

Analysis Of The Implementation Of ISO 9001: 2015 Quality Management System To Improve Service Quality (Case Study At Sea Shipload Expedition Company In Waingapu)

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Abstract.

This study aims to analyze the implementation of ISO 9001:2015 Quality Management System in a ship cargo expedition company in Waingapu, East Nusa Tenggara. The focus of this research is how the implementation of this standard can improve the quality of the company's services. The method used in this research is a qualitative approach with data collection techniques through observation, in-depth interviews, and document analysis. The research was conducted at PT EMKL X which has implemented ISO 9001: 2015 since 2023. The results showed that the implementation of ISO 9001: 2015 has a positive impact on the quality of service and operational efficiency of the company. This quality improvement can be seen from the consistency of services provided, higher customer satisfaction, and an increase in the number of customers. Employees became more involved in the quality improvement process through training and a better understanding of standard operating procedures. In addition, the implementation of ISO 9001:2015 also improves the company's image and reputation in the eyes of customers and business partners. Thus, this study concludes that the implementation of ISO 9001:2015 is effective in improving the service quality of ocean freight forwarders, as well as providing a competitive advantage in the logistics industry.

Keywords: ISO 9001:2015; Quality Management; Service Quality; Expedition Company and Waingapu.

I. INTRODUCTION

Ocean freight forwarders play an important role in the freight forwarding and logistics industry. High service quality is one of the key factors that can differentiate shipping companies from their competitors. To achieve superior service quality, the implementation of a quality management system is very relevant. One of the internationally recognized quality management systems is the ISO 9001:2015 Standard. This standard provides a comprehensive framework for managing quality in a systematic and structured manner within an organization. ISO 9001:2015 emphasizes the importance of a risk-based approach, management involvement, understanding and meeting customer needs, and continuous improvement[1]. Ocean freight forwarders can benefit greatly from implementing an ISO 9001:2015 quality management system [1]. First, ocean freight forwarders can improve customer satisfaction through better fulfillment of customer needs and expectations. Customers of this business expect timely, safe, and efficient delivery. By implementing a quality management system, the company can ensure that the delivery process and services are in accordance with established standards, increasing customer confidence. The implementation of the ISO 9001:2015 quality management system can assist companies in optimizing operational efficiency. This standard encourages companies to identify and manage the risks associated with their operations [2]. By conducting a comprehensive risk analysis, companies can identify areas that are prone to errors or failures, and take appropriate preventive measures.

This can help in reducing costs associated with load failure or damage, as well as improving the overall efficiency of operational processes. [3] Examined the Implementation of the ISO 9001: 2015 Quality

Management System to Improve the Quality of Delivery Services. The results showed that the implementation of ISO 9001: 2015 had a positive impact on operational performance and customer satisfaction. By implementing the ISO 9001:2015 quality management system, internal communication and coordination can be improved [4]. This standard emphasizes how important it is to participate and commit throughout the organization. Companies can create a workplace where people work well together by establishing effective communication systems and ensuring that everyone knows what to do. This can improve service quality, including responding well to customer requests and handling complaints. In the marine freight forwarding industry, the implementation of an ISO 9001:2015 quality management system can provide a significant advantage in competition. Companies that can provide consistent and superior service will be more trusted by customers and have a greater chance of signing contracts or long-term cooperation with customers and business partners.

Therefore, analyzing the implementation of the ISO 9001: 2015 quality management system to improve service quality at a marine cargo forwarding company is very important[5]. This analysis can assist the company in identifying the needs and challenges in implementing the standard, as well as designing effective strategies to improve service quality and achieve competitive advantage in this competitive industry. ISO is the basis for managing, controlling, and providing goods and services, providing services, and ensuring product quality that satisfies consumers in accordance with standards [6]. In Indonesia, a number of freight forwarders have implemented the ISO 9001:2015 Quality Management System to improve the quality of their services. It is unclear to what extent the implementation of the ISO 9001:2015 Quality Management System can improve the quality of service provided by marine freight forwarders in Waingapu, but the standard offers a framework for improving the efficiency and effectiveness of business processes while increasing customer satisfaction. Therefore, this study aims to analyze how the implementation of the ISO 9001:2015 Quality Management System is carried out at a shipload forwarding company located in Waingapu.

