

ANALYSIS OF QUALITY COSTS TO IMPROVE PRODUCT QUALITY AT (MSMEs) LEMPUK DURIAN “CEK MAS AYU” IN SELAT BARU

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ABSTRACT

This research aim to determine the cost of quality in order to improve product quality at MSMEs Lempuk Durian Cek Mas Ayu. Micro, Small and Medium Enterprises (MSMEs) are an important part of the economy of a country or region. This important role has encouraged many countries, including Indonesia, to continue to develop MSMEs. Even though it is small in the scale of the number of jobs, but because the number is quite large, it has become a supporting factor for the increase in various types of businesses, both in the micro, small and medium categories. As for the purpose of this study is to determine the cost of quality in order to improve product quality at MSMEs Lempuk Durian Cek Mas Ayu in Selat Baru. The method used in this research is descriptive qualitative method. The data analysis process is carried out by presenting the data that has been obtained for later drawing conclusions. The results of this study indicate that quality costs can improve product quality where quality costs are costs that arise due to defective / failed goods, but with the types of quality costs such as prevention costs, inspection costs, internal failure costs and external failure costs, product quality will be increasingly increased. Because these costs include the cost of pusher to improve product quality at MSMEs Lempuk Durian Cek Mas Ayu in Selat Baru.

Keyword: *Quality Cost, Product Quality, Quality Improvement*