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Quality Indicators in Reference to the Evaluation of the Quality Management of Services in Local Public Administration

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Abstract

The paper proposes to show evidence in measures of quality through quantification of the level of current performance of an organization, like local public administration, in accordance with performance standards. The evaluation of quality measures the difference between the expected performance and the actual performance, to identify and improve the quality of the local public administration. Standards of performance could be set for different dimensions of quality. For example: the quality of managing documents, the products, processes and services requires the gathering and analysis of information, set in measuring terms. In a few cases the measuring of quality as percentage of elements that are conformed and not in accordance, from the total output analyzed. All these aspects are detailed in this scientific evaluation.

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1. Introduction

The quality management of services rendered in public institutions should represent the top priority of managers in the actual context of an ever changing society. It imposes a diagnostic of citizen's perceptions and legal entities or people that have contact with services offered by the local public administration, on quality of standards imposed at every institution and the perception of public employees over the quality of services rendered.

This diagnostic analysis is imposed at a certain level of public institutions to have a clear understanding of the efficacy and efficiency of quality standards imposed by management.

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All these aspects have to determine the adoption of the best measures in management through the evaluation and quality of services rendered in the local public administrations.

2. Theoretical considerations

The measuring of quality sets numerical values onto characteristics of quality.

A level of quality is a relative measure of quality taken by comparing observed values with set values.

The level of quality can be explained through:

- a qualifier, like exceptional quality, proper level and low level;
- a quality indicator, indices or coefficient.

Quality indicators represent the way a service or product shows the exterior manifestation in set conditions and characterizes the quantitative measure in which the product/service satisfies a set requirement.

An expression of maturity of an organization is done also by the measure in which is utilized through documentation of the performance.

Through indicators, the organization is setting a certain goal and is establishing ways through which this goal can be achieved, thus raising the level of awareness of its methods.

Through indicators we can understand the following:

- indicates the goals under specific characteristics or parameters;
- indicates the way to achieve certain characteristics or parameters.

An indicator can be represented as follows:

- text, structured phrases in paragraphs form which indicates a certain way of following them;
- table, data that shows certain qualitative and quantitative limits;
- schema, mentions requirements that indicates a direction or a sum of characteristics to follow;
- number, indicates limits, results, etc.

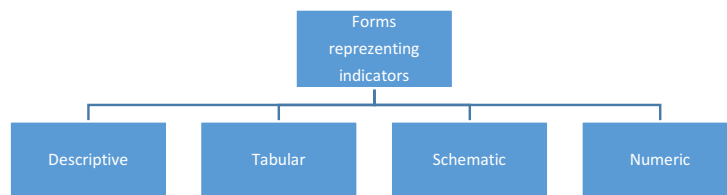


Figure 1: Forms representing indicators

INDICATOR – shows direction and what is supposed to obtain.

The quality indicator is an indicator that appreciates the measure in which certain requirements are met.

The periodic evaluation of measurement in which the indicators are set and respected, with measuring and periodic monitoring of quality indicators, are measures that increase a competitive organization.

3. Case study regarding evaluation of quality and the quality management of services based on the quality indicators in the local public administration

For the optimal research of the qualitative type, based on the procedures of evaluation in public administration, we propose a set of indicators which are presented next.

In conformity with the standard, the indicators are split in groups and subgroups.

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