

THE EFFECT OF QUALITY MANAGEMENT SYSTEM IMPLEMENTATION ON CUSTOMER SATISFACTION AT UD. WIRAMAS KARYA GUNUNGSITOLI CITY

By

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ABSTRACT

At UD. Wiramas Karya, Gunungsitoli City, researchers found a decline in sales target achievement and an increasing gap between targets and realization, indicating operational problems that affect the competitiveness of UD. Wiramas Karya, Gunungsitoli City. The purpose of this study is to determine the Implementation of Quality Management System on Customer Satisfaction at UD. Wiramas Karya Gunungsitoli City, data collection techniques by observation, and distribution of questionnaires to 86 customer respondents. While in the data analysis test using validity test, reliability test, correlation coefficient analysis, determinant coefficient, and hypothesis test. In this study using quantitative research with data calculation using SPSS to obtain accurate values. The results of this study, the t test of variable X Quality management system is 30,027 with a significance level of 5% obtained t table of 1,988. It is known that the value of Sig = 0.000 < 0.05. So according to the interpretation: If the value of Sig < 0.05 or t count > t table then there is an influence between variable X on variable Y, conversely, If the value of Sig > 0.05 or t count < t table then there is no influence between variable X on variable Y. So it can be concluded that the influence of the quality management system is positive and significant on customer satisfaction. The calculation results show a determinant coefficient (R-Square) of 91.5%. The remaining 8.5% is influenced by other factors not discussed in this study.
Keywords: Quality Management System, Customer Satisfaction.

PENGARUH IMPLEMENTASI SISTEM MANAJEMEN MUTU TERHADAP KEPUASAN PELANGGAN DI UD. WIRAMAS KARYA KOTA GUNUNGSITOLI

ABSTRAK

Di UD. Wiramas Karya Kota Gunungsitoli, peneliti menemukan menurunnya pencapaian target penjualan dan meningkatnya selisih antara target dan realisasi menunjukkan adanya masalah operasional yang mempengaruhi daya saing UD. Wiramas Karya Kota Gunungsitoli. Tujuan penelitian ini adalah untuk mengetahui Penerapan Sistem Manajemen Kualitas Terhadap Kepuasan Pelanggan Di UD. Wiramas Karya Kota Gunungsitoli, teknik pengumpulan data dengan cara observasi, dan penyebaran angket (kuesioner) kepada responden pelanggan sebanyak 86 responden. Sedangkan pada pengujian analisis data menggunakan uji validitas, uji reliabilitas, analisis koefisien korelasi, koefisien determinan, dan uji hipotesis. Pada penelitian ini menggunakan penelitian kuantitatif dengan perhitungan data menggunakan SPSS untuk memperoleh nilai akurat. Hasil penelitian ini, uji t variabel X Sistem manajemen kualitas adalah 30.027 dengan tingkat signifikansi 5% di dapat t tabel sebesar 1.988. Diketahui nilai Sig = 0,000 < 0,05. Maka sesuai dengan interpretasi: Jika nilai Sig < 0,05 atau t hitung > t tabel maka terdapat pengaruh antara variabel X terhadap variabel Y, sebaliknya, Jika nilai Sig > 0,05 atau t hitung <

tabel maka tidak ada pengaruh antara variabel X terhadap variabel Y. Maka dapat disimpulkan bahwa pengaruh sistem manajemen kualitas secara positif dan signifikan terhadap kepuasan pelanggan. Pada hasil perhitungan nilai koefisien determinan (R-Square) sebesar 91,5 %. Untuk 8,5 % di pengaruhi oleh faktor-faktor lain yang tidak dibahas dalam penelitian ini.

Kata Kunci : Sistem Manajemen Kualitas, Kepuasan Pelanggan.

INTRODUCTION

UD. Wiramas Karya in Gunungsitoli City is a business entity engaged in the wholesale sales of food and beverages (snacks). In running its business, it still faces various challenges, including increasingly fierce market competition and customer demands for higher-quality goods and services. Therefore, UD. Wiramas Karya in Gunungsitoli City recognizes the importance of implementing a quality management system to improve competitiveness and customer satisfaction.

UD. Wiramas Karya, Gunungsitoli City, has attempted to implement a quality management system to ensure the effectiveness of its operational implementation. However, there are still challenges and obstacles faced in the implementation process. Some of these include inconsistencies in the delivery time of goods orders to customers and some products or goods orders do not match customer expectations, resulting in frequent returns of goods that do not match customer expectations at UD. Wiramas Karya, Gunungsitoli City. This indicates that the implementation of the quality management system in this company still needs to be evaluated and improved in order to provide greater benefits to customers. Therefore, this study aims to determine the effect of the implementation of the quality management system on customer satisfaction at UD. Wiramas Karya, Gunungsitoli City.

