ISO 9001:2008 QUALITY MANAGEMENT SYSTEM IN EDUCATION

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Abstract

Society has very high hopes for education. With education, people hope to have a better life. Agae education is able to meet the great expectations of society, the world of education requires quality assurance to maintain the results of the implementation of education. Quality assurance in education will direct the world of education to achieve educational goals. Educational institutions are expected to be able to produce Indonesian Human Resources who are competent in their fields. Human Resources who have superior competence will bring the Indonesian nation to become a developed and great nation. Education quality assurance with the ISO 9001:2008 Quality Management System is expected to be able to maintain the quality and improve the quality of education. Increasing the quality of education will improve the quality of educational products.

Keywords: QMS ISO 9001: Quality Management System, Human Resource.

Abstrak

Masyarakat memiliki harapan yang sangat tinggi untuk pendidikan. Dengan pendidikan, orang berharap memiliki kehidupan yang lebih baik. Pendidikan Agae mampu memenuhi harapan besar masyarakat, dunia pendidikan membutuhkan jaminan kualitas untuk menjaga hasil penyelenggaraan pendidikan. Jaminan mutu di bidang pendidikan akan mengarahkan dunia pendidikan untuk mencapai tujuan pendidikan. Institusi pendidikan diharapkan mampu menghasilkan Sumber Daya Manusia Indonesia yang kompeten di bidangnya. SUMBER Daya Manusia yang memiliki kompetensi unggul akan membawa bangsa Indonesia menjadi bangsa yang maju dan besar. Jaminan mutu pendidikan dengan Sistem Manajemen Mutu ISO 9001:2008 diharapkan mampu menjaga kualitas dan meningkatkan kualitas pendidikan. Meningkatkan kualitas pendidikan akan meningkatkan kualitas produk pendidikan.

Kata Kunci*: QMS ISO 9001: Sistem Kualitas Menejemen, SDM (Sumber daya Manusia)*

INTRODUCTION

Our world of education has not fully met the expectations of society. This phenomenon is characterized by the low quality of graduates, the completion of educational problems that are not complete, or tend to be patchy, even more project-oriented[1]. As a result, the results of

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[1] M. Nurul Ikhsan Saleh, Ratna Sari, dan Puji Alim, "University Students' Perception on The Implementation of Online Learning During The Covid-19," *Nazhruna: Jurnal Pendidikan Islam* 4, no. 1 (24 Januari 2021): 1–17, https://doi.org/10.31538/nzh.v4i1.1022; Diana Susilawati Sj, Muhammad Anas Maarif, dan Afif Zamroni, "Strategi Pengembangan Program Pembelajaran Pendidikan Agama Islam Sekolah: The Development

education often disappoint the community. They continue to question the relevance of education to the needs of society in the dynamics of economic, political, social and cultural life[2]. The quality of education graduates is not in accordance with the needs of the labor market and development, both in industry, banking, telecommunications, and the labor market in other sectors that tend to challenge the existence of schools. Even the Human Resources (HR) prepared through education as the next generation have not been fully satisfactory when viewed in terms of morals, morals, and national identity in the nation's cultural plurality[3].

Educational institutions were created to lead students to improve positive behavior, one of the efforts made by good education management, clear work directions, a solid foundation, and transparent ways of getting. Thus, management in the sense of arranging everything so that it is done properly, precisely and thoroughly is something that must be done to deliver students to achieve complete human beings.[4] Effective school management and education quality oriented requires a serious commitment to quality improvement, long term (human investment) and requires the use of certain equipment and techniques. This commitment must be supported by a high dedication to quality through continuous process improvement by all parties involved, known as MMT (Integrated Quality Management).[5]

Schools are educational institutions that carry out learning processes that will produce competencies possessed by students[6]. The quality of the learning process carried out will show the quality of learning outcomes. To maintain the quality of the learning process and learning outcomes, educational institutions must carry out good quality management of education. Improving the quality of education is the main agenda for every school. One of the concrete things that is done to improve the quality of education is by implementing a QMS or Quality Management System.[7]

Strategy of Islamic Religious Education Learning Programs," *Tafkir: Interdisciplinary Journal of Islamic Education* 2, no. 1 (10 Januari 2021): 20–40, https://doi.org/10.31538/tijie.v2i1.21.

