

Hubungan ISO 9001:2015 terhadap Kinerja Operasional dan Kinerja Bisnis Industri Manufaktur di Indonesia = Relationship of ISO 9001:2015 on Operational Performance and Business Performance in Indonesia Manufacturing Industry

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Abstrak

Di era globalisasi, perusahaan harus fokus pada kualitas produk dan layanan untuk meningkatkan keunggulan kompetitif mereka. Penerapan sistem manajemen mutu ISO 9001 penting untuk bertahan dalam persaingan yang ketat. Indonesia sebagai negara berkembang memiliki fluktuasi jumlah perusahaan yang menerapkan ISO 9001.

Tujuan penelitian ini adalah untuk menguji hubungan ISO 9001 terhadap kinerja operasional dan kinerja bisnis industri manufaktur komponen otomotif. Studi literatur dilakukan untuk mendapatkan prinsip ISO 9001, kriteria kinerja operasional dan kriteria kinerja bisnis yang akan digunakan sebagai variabel dalam penelitian ini. Data dikumpulkan dengan menggunakan kuesioner dan dianalisis oleh para ahli di industri manufaktur.

Metode statistik analisis korelasi dan analisis regresi linier berganda (multiple linear regression) digunakan untuk memperoleh hasil penelitian.

Hasil penelitian ini menunjukkan bahwa ISO 9001 memiliki hubungan positif terhadap kinerja operasional dan kinerja bisnis industri manufaktur.

.....In the globalization era, companies must focus on the quality of products and services to improve their competitive advantage. The implementation of ISO 9001 quality management system is important to survive in the fierce competition. Indonesia as a developing country has a fluctuating number of companies that implement ISO 9001.

The aim of this research is to examine the impact of ISO 9001 on operational performance and business performance of automotive component manufacturing industry. The literature study was conducted to obtain ISO 9001 principles, operational performance criteria and business performance criteria that will be used as variables in this research. The data was collected using questionnaire and analysed by experts in the manufacturing industry.

Statistical method of correlation analysis and multiple linear regression analysis were used to obtain research result.

The result of this research shows that ISO 9001 has a positive relationship on manufacturing industry operational performance and business performance.