II. METHODS

This research uses a qualitative approach. The qualitative research methods used in this study also tend to use descriptive qualitative methods, which in this case tend to be used because research often provides a description, perspective as is its general purpose, in order to explain phenomena - phenomena that are more basic, then those that are more specific to certain situations or conditions, and then hopefully the research data provides an overview that provides a broader picture of the parts or dimensions of the results of more specific research [7]. The data sources of this research are primary and secondary data. Primary data is data obtained directly from the first source through data collection methods carried out by researchers [8]. In this study, primary data was obtained directly through direct observation, questionnaires, and in-depth interviews. Secondary data is data that has been collected and documented by other parties who are not researchers (Heriyanto, 2018) [8]. Secondary data is obtained from company documents, internal and external audit reports, and literature related to ISO 9001: 2015. The location in this research is PT EMKL X which is located at Kampung Baru, Kec. Waingapu City, East Sumba Regency, East Nusa Tenggara Postal Code 87111. This research location was chosen because the researcher had worked as a supervisor at PT EMKL X and had an ISO 9001: 2015 SMM certificate so it was easy for researchers to get the data needed for research. In this study, purposive sampling technique was used to find informants. The information in question is a person who is really involved in this problem or a person who is considered to have the ability to understand issues related to the implementation of the ISO 9001: 2015 quality management system at PT EMKL X to improve service quality.

For this research, three informants including customers, Marketing Supervisor and Operations Manager were interviewed. There are several stages in the data collection process in this research. First, the author conducts a preliminary survey at the company to see and verify the object of research to get an overview of the situation, conditions, and problems to be researched and discussed in this study, and then conducts field studies by means of observation, interviews and documentation. Data validity tests are used to assess field data to ensure that they are accurate and valid. The purpose of this test is to evaluate how reliable

and trustworthy the research data [9]. This study used source and technique triangulation. Triangulation of techniques means that researchers use various data collection methods to get data from the same source, such as observation, interviews, and documentation. Source triangulation is a method to increase trust in research by collecting data from various interrelated sources [10]. Researchers must conduct exploration to ensure that the data they collect is correct. When the collection of empirical words cannot be categorized or organized in a classification structure, qualitative data analysis is performed. The qualitative data analysis technique used involves four stages, namely data collection, data reduction, data presentation, and conclusion drawing and verification.

III. RESULT AND DISCUSSION

Results

The implementation of ISO 9001:2015 has an impact on the company's operations, careful research is needed to improve the quality of service of PT EMKL X. Researchers collected data through interviews and direct observation of the research subjects. Researchers conducted research by interviewing two informants, Operations Manager and Marketing Supervisor. The results of the research that has been carried out by researchers with the interview technique are as follows:

Table 1. ISO 9001:2015 Implementation Interview

No	Informan	Wawancara	Interpretasi
1	Manajer Operasional	<p>Pertanyaan : Sejak kapan PT. Ekspedisi Muatan Kapal Laut menerapkan Sistem Manajemen Mutu ISO 9001:2015?</p> <p>Jawaban : PT. Ekspedisi Muatan Kapal Laut X mulai menerapkan Sistem Manajemen Mutu ISO 9001:2015 sejak tahun 2023. Proses penerapan ini diawali dengan serangkaian persiapan, termasuk pelatihan karyawan dan penyesuaian prosedur operasional standar agar sesuai dengan persyaratan ISO 9001:2015. Implementasi penuh dilakukan setelah audit internal dan eksternal yang memastikan kepatuhan terhadap standar yang ditetapkan.</p> <p>Pertanyaan : Apa yang melatarbelakangi perusahaan untuk menerapkan sistem manajemen mutu ISO 9001:2015?</p> <p>Jawaban : Yang pertama adalah untuk meningkatkan Daya Saing Perusahaan</p> <p>Penerapan ISO 9001:2015 dapat meningkatkan citra dan reputasi perusahaan di mata pelanggan dan mitra bisnis. Sertifikasi ISO 9001 menunjukkan komitmen kami dalam menjaga kualitas layanan, sehingga dapat memperkuat posisi kami dalam persaingan industri jasa ekspedisi kemudian untuk Memenuhi Tuntutan Pasar dan Pelanggan. Karena banyak pelanggan, terutama perusahaan MSM, kini mewajibkan penyedia jasa ekspedisi untuk memiliki sertifikasi ISO 9001. Penerapan sistem ini memungkinkan kami untuk dapat memenuhi persyaratan dan harapan pelanggan secara konsisten.</p> <p>Pertanyaan : Bagaimana komitmen manajemen dalam mendukung penerapan ISO 9001:2015?</p> <p>Jawaban : Biasanya manajemen itu menyediakan sumber daya yang cukup, baik dalam hal anggaran, personel, atau infrastruktur, untuk mendukung implementasi dan pemeliharaan sistem manajemen mutu.</p>	Based on the interview results, it can be concluded that PT Ekspedisi Muatan Kapal Laut X began implementing the ISO 9001:2015 Quality Management System in 2023. The process started with a series of preparations, including employee training and adjustments to standard operating procedures to comply with the requirements of ISO 9001:2015. Full implementation took place after internal and external audits were conducted to ensure compliance with the established standards. To enhance the company's competitiveness by strengthening its image and reputation in the eyes of customers and business partners.
2	Supervisor Marketing	<p>Pertanyaan : Bagaimana penerapan ISO 9001:2015 dapat meningkatkan kualitas layanan di perusahaan?</p> <p>Jawaban : ya dengan cara menerapkan ISO 9001:2015, biasanya perusahaan meningkatkan kesadaran dan keterlibatan karyawan dalam upaya untuk meningkatkan kualitas layanan. Karyawan menjadi lebih terlibat dalam memahami dan mengikuti prosedur yang telah ditetapkan, dan mereka juga membantu menemukan peluang untuk perbaikan.</p>	From the interview results, it can also be concluded that PT EMKL X applies ISO 9001:2015 to increase employee awareness and participation in improving service quality. In addition to helping identify opportunities for improvement, employees become more involved in understanding and following established procedures. The standardized quality management system has the most noticeable—although not immediate—impact. It enables the

