

ABSTRACT

The number of micro and small industries in Indonesia is increasing from year to year. Data show an increase in the number of industries in 2010 amounted to 2,732,724 and increased by 2015 number of micro and small industries. Therefore the company must improve its quality can compete with other companies. One that can be done is to increase customer satisfaction. One strategy that can be used to improve customer satisfaction is by applying ISO 9001: 2015. Customer complaints are closely related to customer satisfaction therefore the company should always prioritize the customer and communicate it well in order to support customer satisfaction. This study depends on designing the clarity process of ISO 9001: 2015 standard clause 7.4 (communication). ISO 10002: 2014 clause 7 (operation of complaint handling process). The data collected in this research are profile data, structure, job description, vision and mission, potential risk data, actual business process and objective process of company. As for requirement, the data collected is the requirements of ISO 9001: 2015 clause 7.4, ISO 10002: 2014 clause 7 and the complaint management theory. Actual business process data and requirements are processed so that gaps are obtained, while risk potential data is carried out by risk assessment so that the risk register that contains the results of risk analysis and action against risk. Furthermore, design process is done using input from gap result, risk register and objective process. The design results are then made improvements using business process improvement method at the stage of apply improvement techniques. At this stage, the value added analysis is done on each activity and given the suggestion using the tools found in the improvement technique wheel. This research produce suggestion of customer complaint handling process in CV. XYZ starts from receiving complaint, identifying complaint, processing complaint until evaluate complainy. The process is made in the form of SOP that can be used as a guide company in the customer complaint handling process. This research also produces a job description suggestion in the quality control division for the customer complaint handling process and the replacement of the division to make improvements to related work unit in accordance with the complained problem. To streamline customer complaint handling process in CV. XYZ, created an integrated web-based application from the customer complaints until the company evaluates the complaints.

Keyword : Complaint Handling, ISO 9001:2015, Risk Based Thinking, Standard Operating Procedure, Apply Improvement Techniques