AN ANALYSIS ON THE QUALITY CONDITION OF COOKING OIL PACKAGE USING SEVEN TOOLS APPROACH AND SWOT
(A CASE STUDY IN PT. SINAR MAS AGRO RESOURCES AND TECHNOLOGY SURABAYA)

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ABSTRACT

Quality is a control factor which can determine the viability of a company. A company is then required to always be able to maintain and develop its product quality in dealing with various possibilities of imminent changes. Hence, quality control is functioned to measure the quality of a product, to weigh it against the determined specifications, and to be a consideration in conducting appropriate adjustments for improvement. In this respect, a case study research was then conducted in PT. Sinar Mas Agro Resources and Technology Surabaya.

The purpose of this research was to investigate contributing factors which caused defects in jerrycan package of finished good products which did not comply with the company standard as well as to identify possible recommendations to decrease the amount of defect packages. In particular, the package observed in this research was 5 litre jerrycan packages as this particular package held the highest rate of the total defect packages among others. This research was then conducted in order that the final products delivered to the customers or suppliers be complied with the existing standard criteria. In addition, this research was limited to identify the factors and recommend the possible recommendations without having any particular authority to actually implement the adjustments in practice.

This research applied the Seven Tools quality management tool as the means to identify the factors that caused the rate of defect in 5 litre jerrycan packages to be very high. It was found that the kind of defects that mostly influenced the quality of the product packages was etiquette/labelling. This was identified with the highest amount of the defect packages by 7119. Critical control point from the product packages was etiquette/labelling. The quality observed was the physical presentation of the jerrycan packages.

Moreover, the factor which caused the high rate of defect packages in majority was from the operators’ negligence in conducting inspections of the production process. Then, from this identification, a SWOT analysis was conducted. It was found that the possible recommendations in the form of developing strategies of product imaging towards the observed brand were needed. Imaging strategy is a kind of recommendation for improvement which can be functioned to improve quality of the package which will result in the increasing of total sales and the decreasing of total number of the product defect packages.

Keywords: Quality, Defect, Package, Seven Tools, SWOT