In the context of operational management, implementing a quality management system plays a crucial role in improving the efficiency and effectiveness of the production process. With a quality management system, companies can identify and mitigate bottlenecks and increase productivity. This, in turn, positively impacts the resulting quality management system, ultimately improving customer satisfaction.

However, in recent years, UD. Wiramas Karya, Gunungsitoli City, has experienced a significant decline in sales. Based on internal company data, sales have been on a downward trend from year to year. In 2021, UD. Wiramas Karya, Gunungsitoli City, set a sales target of IDR 1.3 billion, but only managed to achieve IDR 1.2 billion, or approximately 92.3% of the target. The downward trend continued the following year, when the sales target was lowered to IDR 1.2 billion, but the realization achieved was only IDR 1.05 billion, or 87.5% of the target. This condition worsened in 2023, when the target was again lowered to IDR 1.1 billion, but the achievement of the goal actually fell further to IDR 920 million, only 83.6% of the target. This data shows a consistent decline in target achievement, indicating problems in business strategy and the implementation of the trading business's quality management system. If improvements are not made immediately, this downward trend could further threaten the competitiveness and sustainability of trading businesses amidst increasingly fierce market competition.

The decline in sales targets and the increasing gap between targets and actual results indicate operational issues affecting the competitiveness of UD. Wiramas Karya, Gunungsitoli City. One of the main causes is product mismatch with customer expectations, which leads to a high rate of returns. Products that do not meet specifications or expectations can reduce customer satisfaction and loyalty to the business. Furthermore, late delivery is also a significant factor, as

customers expect timely delivery. These delays reduce customer trust and increase the likelihood of customers switching to competitors offering better service. Furthermore, the lack of optimal quality management system implementation is a major factor exacerbating this situation. Without a structured system, the company struggles to ensure that all operational processes meet established quality standards. As a result, customers begin to lose trust and choose to switch to competitors who can provide more consistent and satisfactory service. If this problem is not immediately addressed, it will have a further negative impact on the business's performance and future target achievement.

LITERATURE REVIEW

A Quality Management System (QMS) is a systematic approach implemented by an organization to ensure that products or services meet specific quality standards and meet customer expectations. According to Purba and Siswono (2022), quality management functions as a process to ensure production meets quality requirements through efficient and effective methods. By implementing a QMS, companies can improve operational efficiency, reduce errors, and strengthen customer trust in their products.

According to Ramlawati (2020), quality management encompasses three main elements: a customer value strategy, an organizational system, and continuous quality improvement. A customer value strategy emphasizes the importance of delivering value to customers; an organizational system organizes all resources to create that value; and continuous quality improvement serves as the foundation for adapting to dynamic market and customer needs.

Conceptually, the implementation of a quality management system refers to the principles developed by ISO 9001:2015, which include:

1. customer focus,
2. leadership,
3. human resource involvement,
4. process-based approach,
5. continuous improvement,
6. evidence-based decision making, and
7. relationship management (Khamaludin et al., 2024).

The application of these principles enables organizations to create a comprehensive quality culture so that quality is not just the responsibility of a particular department, but an integral part of the company's strategy.

Customer satisfaction is defined as the level of feelings of pleasure or disappointment experienced by customers after comparing the actual performance of a product or service with their expectations (Kotler in Safuan, 2024). If performance exceeds expectations, customers will feel satisfied, while performance that is lower than expectations causes dissatisfaction and potential switching to competitors.

Utami in Apriliana (2022) identified five main dimensions that influence customer satisfaction: reliability, responsiveness, assurance, empathy, and tangibles. Furthermore, Tjiptono and Riyanto (in Mirnawati et al., 2024) explain customer satisfaction through three main theories: contrast theory, assimilation theory, and assimilation–contrast theory, which describe how customers assess the gap between expectations and the reality of the product or service they receive.

According to Lesmana et al. (2022), factors influencing customer satisfaction include

product quality, service quality, price, customer experience, testimonials, and marketing strategy. Therefore, companies need to ensure that all aspects of their operations support each other in creating a positive and consistent customer experience.

The implementation of an effective quality management system has a direct impact on increasing customer satisfaction. According to Maulidiah and Budiantono (2024), there is a positive and significant relationship between the implementation of a quality management system (SMK) and customer satisfaction, with companies that implement high quality standards tending to have greater levels of customer loyalty.

Abdilrahman Ebrahim et al. (2022) added that SMK contributes to increased product and service reliability, customer trust, and operational efficiency. With a structured quality system, companies can reduce the number of customer complaints, accelerate response to market needs, and strengthen competitive advantage. Therefore, the success of SMK implementation is measured not only by internal efficiency but also by the extent to which the system is able to create added value and customer satisfaction.

