

ANALYSIS OF QUALITY CONTROL IN IMPROVING PRODUCT QUALITY AT FATIMAH BAKERY

Hafidhah Riska Maulidya
Sekolah Tinggi Ilmu Administrasi
Pembangunan
Jl. Lumba-Lumba No. 9, Jember
+287863412803
hafidhahriska409@gmail.com

Andrias Dwimahendrawan
Sekolah Tinggi Ilmu Administrasi
Pembangunan
Jl. Lumba-Lumba No.9, Jember
+285238308429
andreadvio@gmail.com

ABSTRACT

The increasingly widespread economic globalization has resulted in increasingly tight business competition, requiring companies to maximize their performance and effectiveness. In this context, operational management plays an important role in supervising, designing and controlling goods and services production activities. Operational management not only focuses on the efficiency of the production process, but also on improving product quality and innovation to meet increasingly high consumer needs. Companies must implement strategies such as improving product quality, innovation, and cost efficiency to remain competitive in the market. Good quality control involves monitoring and controlling from the production process to the finished product to ensure that the final product meets established quality standards. Poor quality control can cause a variety of product problems and reduce consumer satisfaction, potentially hindering repeat purchases and a company's competitiveness. In the highly competitive culinary industry, a strong quality control strategy is critical to attracting and retaining customers. Tight competition in the culinary sector, especially in Jember, requires innovation and the best service to win the competition. Fatimah Bakery, located in Jember, faces this challenge by producing various types of bread using proven procedures and quality ingredients. Despite having a good reputation and loyal customers, it is important to pay attention to the production process and quality control to prevent product defects that could damage the company's image.

Keywords: Quality Control, Product Quality, Bakery

1. INTRODUCTION

In the current era of globalization, competition in the business world is increasingly fierce. This requires every company to be able to maximize its company performance in order to be able to compete in the market. In market share, people cannot be separated from the use of various goods or services to fulfill their daily needs. The needs of various methods and various changes carried out by society have given rise to various manufacturing and service industries. The products and services that are available can also be used directly, but some must be reprocessed. The availability of products and services in society cannot be separated from a process of creating operations management.

Operational management is a part of management that is closely related to supervising, designing and controlling production activities. Apart from that, this management is tasked with controlling production activities and the process of improving business activity strategies in terms of the production of goods and services. According to Haizer & Render, (2020) operations management is a scientific discipline applied in manufacturing and service businesses. With this theory, companies can implement operations management related to the business they run. Companies must be able to understand the needs and desires of their consumers. The tighter the competition between companies in reaching the market, the companies involved in the competition will implement a market transition strategy. There are various strategies that can be used, namely improving the quality of products or services, carrying out innovation, and efficiency in production costs.

The strategy to improve the quality of the products used involves improving the quality of the products produced so that they are better than other competitors. Thus, culinary business players are required to create strategies that can attract consumers so that they can consume the products and services offered in order to be able to compete and excel compared to their competitors. Culinary business people must always make changes or innovations and provide the best service to consumers so that consumers feel satisfied with the goods they have purchased. Competition in Indonesia is currently getting tougher, coupled with the emergence of new competitors coming from different industries with a variety of strategies. Currently, companies are competing to find new, rare, difficult to imitate and continuity sources of competitive advantage.

A good company cannot be separated from its quality control, the quality of the products produced by a company is something that must be understood by every business or trader who provides ready-made goods, especially in the culinary sector when running their business. Currently, almost all companies in the culinary sector pay attention to the quality of the products they produce in terms of taste stability, expiry date and also price. The ability of a product to produce a special feeling of love for its consumers. The phenomenon of the proliferation of culinary businesses in Jember, starting from small scale such as stalls and angkringan, medium scale culinary businesses such as restaurants,

cafes and bakeries to large scale culinary businesses such as restaurants. The variety of culinary delights being served is increasing and the number of outlets serving culinary delights is growing. The large number of bakery businesses in Jember makes competition in this business even tighter, because it is caused by the large variety of choices of bakery dishes and the variety of choices of shapes as well as tastes, textures, prices that are in accordance with the quality of the products presented.

Fatimah Bakery Company which is located on Jl. Raya Suyitman Ambulu, Jember Regency, precisely in the southern part of Jember, is a business operating in the culinary sector, Fatimah's shop produces and sells food where almost all the bread is made from flour and baked in the oven, such as rolled bread, peanut bread and also bread. Donuts. Fatimah's Bakery is open offline and has a strategic location. The Fatimah Bakery has been trusted for decades by consumers in terms of making bread because the production process uses an oven and also uses good standard procedures, the quality produced has also been tested and many consumers make repeat purchases, but every company is not free from mistakes. whether while working or just silent. The production process used by the Fatimah Bakery also needs special attention because it affects the results that will be made, and the finished product needs to be controlled again to minimize damage so that it does not reach the hands of customers, because it will cause a worsening image due to negligence in control. quality in the company.

2. RESEARCH REVIEW

2.1 OPERATIONS MANAGEMENT

In the business world, operations management is very necessary to create something new and innovate to make changes to new things that have not existed before. (Sukmono, 2020) says that operations management is a field of management that specializes in goods and services using special techniques and tools to solve production problems. There are certainly various problems that arise during production activities, this is very wasteful of time and energy. This can be done by minimizing or reducing it by evaluating activities using operations management techniques. According to (Zulian, 2003) the characteristics of an operations management system are as follows: 1) Has the aim of producing goods and services, in accordance with things that have been planned before the production process begins. 2) Having transformation process activities, namely producing or managing the production of goods and services in quantity, quality, price, time and place according to needs. 3) There is a mechanism that controls operations, namely creating several types of added value, so that the output is more valuable to consumers than the amount of input.

