

# Analysis of ISO 9001: 2015 Quality Management System Implementation on Customer Satisfaction with Service Quality: A Short Narrative

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**Abstract** - The purpose of writing this article is a narrative literature review of 3 (three) articles that discuss the Analysis of ISO 9001: 2015 Quality Management System Implementation on Customer Satisfaction with Service Quality, aiming to identify and summarize previously published articles without any criticism for the articles reviewed. The results of the review indicate that there is a significant relationship between customer satisfaction with service quality and the use of quality management systems, as well as a significant relationship between service quality and the use of quality management systems. Implementation of the Quality Management System has a weak effect on Participant Satisfaction. The main objective of ISO 9001 implementation is to increase customer satisfaction both external and internal, including students as the main users of organizational services as external customers.

**Keywords:** Service Quality, Customer Satisfaction, ISO 9001:2015.

## I. INTRODUCTION

Quality Management System (QMS) is a set of documented procedures and standardized and deliberate system management practices required to ensure that processes and products comply with specific requirements or requirements imposed by customers and the market, it is stated to ensure that the organization implements a quality management system that is in accordance with the demands of customers, the ISO (International Organization) Secretariat issues rules or documented requirements for quality management systems (Semuel & Zulkarnain, 2012).

The implementation of a Quality Management System (QMS) seeks to improve the quality and satisfaction of both internal and external customers of an organization. One form of quality management system implementation that is world-renowned is ISO 9001. ISO 9001 standards have been implemented in various parts of the world. Many companies in Indonesia have implemented a quality management system by certifying 9001.

These organizations strive to implement all the requirements in the international quality management standard to obtain ISO 9001 certification. In the past, ISO 9001 was applied by various industries, especially manufacturing. The manufacturing industry implemented the ISO 9001 quality management system to assure customers that the products they produce are guaranteed quality from the beginning of the process to the final process within the organization.

## II. METHOD

This article aims to identify and summarize articles that discuss the Analysis of ISO 9001: 2015 Quality Management System implementation on Customer Satisfaction with Service Quality. The method used in this article is narrative literature review which is one of the most common types of literature review used in research. This type of review aims to provide a comprehensive summary of previously conducted research on the same topic and generate a better understanding of the topic.

Table. Journal articles reviewed

Author	Title	Source	Method	Sample	Technique
A. Humairo, D. Al Azroh, D.F. Azhari, B. Huda (2023)	Analysis of ISO 9001: 2015 Quality Management System Implementation on Customer Satisfaction with Service Quality.	Scholar	Qualitative description		
Erna Nur Ma'sumah, Layaman (2019)	The Effect of ISO 9001: 2015 Quality Management System Implementation on Participant (Customer) Satisfaction with Service Quality Mediation.	Scholar	Descriptive	Probability Sampling	Regression Analysis
Y. Syahrullah, A. Febriani, B.Z Hulwani (2018)	Analysis of Customer Satisfaction with the Implementation of Iso 9001: 2015 Using the Servqual Approach (Case Study: Telkom Institute of Technology Purwokerto).	Scholar	Questionnaires		

Source: Research Results 2023

### III. RESULT AND DISCUSSION

The results of research from A. Humairo, D. Al Azroh, D.F Azhari, Bakhrol Huda (2023) show that customer satisfaction is very influential in the implementation of SMM. This means that the application of SMM has a positive but weak impact. The results of this study show similarities with research that has been done (Branislav, T, 2019). which shows that the use of ISO as a preventive measure has no significant impact on customer satisfaction. The research conducted by has contradictory results (Sari et al., 2015) while the results of the research (Branislav, T, 2019) which has a positive effect and a significant impact on customer satisfaction.

The results of research from Erna Nur Ma'sumah, Layaman (2019) show that the indicator on the Quality Management System variable that has the largest average value is the dimension of evidence-based decision making of 4.30. This means that PT Taspen (Persero) Cirebon's decision making is based on analysis and evaluation in every action for customers or participants so that participants do not feel disappointed with the decisions taken in handling customer complaints or providing other services.

The results of research from Y. Syahrullah, A. Febriani, B.Z Hulwani (2018) show that student awareness of ISO 9001: 2015 implementation is still very low, namely only 49% who know that the Institution has implemented ISO 9001: 2015. In addition, student knowledge about the implementation of ISO 9001: 2015 is also still very low, 67% of students do not know what ISO 9001: 2015 is. There needs to be a further introduction of ISO 9001: 2015 and the benefits for institutions that have implemented ISO 9001: 2015 to students. So that the institution will have more value to students and affect the image of the institution for the general public.

## IV. CONCLUSION

A. Humairo, D. Al Azroh, D.F. Azhari, B. Huda (2023) concluded that the results of data processing for the study of the analysis of the application of ISO 9001: 2015 SMM on customer satisfaction with mediation of service quality at PT Taspen (Cirebon), so it can be said that: (1) The results of the application of the quality management system for customer satisfaction are still very minimal, this indicates that PT Taspen (Cirebon) needs more improvement for the results of customer satisfaction. (2) Service quality variables mediate the causal relationship between the implementation of QMS and participant customer satisfaction. The implementation of SMM and service quality proved to have an impact in the research findings, both positively and significantly. The findings also show that service quality has a significant and favorable impact on client satisfaction.

Erna Nur Ma'sumah, Layaman (2019) concluded that the results of the study can be concluded that the effect of Quality Management System Implementation on Customer Satisfaction is weak. This means that the Implementation of the Quality Management System at PT Taspen (Persero) Cirebon needs to be further improved so that participant satisfaction also increases. Second, the causal relationship between SMM Implementation and Satisfaction of participants as customers is mediated by service quality variables. Based on the research results, it is proven that there is a positive and significant effect of Quality Management System Implementation and Service Quality. The results also show that there is a positive and significant effect of service quality on participant (customer) satisfaction.

Y. Syahrullah, A. Febriani, B.Z Hulwani (2018) concluded that organizations still need to make efforts to increase customer satisfaction, because 6 out of 24 attributes have a GAP value  $\geq 1$ . This shows that the expectations of customers are still below the expectations of the quality of service provided by the institution. Furthermore, organizations need to focus on making improvements to attributes that have the highest GAP value, namely the speed of service from academic / student / library and institutional attention to students. Suggestions for future research so that service units can be focused, for example, questions for academic and student affairs are separated. To obtain higher accuracy, the error rate can be reduced so that the number of samples required will be greater.

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