

# Manajemen kaizen dan kepuasan konsumen di uniqlo (studi kasus di uniqlo cabang Summarecon Mall Serpong) = Kaizen management and uniqlo s consumer satisfaction (case study uniqlo branch Summarecon Mall Serpong) / Ignatia Sphati Kamala

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## Abstrak

[Setiap perusahaan yang bergerak di bidang bisnis tentunya menginginkan agar perusahaannya sukses dan produk yang diperjualbelikannya diminati oleh para konsumen. Untuk mencapai kesuksesan tersebut, tentunya sebuah perusahaan harus memiliki strategi yang tepat dalam menjalankan bisnisnya. Kaizen, merupakan salah satu manajemen yang digunakan di hampir semua perusahaan Jepang, tidak terkecuali Uniqlo. Bagaimanakah bentuk Kaizen yang ada dalam perusahaan Jepang (Uniqlo) tersebut, dan pengaruh yang ada antara Kaizen dengan kepuasan konsumen di Uniqlo tersebut, akan dibahas di dalam penelitian ini. Being a successful and getting its product to be a popular are the aspirations of every company that engage in commercial business. Therefore, a company must have an accurate strategy to keep the business work properly. Kaizen is one of the management strategy that is being used in most of the companies in Japan, this include Uniqlo. This research are about how does the Kaizen work in Japanese company (Uniqlo), how it relates, and how it influences the consumer satisfaction., Being a successful and getting its product to be a popular are the aspirations of every company that engage in commercial business. Therefore, a company must have an accurate strategy to keep the business work properly. Kaizen is one of the management strategy that is being used in most of the companies in Japan, this include Uniqlo. This research are about how does the Kaizen work in Japanese company (Uniqlo), how it relates, and how it influences the consumer satisfaction.]