RESEARCH METHODS

This study uses a descriptive quantitative approach with an associative method. This approach was chosen because it aims to determine the relationship and influence between the independent variable, namely the Quality Management System (QMS), on the dependent variable, namely Customer Satisfaction. Quantitative research allows researchers to obtain numerical data that can be processed statistically to test hypotheses objectively. The study was conducted at UD. Wiramas Karya, Gunungsitoli City, a company engaged in the wholesale trade of food and beverages. This location was chosen based on indications of a decrease in customer satisfaction levels related to the effectiveness of the implementation of the quality management system. The study was conducted from March to May 2025. The population in this study were all active customers of UD. Wiramas Karya, Gunungsitoli City in 2025, totaling 98 customers. Because the population size was relatively small, the researcher used a census method, where the entire population was used as a research sample. Thus, the number of respondents in this study was 98 customers.

RESULTS AND DISCUSSION

The respondents in this study were 98 customers of UD. Wiramas Karya in Gunungsitoli City. Based on the recapitulation results, the majority of respondents were aged between 31–40 years (38%), followed by the 21–30 age group (32%), and the remainder were over 40 years (30%). Most respondents had been customers for more than three years (54%), indicating that they had considerable experience in assessing the quality of the company's services and products. This strengthens the validity of their perceptions of the implementation of the quality management system and customer satisfaction.

The validity test results show that all statement items in the Quality Management System (X) and Customer Satisfaction (Y) variables have a calculated r -value $>$ r -table (0.198) so they are declared valid. Meanwhile, the reliability test results using Cronbach's Alpha show a value of 0.896 for variable X and 0.874 for variable Y, which means both variables have a very high level of reliability ($\alpha > 0.70$). Thus, all research instruments can be used for further data collection.

The equation shows that every one-unit increase in the implementation of the Quality Management System (QMS) will increase Customer Satisfaction (Y) by 0.743 units. The

constant value of 11.239 indicates that when the QMS is not implemented ($X = 0$), the level of customer satisfaction remains at that baseline.

The t-test results show a t-count value of 8.926 with a t-table of 1.984, and a significance value (p -value) = 0.000 < 0.05. This means that H_0 is rejected and H_1 is accepted, so it can be concluded that the implementation of a quality management system has a significant effect on customer satisfaction at UD. Wiramas Karya, Gunungsitoli City. The R^2 value of 0.456 indicates that the Quality Management System variable contributes 45.6% to the variation in changes in Customer Satisfaction, while the remaining 54.4% is influenced by other factors not examined in this study, such as price, promotion, after-sales service, or customer value perception.

The research results show that the implementation of a Quality Management System (QMS) has a significant and positive impact on customer satisfaction. This finding aligns with theory and previous research (Maulidiah & Budiantono, 2024; Kim, 2020; Ismayanty et al., 2021), which confirm that companies that consistently implement quality principles will be able to increase customer trust and loyalty.

In more detail, some of the SMK aspects that most dominantly contribute to increasing customer satisfaction at UD. Wiramas Karya are:

1. Customer Focus:

Respondents gave the highest scores for indicators such as attention to customer needs and prompt complaint handling. This demonstrates that customer orientation has become a top priority for the company.

2. Leadership:

The performance of management in directing and supervising the product distribution process is considered quite good, but still needs improvement in the aspects of internal communication and regular quality evaluation.

3. Continual Improvement:

Although this indicator scored quite high, respondents expected increased product innovation and delivery time efficiency to strengthen overall satisfaction.

Conceptually, these results reinforce the theoretical framework that the quality of the management system is a key factor in building long-term customer satisfaction. If the quality process is not properly managed, it will lead to a decline in trust and an increase in customer complaints. Conversely, the effective implementation of a quality management system (SMK) creates product uniformity, prompt service, and transparent communication—all of which lead to increased positive perceptions of the company.

Thus, the findings of this study provide empirical evidence that the consistent and integrated implementation of SMK is an important strategy for increasing competitiveness and maintaining customer loyalty, especially for trading companies such as UD. Wiramas Karya that operate in highly competitive markets.

CONCLUSION

This study shows that the Quality Management System (QMS) has a positive and significant effect on Customer Satisfaction at UD. Wiramas Karya, Gunungsitoli City. The results of the regression analysis produced a coefficient of determination of 45.6%, meaning that almost half of the variation in customer satisfaction can be explained by the implementation of the QMS. Aspects that contribute most to customer satisfaction include customer focus,

leadership, and continuous improvement. Thus, consistent implementation of the QMS is proven to be able to improve service quality, trust, and customer loyalty.

Companies are advised to:

1. Strengthen quality control at every stage of the distribution and service process so that errors can be minimized.
2. Improve internal communication and employee training to strengthen understanding of quality management principles.
3. Conducting regular innovation and evaluation of products and services to be more adaptive to customer needs.

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