[2] Ari Kartiko dan jaya Roza Azzukhrufi, "Pengaruh Budaya Organisasi Dan Kompensasi Terhadap Kinerja Pendidik Di Madrasah Aliyah Nahdlatul Ulama Mazro'atul Ulum Paciran," *Nidhomul Haq : Jurnal Manajemen Pendidikan Islam* 4, no. 2 (5 September 2019): 207–26, https://doi.org/10.31538/ndh.v4i2.351; Siti Rofifah dkk., "The Influence of Organizational Culture and Work Motivation on Teacher Performance at the International Standard School, Amanatul Ummah Mojokerto," *Nidhomul Haq : Jurnal Manajemen Pendidikan Islam* 6, no. 1 (29 Maret 2021): 27–40, https://doi.org/10.31538/ndh.v6i1.899.

[3] Monica Belcourt dan Kenneth J. McBey, *Strategic human resources planning*, 5 ed. (Canada: Nelson Education, 2013); Robert L. Mathis dan John H. Jackson, *Human resource management: Essential perspectives* (Cengage Learning, 2011).

[4] Dwi A Saputra, "Implementasi Manajemen Mutu Terpadu Di Sekolah/Madrasah," *Universitas Muhammadiyah Ponorogo*, diakses 25 Juni 2021, https://media.neliti.com/media/publications.

[5] Dwi A Saputra.

[6] Turah Asih Lestari dkk., "Mental Revolution of Homeless Children's Through Islamic Education Learning" (International Conference on Engineering, Technology and Social Science (ICONETOS 2020), Atlantis Press, 2021), 67–72, https://doi.org/10.2991/assehr.k.210421.011; Ali Miftakhu Rosyad dan Muhammad Anas Maarif, "Paradigma Pendidikan Demokrasi Dan Pendidikan Islam Dalam Menghadapi Tantangan Globalisasi Di Indonesia," *Nazhruna: Jurnal Pendidikan Islam* 3, no. 1 (7 Februari 2020): 75–99, https://doi.org/10.31538/nzh.v3i1.491.

[7] Syamsul Bahri dan Novira Arafah, "Analisis Manajemen SDM Dalam Mengembangkan Strategi Pembelajaran Di Era New Normal," *Tafkir: Interdisciplinary Journal of Islamic Education* 1, no. 1 (2020): 20–40, https://doi.org/10.31538/tijie.v1i1.2.

In the context of education, the concept of quality requires education providers to understand that educational institution products are not goods, but educational institutions are educational services. So the quality of quality education is an evaluation process of the educational process as an effort to improve and improve on an ongoing basis in order to be able to meet the needs, expectations and desires of customers according to established accountability standards. Many educational institutions use the ISO 9001:2008 Quality Management System, which is an effort to guarantee the quality of education. QMS ISO 9001;2008 has a tendency to concentrate and only aims at the development of complete human resources, development and value building.

METHOD

This type of research is a literature study, which is a study by reading, reviewing or examining library materials.8 Sources of data included in the literature review research are information or facts.9 In this study, data were obtained from online journals, papers, and other online media.10 Data analysis in this study used the method of content analysis. Content analysis is used to analyze the content and try to explain the building of thought about the problems discussed by using inductive and deductive thinking processes in drawing conclusions. Inductive thinking is drawing conclusions from specific facts or events that are generalized to general ones. Deductive thinking is drawing conclusions from general facts or events and then connecting them to specific ones.[11]

RESULTS AND DISCUSSION
ISO 9001:2008 Quality Management System in Education

According to Asmani in Dewi Yunita Kumala et al, quality can be said to be good if it is influenced by: [12] Efforts to meet or exceed customer expectations. Customers here mean people who wish to join or be in the world of education. 1) Coverage of products, services, people, processes, and a conducive environment. Where the environment can make an institution to be qualified or qualified. 2) Always keep up with the times. This is because a quality can change over time. Maybe for now an institution is said to be of high quality. However, not necessarily two or five years later the quality will still be like that. So to achieve good quality, quality renewal is needed. 3) Quality is a dynamic condition associated with products, services, people, processes, and the environment that meet or exceed expectations.

