school infrastructure and facilities. Third, whether or not the input criteria are in the form of software, such as organizational structure regulations, job descriptions and organizational structures. Fourth, the quality of input that is in the form of expectations and needs, such as vision, motivation, perseverance and ideals. Husaini (2006: 411), argues that 13 characters must be possessed by the quality of education, namely: a) performance that is related to the functional aspects of the school including: the performance of the teacher in teaching both providing convincing, healthy and diligent teaching, and preparing complete learning material. b) reasonable time which is in accordance with reasonable time includes starting and ending the lesson on time. c) reliable, that is, the age of service is long lasting. d) durability which is resilient, for example even though the school monetary crisis still persists. e) beautiful for example the exterior and interior of the school in attractive settings. f) Human relationships that uphold moral and professional values. g) easy to use, namely facilities and infrastructures in use. h) special forms namely certain advantages such as superior schools in terms of mastering information technology. i) certain standards, namely schools that have met minimum service

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standards. j) consistency, namely the quality of schools does not decline from the past until now. k) uniform that is the school implementing the rules, indiscriminately, uniformly in dressing. l) able to serve namely being able to provide excellent service. m) accuracy, namely school.

Stoner (in wahyosumidjo, 2004:32), which defines management as "management is the process by which goals are achieved" which means that management is a process that is carried out to achieve goals. Richard L. Daft (2010: 5), provides a formula that management is a process to achieve organizational goals by carrying out activities from four main functions, namely planning, organizing, and controlling. Vincent Gaspersz (2006: 2), argues that: Quality management or integrated Total Quality Management is defined as a way to continuously improve performance in each operation or process, in each functional area of a organization, using all available human and capital resources.

According to Fandy Tjiptono and Anastasia Diana (2003: 4) Total Quality Management is an approach in running a business that tries to maximize organizational competitiveness through continuous improvement of products, services, people, processes, and their environment. Total Quality Management according to Patricia Kovel-Jarboe (1993) cites Caffee and Sherr states that integrated quality management is a comprehensive philosophy of life and organizational activities that emphasizes continuous improvement as a fundamental goal to improve quality, productivity, and reduce financing. The term that concludes with TQM is continuous quality improvement or continuous quality improvement. But TQM focuses on the process or system of achieving organizational goals. According to Sallis (2011: 68), the quality management system is a unity of policies, procedures, manuals, organizational structures, and other rules to regulate activities related to quality. The aim of the quality management system is to meet customer needs and be oriented towards customer satisfaction. Whereas customers in educational organizations consist of major customers, namely students who directly receive services, second customers namely parents, governors or student sponsors who have direct interests individually or institutionally, and third customers are parties that have an important role, even though indirectly such as government and society as a whole.

RESEARCH METHODS

This study aims to evaluate the implementation of the Quality Assurance System implementation program, namely through ISO 9001: 2008 QMS in schools. Quality evaluation criteria that will be known are how student services, Parental Services and Community Services that run at school. This research is an evaluation study with quantitative descriptive type by using the *goal oriented evaluation model*. The model that appears first. The object of observation in this model is the purpose of the program that has been set long before the program starts. (Ralph W. Tyler in A rikunto : 2012). In this study, the object of observation is the observation of Evaluation of the Implementation of the ISO 9001: 2008 Quality Management System in the field of school services. The object or target of evaluation is the Students, Parents, and Community in terms of focus for an evaluation, that is what is called the object of evaluation (Arikunto, 2013: 30). In this research, the problem was addressed to only 3 indicators, namely focusing on Student, Parent, and Community Services.

According to (Ralph W. Tyler in Arikunto: 2012) The evaluation instrument used in this study is the Goal Oriented Evaluation approach developed by Tyler. By way of submitting a number of statements to informants that relate to the problem under study. Population according to Sugiyono (2016: 117), is a generalization area consisting of: objects / subjects that have certain qualities and characteristics applied by researchers to be studied and then drawn to conclusions. The population is all characteristics related to the evaluation of the implementation of the ISO 9001: 2008 quality management system in the field of

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school services. The members of the population in this study were all students, as many as 800 students, as many as 20 parents and 10 people. While the sample part of the population that is considered to represent the characteristics of a population. The sample according to Sugiyono (2016: 118), is part of the number and characteristics possessed by the population. If the population is large, and researchers are not likely to learn everything in the population. Sampling in this study used samples randomly using the formula Taro Yamane and Slovin (in Riduwan, 2012: 95). The percentage set out in this study was 88 respondents for students. while the parents were 20 respondents and the community were 10 respondents. So all 118 respondents.

RESEARCH RESULTS

Evaluation of the Implementation of the Quality Management System ISO 9001: 2008 in terms of Teacher Services in guiding students above shows that the highest score was obtained at 94.88% with Excellent criteria, namely the teacher checks the attendance of students and fills the attendance list of students , but there is also acquisition the lowest score was 80.96% with the Good criteria, namely the teacher gave training or assignments to students in accordance with the learning material and the Teacher monitored and guided the students in carrying out the tasks and exercises. Evaluation of the Implementation of the ISO 9001: 2008 Quality Management System in terms of Administrative Services students above show that the highest score was found at 87.21% with the Good criteria, namely the School gave attention to students who did the service , but there was also the lowest score of 82.38% with the Good criteria, namely Providing open information to students about scholarships at school. Furthermore, the sub-indicators regarding library services include 12 (twelve) aspects of statements presented through the percentage results.

Evaluation of the Implementation of the Quality Management System ISO 9001: 2008 in terms of Library Services above shows that the highest score is found in 88.92% with the Good criteria, namely Checking the condition of the facility is done to ensure the condition of facilities such as books and facilities in the room The library is always in good condition, but there is also the lowest score at 83.80% with the criteria of Good Library space is comfortable to read. Subsequently, the sub-indicators regarding service facilities and infrastructure which cover 5 (five) aspects of the statement presented through the percentage results. Evaluation of the Implementation of the Quality Management System ISO 9001: 2008 in terms of Facilities and Infrastructure Services above shows that the highest score is found at 86.07% with the criteria of Good, namely if the condition of the facilities (Tables, Chairs, Chalkboards, Classrooms) is already not feasible to use, the school immediately replaced it. , but there is also the lowest score at 82.95% with the Good criteria, namely the maintenance and repair plan covering the work unit, facility name, type of activity, time, officer, place of implementation and financing. Based on the results of the research summary in the indicator it can be concluded that all services are in school by using the ISO 9001: 2008 Quality Management System it has been run well, namely by obtaining an average score of 86%. This shows that the Evaluation of the ISO 9001: 2008 Quality Management System in School Services already being in good standing means that it has met the expectations and goals that have been planned.

CONCLUSION

Based on the results of the study, the Quality Management System ISO 9001: 2008, the research concluded that the Evaluation of the Quality Management System ISO 9001: 2008 in the field of service has been running good schools run programs and policies that exist in the purpose of the quality management

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system by implementing a quality management system ISO 9001: 2008 consistently and correctly, it will be able to improve the quality of education both the quality of graduates and the quality of education services to the community

Based on the conclusions above, the author has several possible suggestions that can be made for the progress of the Suwawa Vocational School 1

1. For schools, it is hoped that they can continue to use the ISO 9001: 2008 Quality Management system because using this system can be improved and well structured in service at the school.
2. For further researchers It is expected that in the future it can be used as one of the data sources for further research and further research is conducted which leads to the evaluation of aspects of service in the world of work.

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