ABSTRACT

HEDI HOLIDIN, The Study of Quality Management System to improve the sale of volume at PTPN Goalpara, Sukabumi, west Java. Supervised by SUKARDI and NUHAMMAD ZEIN NASUTION

This research aimed to study conducted to improve the sale volume of quality competitiveness of tea factory. This study has identified and evaluated the influence factors influential in management of quality control in the production process of tea at PTPN Goalpara, Sukabumi. Data and information used in this study were obtained by observing the production process of tea at PTPN Goalpara Sukabumi and interviewed with tea experts and consumers. Data and information was analyzed using Quality Function Deployment (QFD) method to know consumer expectation and evaluate company ability to fulfill market desire. Self Assessment method was used to evaluate implementation of quality management system and food safety management system at company, International Standardization Organization (ISO) and Hazard Analysis Critical Control Point (HACCP) method were used to identify and determines the danger factors in the production process of chicken carcass at company, method was used to know strategy priority. Results of experiment showed four strategy priorities: (1) adjustment of quality product with consumer hope (0.821), (2) implementation of Good Manufacturing Practices (GMP) and HACCP (0.742), (3) increase of production process performance (0.711), and (4) examination and machine maintenance and equipment of production (0.681).

Keywords: management of quality control, improvement of sale volume, ISO, HACCP, tea, factory of tea