Basically, the application of the ISO Management System in education is the same as the application of ISO to other institutions or organizations, namely managing educational institutions as well as managing industry. So that all processes as a whole can run well through

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[8] Dudung Abdurahman, *Pengantar Metode Penelitian* (Yogyakarta: Kurnia Alam semesta, 2003).

[9] Talizuduhu Ndhara, *Research Metode Administrasi* (Jakarta: Bina Aksara, 1981).

[10] Suharsimi Arikunto, *Prosedur penelitian, Suatu Pendekatan Praktik* (Jakarta: Rineka Cipta, 1996).

[11] Sugiyono, *Memahami Penelitian Kualitatif* (Bandung: Alfabeta, 2005).

[12] Yunita Kumala Dewi, dkk, "Implementasi ISO Dalam Penjaminan Mutu SMP Negeri 2 Kabupaten Demak," *Jurnal Manajemen Pendidikan (JMP)*, 1, 9 (Desember 2020).

the quality management system.[13] ISO 9001:2000 quality management system implementation steps:

a. Organizations or companies, in this case educational institutions, want to make a profit, so there must be a clear mission and vision outlined in the policyor quality goals. The highest leadership provides clear direction regarding the goals of the company or educational institution outlined in the vision and mission.

b. Organizations or companies are very dependent on customers (customers) and parties who have other interests, such as employees, shareholders and certain institutions. So a leader must know what customers want or expect in the future.

c. There is support from Human Resources (HR) to be able to realize the requirements of the vision and mission as a strategic plan in accordance with customer expectations harapan.

d. Management of resources to produce products/services that meet customer requirements.

e. The existence of sufficient resource support for a strategic plan will be able to realize products/services that are in accordance with the requirements given by the customer, the requirements provided are used as a sequence of internal processes within the organization or company that must be controlled by taking into account the interrelationships between processes.

f. The product/service received by the customer will lead to a condition of being satisfied or dissatisfied with the customer. Therefore, an organization/company must know the level of customer satisfaction.

g. Analysis, a follow-up activity from a measurement of customer satisfaction, effectiveness and efficiency of management, processes and products. The results of the analysis, immediately followed up as an effort to improve (improvement).

h. High commitment from top management to run programs as an effort to improve the quality of the organization or company. Improvement programs require direction and support from organizational or corporate resources to run them. So that there will be continuity in the improvement process and continue without stopping to achieve the goal of getting benefits for the organization or company.[14]

ISO 9001:2008 Quality Management System

ISO 9001:2008 Quality Management System according to etymology comes from the Greek, namely ISOS which means 'same'. While ISO namely quality management is a systematic effort as a strategic and integrative management system that involves all elements in the organizational process on an ongoing basis so that the needs, desires and expectations of customers can be met.[15]

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[13] Imam Machali, Ara Hidayat, *The Hand Book of Education Management, Teori dan praktik Pengelolaan Sekolah/Madrasah di Indonesia*, 2 ed. (Jakarta: Prenadamedia, 2018).

[14] Imam Machali, Ara Hidayat.

[15] Rudi Suardi, *Sistem Menejemen Mutu ISO 9001:2000: Penerapan Untuk Mencapai TQM* (Jakarta: PPM, 2003).

In the ISO 9001:2008 Quality Management System, there are several things that must be a concern, namely 1) There is continuous improvement that aims to provide assurance that all components of education have reached the predetermined quality standards, 2) Determine the quality standards of all components involved when working in the transformation of graduates in educational institutions, 3) Cultural changes as an effort to foster organizational culture that aims at quality, 4) organizational changes that show indications of organizational change that illustrate the existence of working relationships between systems within the organization, 5) There are efforts to maintain relationships with customers.[16]

