

**MODEL REFORMASI BIROKRASI PELAYANAN PUBLIK DENGAN
PENDEKATAN ISO 9001-2008 TERHADAP KINERJA RUMAH SAKIT**

by

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ABSTRACT

Bureaucratic reform institution publication service that aims to improve the quality of public services is principally the government's efforts to improve the quality of the three aspects of the pattern of administration (management), human resources, and public service institutions. ISO 9001-2008 is a model of management system which has been proven effective for improving the quality of an organization's performance. In this regard, ISO 9001-2008 can be used as a model to facilitate the implementation of bureaucratic reform. This study aims to identify and analyze the implementation of the reform of the public service bureaucracy of the application of ISO 9001-2008 for hospital performance improvement. The research was conducted at public hospital of Wangaya, Denpasar, and the data analysis techniques uses the SEM results showed that the bureaucratic reform of public services has a significant direct influence and positive impact on the hospital performance by 55.2%, while the remaining 44, 8% is influenced by variables other than the variable of bureaucratic reform of public services. ISO 9001-2008 has a positive impact of 53.9% while the remaining 46.1%, is influenced by variables of other than the variable of ISO 9001-2008. ISO 9001-2008 has a positive influence on the reform of public service bureaucracy of 96.3% while the remaining 3.7% is influenced by variables of other than the variable of ISO 9001-2008. ISO 9001-2008 has a positive influence on the performance of the hospital through bureaucratic reform of public service of 53.1%, while the remaining 46.95% is influenced by variables of other than the variable of ISO 9001-2008. From the results of partial analysis through structural equation of SEM showed that after modification through models, it has been obtained a better model than the results of the first model, because it has met six of the eight of the criteria of Goodness of Fit, namely the criteria of Chi-square (χ^2) of 1426, 610, RMSA of 0,078 Probability of 000, Relative Chi-square (χ^2/df) of 2.029, CFI of 0.953, and TLI of .961 in marginal conditions.

Keywords: reform of public service bureaucracy, ISO 9001-2008, hospital performance

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