

Analisis penerapan ISO 9001:2000 terhadap kepuasan pelanggan (studi kasus pada Taylor Wharton (M) Sdn. Bhd.)

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Abstrak

Implementation Analysis Of ISO 9001:2000 Toward Customer's Satisfaction (A Case Study at Taylor-Wharton Asia (M) Sdn. Bhd.) ISO 9001:2000 Quality Management System is the latest international standard for a quality management system, which aims toward quality standardization of products and/or services offered by a company and to give and meet customer's satisfaction.

In 2003 production capacity of Taylor-Wharton Asia (M) Sdn. Bhd. (TWA) was 8,190 units of Cryogenic Bulk Storage Tanks and Liquid Cylinders with total value of US\$16,900,000. Indonesian demand itself contributed 3.609% of its total production.

TWA, which is in Malaysia, started operation on 18th September 1990. During this short period of time, the company itself has shown very good performance and contributes sizable business to its head office in the United States of America. Therefore, I can conclude the Quality Management System implemented by TWA is considerably good. And its excellent performance gives good indication that implementation of Quality Management System is one of TWA's advantages in current competitive markets.

Under TWA's quality policy, TWA is committed to achieve world-class recognition in the manufacturing of highest quality of Cryogenic Tank I Cylinder, to meet recognized International Code 1 standard and successfully fulfill client requirements. This includes the commitment to comply with the ISO 9001:2000 requirements and continually improves the effectiveness of the Quality Management System.

The objective of this study is to evaluate the ISO 9001.2000 quality assurances offered to respective customers by TWA. The result of this research shows that TWA has been consistently implementing the international standard ISO 9001:2000. The correlation between customer's satisfaction and the variance of quality assurance is 0.375, which means there is a direct and positive correlation between quality assurance

and customer's satisfaction.

Nevertheless, the result of this study cannot be generalized because it has certain limitations Le. Study coverage, sample and population, and more important, this case study is derived from one organization only.

Therefore, it is highly recommended that further study to be considered. Future study should consider covering values of ISO 9001:2000 in giving competitive advantages to the company. And result of this study can be used in academic and business environments.

xv + 106 pages + 5 drawings + 19 tables + 10 appendixes References: 40 books (1989 up to 2003)