The ISO 9001: 2008 Quality Management System has a platform on quality management to meet customer expectations, so that the ISO 9001: 2008 Quality Management System can be applied and is very suitable to be applied to educational institutions or institutions. Quality assurance system ISO 9001: 2008 Quality Management System is a quality assurance system that is very real from the need to improve the quality of graduates by guaranteeing the quality of graduate product processes. The implementation of the ISO 9001:2008 Quality Management System is expected to improve the quality of graduates who can be accepted by the industrial world.[17]

The implementation of the ISO 9001:2008 QMS is based on the understanding that the importance of a guaranteed product is not only focused on the final inspection aspect but will also emphasize the process of preventive activities to avoid making continuous mistakes. QMS ISO 9001:2008 contains a basic philosophical framework, which emphasizes more on prioritizing processes and not only on products.[18]

When implementing QMS ISO 9001:2008 based on: QMS ISO 9001 which can be applied to organizations, where the process is used as the most important part and there is an assessment that involves other parties (third parties) namely the accreditation agency that is used as the basis for determining the quality of the organization . It is this third-party assessment that a working organization can work using the standards obtained. The assessment carried out is to meet the specified requirements, systems and ways of working that can be planned internally by the organization. All documented activities in carrying out procedures and implementing standards.[19]

Objectives of the ISO 9001:2008

Quality Management System ISO 9001:2008 has a goal of continuous empowerment through process improvement for customer satisfaction which is carried out in order to create ISO-oriented quality that is enforced. This is important because ISO 9001:2008 QMS emphasizes more on sustainable processes and improving processes for customer satisfaction,[20] hose application is to determine standardization. Standardize the distribution of products based on customer needs by conducting "quality assurance". Quality assurance to

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[16] Edward Sallis, dkk, *Total Quality Manajemen in Education (terj)*, XVI (Yogyakarta: Ircisod, 2013).

[17] Gusti Purbo Ningrum, "Penerapan Sistem Manajemen Mutu ISO 9001: 2000 dalam Pelaksanaan Administrasi Sekolah di SMK Negeri 1 Klaten" (UNY, 2009).

[18] Shoimatul Ula, *Buku Pintar Teori-Teori Manajemen Pendidikan Efektif* (Yogyakarta: Barlian, 2013).

[19] Edward Sallis, dkk, *Total Quality Manajemen in Education (terj)*.

[20] H.E. Sobana, *Tips Memahami Sistem Manajemen Mutu* (Bandung: Alfabeta, 2012).

improve the quality of processes and products continuously and consistently.[21] It can be used as material to improve services by measuring feedback obtained from product supplier assessments, customer ratings of services that have been obtained and quality assessments or audits and the implementation of the activities of all elements in the service quality system.[22]

Principles of ISO 9001:2008 Quality Management System

The application of the ISO 9001:2008 Quality Management System is a form of operational step to achieve the desired quality standard that cannot be ignored. The operational steps are: focus on customers, leadership, personal involvement, fact approach, management systems approach, process approach, agreement and participation of other parties, improvements are made continuously to improve the quality of results by implementing CAR or "*Auto Correct Request*".

Educational Products

The definition of ISO 9000:2005 (3.4.1), the product is the result of the process implemented by the school. The scope of the school is teachers and school organizations, students are customers, whose character cannot be fully guaranteed by the school. School products are Teaching and Learning Activities, where the KBM can be fully controlled regarding the quality of delivery/realization process by the school. [23]Competence is divided into four stages, namely:[24]

    a. Unconsciously incompetent, the individual does not understand and cannot do something, or does not recognize his shortcomings, nor does he wish to improve them.

    b. Conscious incompetence, even though the individual does not understand or cannot do something, he is aware of the deficiency, and it has not been corrected.

    c. Conscious competence, the individual understands or masters to do something. However, to show his skills requires high awareness or concentration.

    d. Unconscious competence, the individual has carried out various exercises so that his skills become "natural abilities" and can be demonstrated very easily (even without full concentration). This cannot always be taught to others.