Pertanyaan : Bagaimana dampak penerapan ISO 9001:2015 terhadap kepuasan pelanggan?

Jawaban : Dampaknya sih tidak langsung mbak tapi dampak yang paling terlihat sih dengan adanya sistem manajemen mutu yang terstandar, kami dapat menjamin konsistensi kualitas layanan yang diberikan kepada seluruh pelanggan. Proses-proses operasional dan prosedur kerja yang terdokumentasi memastikan layanan yang diberikan memenuhi harapan dan persyaratan pelanggan.

Pertanyaan : Apakah terdapat peningkatan jumlah pelanggan setelah penerapan ISO 9001:2015?

Jawaban : Ya, kami telah mengalami peningkatan jumlah pelanggan yang signifikan setelah menerapkan sistem manajemen mutu ISO 9001:2015 di perusahaan kami. Beberapa hal yang kami amati terkait dengan peningkatan jumlah pelanggan yaitu dengan peningkatan daya Tarik dan Kepercayaan Pelanggan. Dengan mendapatkan sertifikasi ISO 9001, kami memiliki daya tarik yang lebih besar di mata pelanggan baru maupun pelanggan yang sudah ada. Sertifikasi ini menunjukkan komitmen kami dalam menjaga kualitas layanan dan memberikan jaminan kepada pelanggan tentang kemampuan kami dalam memenuhi kebutuhan mereka.

company to ensure that the services provided to all customers remain consistent. By obtaining ISO 9001 certification, the company becomes more preferable to both new and existing clients. This certification demonstrates the company's commitment to maintaining quality.

Discussion

After conducting observations and research on how PT EMKL X implements the ISO 9001:2015 quality management system to improve service quality, the researcher will analyze the data from the findings. By studying how the company implements ISO 9001:2015, the researcher hopes to gain a better understanding of how this international quality management system can be applied to improve service quality. As a result of the interview conducted by the Operations Manager regarding the implementation of the ISO 9001:2015 Quality Management System, PT EMKL X has started the implementation of the system since 2023. This process begins with several important steps, namely conducting employee training. Employees were given comprehensive training on the requirements and principles of ISO 9001:2015, including knowledge of documentation, risk management, and continuous improvement processes. The next step was Standard Operating Procedures Adjustment. Standard operating procedures (SOPs) were changed to meet the requirements of ISO 9001:2015. This involves reviewing and updating documents to ensure that all operational processes follow the established quality standards. Then conduct Internal Audit and External Audit. Internal audits were conducted prior to full implementation to assess compliance with the ISO 9001:2015 standard. This audit helps to find areas that need improvement and ensure that the procedures implemented are appropriate. After the internal audit, an external audit is conducted by an independent certification body to ensure that the organization has met all the requirements of ISO 9001:2015 and is eligible for certification.

