

ABSTRACT

In today's very competitive business environment, it is essential for companies to continually improve product quality and satisfy customers in order to remain competitive. CV Milyarda, a company that produces hijabs, constantly faces customer complaints that do not improve year after year. This problem is due to inadequate evaluation processes in production and quality control.

The purpose of this study is to develop and implement an effective Standard Operating Procedure (SOP) to systematically address and fix these issues. The method used in this research is Business Process Management (BPM), which involves analyzing and improving work processes. The steps include identifying problems, analyzing existing processes, redesigning these processes, and performing verification and validation to ensure the effectiveness of the improvements.

The outcome of this research is the creation of a Corrective and Preventive Action SOP along with forms for reporting inconsistencies, conducting investigations, and taking corrective and preventive actions. This new SOP is expected to make handling issues more consistent and speed up responses to customer complaints.

Implementing this SOP helps CV Milyarda make ongoing improvements. With this SOP, it is expected that customer complaints will decrease and customer satisfaction will increase. Additionally, this SOP aids CV Milyarda in meeting the ISO 9001:2015 standard, which will improve operational efficiency and reinforce the company's commitment to high product quality.

Keywords: Quality Improvement, Standard Operating Procedure (SOP), Corrective and Preventive Actions, ISO 9001:2015.