If competence is defined as a school product, it is necessary to determine the level of competence that can be guaranteed by the school, namely:[25]

    a. Knowledge, is something that is obtained by students, but the source of that knowledge is not produced by the school, the school is a means of conveying knowledge so that students can learn it.

    b. Skills, are something that students get from the learning process. Skills are not a product produced by schools, but a level / level where students can absorb

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[21] Shoimatul Ula, *Buku Pintar Teori-Teori Manajemen Pendidikan Efektif.*
[22] Shoimatul Ula.
[23] Amalia, "Management System, Definisi Produk Pendidikan," http://amalia-excellent.blogspot.com, 2011.
[24] Amalia.
[25] Amalia.

knowledge and experience from the learning process, so that they become skilled / have expertise.

c. Attitude, is the nature of students (student character), schools can only have an influence to improve these characters, but this character is not the result / product of the school, but the school becomes a means for students to improve the quality of their character.

Customers in Education

According to Tjiptono and Diana (2003: 100) in Zuari Ariza Rahman and del Fitri customers are people who interact with the company after the process of producing the product. While the parties who interact with the company before the stage of the process of producing the product are referred to as suppliers. According to the traditional view, customers and suppliers are external entities.[26] Still in Zuari Ariza Rahman and Del Fitri, Edward Sallis (1993), provides relationships between customers in educational institutions (schools or colleges). According to Edward Sallis, there are three types of customers:[27] 1) Primary customers are those who directly receive the educational services are students. 2) Secondary Customers are those who support education such as parents and government. 3) Tertiary customers are those who indirectly have a stake, but have an important role in education (as policy holders) such as employees, government and society

There are several types of customers: Internal Customers are people who are in the organization (company) and have an influence on the work performance of our institution, intermediate customers, namely those who act as intermediaries not as end users of the product, external customers namely buyers or end users of the product, who are often referred to as real customers.

Customers In Education:[28]

a. Students are people who are willing to attend an educational institution to carry out the learning process. Schools provide benefits to students as a place to gain knowledge and obtain education. So it is hoped that after completing studying and obtaining education students can live more regularly in the future. The competencies possessed after completing studying can make students able to live skillfully, with character, tough and tenacious in facing life in the future. Good experiences gained during school education can provide good changes for students. On the other hand, if students have bad experiences in leadership and management, it will affect the character of students in the future. This will lead to disappointment in education customers because they are not satisfied with the services they receive. As a result, educational institutions will get a bad reputation so that it will affect customer interest in choosing educational institutions.

b. Staff, the staff performs a clear and structured service management. Staff in the field of education will feel focused and secure towards the common goal of helping students deliver good education and pleasing the next group of customers.

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[26] Ariza Rahman Zuari, Del Fitri, "Pelanggan Pendidikan, Customer Focus dan Pola Hubungan Kerja Supplier-Customer, Manajemen Mutu Pendidikan," http://arizarahman1.blogspot.com, 2018.

[27] Ariza Rahman Zuari, Del Fitri.

[28] Edward Sallis, dkk, *Total Quality Manajemen in Education (terj)*.

c. Parents and Society. guardians of students or parents are the parties who have the most interest in the educational outcomes to be obtained from educational institutions or schools. Parents pay for the education process while in school, so parents have hope on the school with educational outcomes. Parents of students expect that the educational results obtained are in accordance with their expectations, namely students who have graduated will have competencies in accordance with the educational process that has been undertaken. The community around the school is a customer who does not have a specific interest in educational institutions. Communities around schools become customers who take advantage of educational outcomes. The community hopes that with schools that carry out education, they will produce good educational products, which can minimize major disturbances caused by poor character. The school really needs to manage the emergence of sensitive issues through character education, management learning and leadership.

d. Government. Every school has a responsibility to the government, this is because the government has an institution or agency that is given the task of supervising and checking the standards of a school. Where the results of supervision and examination will be used to improve the quality of school standards. The government is a customer in the sense of being responsible for providing educational products as an effort to educate the life of the nation and state.

CONCLUSION

Education really needs quality assurance so that the quality of education is maintained or even increased. To improve the quality of education, of course, management must do, management in a good educational institution will produce good educational products as well. QMS 9001:2008 in its implementation can provide quality assurance to educational institutions, so that the quality of education and educational products can have good quality and be maintained.

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