The Main Objective of ISO 9001:2015 Implementation is to improve the competitiveness of the company PT. Expedition of Sea Cargo X wants to improve the competitiveness of the company by implementing ISO 9001:2015. ISO 9001:2015 certification improves the image and reputation of the business in the eyes of customers and partners. It demonstrates the company's commitment to providing high quality services on a regular basis. Meeting Customer and Market Expectations: Implementation of ISO 9001:2015 enables companies to consistently meet customer requirements and expectations. Many customers, especially large and multinational companies, demand that service providers have ISO 9001 certification. By meeting this standard, companies can attract more customers and meet the demands of an increasingly competitive market. Based on the results of interviews with Marketing Supervisors related to improving service quality at PT EMKL X using ISO 9001: 2015 to increase employee awareness and involvement in improving service quality. Several important components of this use, one of which is increasing employee awareness and involvement / The implementation of ISO 9001: 2015 helps employees become more aware of the importance of quality in every aspect of their work. Effective training and

communication increases employee engagement in understanding and following established procedures. Employees are motivated to adhere to the standards and look for improvement opportunities in operational processes thanks to their active involvement. Employees who are more involved are more likely to spot things that need improvement.

When an ISO 9001:2015 quality management system is implemented, there is a framework that allows workers to provide ideas and feedback to improve efficiency and service quality. ISO 9001-2015 encourages organizations to understand customer needs and expectations. By understanding what customers want, they can provide better services that meet customer expectations. This is very important because the organization's goal is customer satisfaction. ISO 9001:2015 puts the customer at the center of all business processes. This means companies must clearly understand what their customers want and expect. One of the most noticeable impacts of implementing a standardized quality management system is the consistency of services provided. While the effects may not be immediately apparent, these systems allow companies to ensure that every customer receives the same high standard of service, allowing customers to rely on consistent quality, which is crucial for building customer trust and loyalty. With clear and measurable quality standards in place, companies can ensure that all service processes and procedures are running well, so that customers always have a satisfying experience. Customers will continue to trust the company and use their services in the future because of this consistency. PT EMKL X has a competitive advantage thanks to its ISO 9001 certification, which demonstrates the company's commitment to maintaining high service quality, which makes the company more favorable to new and existing clients.

Customers tend to choose companies that have ISO 9001 certification because they believe that the company has a proven and reliable quality management system. With ISO 9001 certification, PT EMKL X can demonstrate to customers that it has implemented international quality standards in every aspect of its business operations, including well-documented procedures, process control, and continuous improvement. Customers are confident that they will receive consistent, efficient, and high-quality services when working with PT EMKL X. This certification demonstrates PT EMKL X credibility and professionalism, which helps it attract new clients and retain existing ones. PT EMKL X has this competitive advantage over competitors who do not have the same certification. By implementing ISO 9001:2015, PT EMKL X succeeded in creating a work environment where employees are more involved and participate in improving and maintaining service quality. This strong quality management system improves service consistency and attracts new and existing customers. It demonstrates the company's commitment to maintaining quality and providing the best service to all its customers.

IV. CONCLUSION

Based on research conducted by researchers on how to implement the ISO 900: 2015 quality management system at PT EMKL X to improve product service quality, the results are as follows: PT EMKL X has started implementing the ISO 9001: 2015 system to improve service quality, which has helped employee training, internal and external audits, and meet customer and market expectations. The main objective of ISO 9001:2015 is to improve the competitiveness of the company by implementing ISO 9001:2015. ISO 9001:2015 certification improves the image and reputation of the business in the eyes of customers and partners. The objective of implementing ISO 9001:2015 related to improving service quality at PT EMKL X uses employee awareness and involvement in improving service quality. Training and effective communication increase employee involvement in understanding and following established procedures. ISO 9001:2015 encourages organizations to understand customer needs and expectations, enabling better services that meet customer expectations. One of the most noticeable impacts of implementing a standardized quality management system is the consistency of services provided. While the effects may not be immediately apparent, the system allows the company to ensure that each customer receives a high standard of service, allowing customers to rely on consistent quality, which is essential for building customer trust and loyalty.

PT EMKL X has a competitive advantage thanks to ISO 9001 certification, demonstrating the company's commitment to maintaining high service quality, making the company together and together and

together and together and together. This study supports existing theories on how to implement the ISO 9001:2015 quality management system, as well as the advantages of implementing it to improve product service quality and speed up operations. The results of this study can be used as a basis for investigating, supporting, or updating further information on related research. Marketing Supervisors and Operations Managers are expected to conduct more frequent benchmarking with the central company and other companies and attend seminars on the ISO 9001:2015 quality management system. Thus, PT EMKL X is expected to continue implementing the ISO 9001:2015 quality management system in its operational activities. The results of this study provide a clear picture of how effective implementing the ISO 9001:2015 quality management system is and how it helps improve service quality and business smoothness. The findings can be used as a reference for other companies that want to implement a similar system to improve competitiveness and customer satisfaction.

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