2.2 CONTROL

According to (Siagian, 2007) "control is the process of observing the implementation of all activities in an organization to ensure that all work that has been carried out runs according to predetermined plans". In carrying out control, there are 4 steps used by Evans and Lindsay (2007: 236), namely: 1. Determining standards (setting standards) Determining cost quality standards, performance quality standards, safety quality standards. , reliability quality standards required for a product. 2. Assessing conformance (appraising conformance) Comparing the conformity of products made with predetermined standards. 3. Acting when necessary (acting when necessary) Correcting problems and their causes through factors that include marketing, design, engineering, production and maintenance, factors that influence customer satisfaction. 4. Planning for improvement: Planning for ongoing efforts to improve cost, performance, safety and reliability standards.

2.3 QUALITY

According to (Prawirosentono, 2007) the definition of product quality is "the physical condition, function and characteristics of the product in question which can satisfactorily meet the tastes and needs of consumers in accordance with the value of the money spent". There are three things the experts above have in common, namely satisfying or meeting the tastes and needs of consumers for both goods and services. So, the definition of quality itself can be concluded as the totality of goods or services that are expected to provide satisfaction to the people who use them. According to (Assauri, 2008) the factors that influence quality are: 1) The function of an item. An item produced should pay attention to the function for which the item is used or intended, because the fulfillment of this function affects customer satisfaction. The quality to be achieved is in accordance with the function for which the item is used, reflected in the specifications of the item such as speed, durability, usability, weight, sound, whether or not it is easy to maintain and trustworthiness. 2) External appearance Even though the goods produced are technically or mechanically advanced, if the external appearance is old-fashioned or less acceptable, this will cause consumers to dislike the goods because they are deemed to be of inadequate quality. 3) Cost of goods. Generally, the cost and price of an item will determine the quality of the item. This can be seen from goods that have high costs or prices, which can indicate that the quality of the goods is relatively better.

According to Heizer and Render (2014: 245), there are three reasons why quality is important for a company to continue to survive in a market, namely: 1. Company Reputation. The quality of a product greatly influences the company's reputation. Good product quality will improve the company's reputation and conversely, poor quality will make the company's reputation worse. 2. Product Reliability Good and reliable product quality will be popular and liked by consumers. Consumers who like the products made by the company will usually return to buy those products. Product reliability is an important factor for companies to increase consumer loyalty. 3. Global Engagement In today's

technological era, quality is an international concern. For companies and countries to compete effectively in the global economy, their products must meet global expectations of quality, design and price.

2.4 QUALITY CONTROL

Quality control is something that is used to control the quality of an existing product so that it becomes organized. Systems and activities carried out to guarantee a certain level or standard of quality in accordance with planned specifications starting from the quality of materials, the quality of the production process, the quality of processing of semi-finished goods and finished goods until the goods are delivered to consumers so that the resulting products are effective and efficient. So that nothing called damaged goods falls into the hands of consumers, because it has been controlled beforehand, and product quality is consistent. According to (Assauri, 2004) there are several factors that influence quality control, as follows: 1. Process capability. The limits to be achieved must be adjusted to the existing process capabilities. There is no point in controlling a process within limits that exceed the capabilities or capabilities of the existing process. 2. Applicable specifications. The specifications for the production results to be achieved must be valid, when viewed in terms of process capabilities and consumer desires or needs that are to be achieved from the production results. In this case, it must first be ascertained whether the specifications are valid from the two aspects mentioned before quality control of the process can begin. 3. Acceptable level of nonconformity. The aim of controlling a process is to reduce products that are below standard to a minimum. The level of control applied depends on the number of products that fall below acceptable standards. 4. Quality costs Quality costs greatly influence the level of quality control in producing products and quality costs have a positive relationship with the creation of quality products. If you want to produce high quality products, quality costs are required which are of course relatively greater.

2.5 PRODUCT QUALITY

Product quality (Jay Heizer & Barry Render, 2011) says that product quality is the overall features and characteristics of a product or service that are subject to its ability to meet obvious or invisible needs. It can be concluded that the product quality determined by the company is the best condition, which is useful for meeting consumer needs and desires. Consumer satisfaction is one of the company's goals in producing a product or item. If consumers are satisfied, the company's goals have been fulfilled. If a company wants to maintain its competitive advantage in the market, the company must understand what dimensional aspects are used by consumers to differentiate the products the company sells from competitors' products. The following are seven product quality indicators, namely: 1. Performance is related to the basic operating characteristics of a product. 2. Performance in the company must be properly considered so that implementation is carried out regularly. 3. Durability, which means how long the product in question lasts before the product must be replaced. The greater the frequency of consumer use of a product, the greater the product's durability. The greater the durability of the product, the better the quality it has. 4. Conformance to Specifications (conformance to specifications), namely the extent to which the basic operating characteristics of a product specifications are met and consumers do not find defects in the product. 5. Features are product characteristics that are designed or formed to enhance product function or increase consumer interest in the product. 6. Reliability, is the probability that shows whether the product will work satisfactorily or not within a certain time period. The smaller the possibility of damage, the more reliable the product is. 7. Aesthetics (aesthetics) relate to how the resulting product looks, which can be seen from the appearance, taste, smell and shape of the product. 8. Perceived Quality (impression of quality) is the result of using indirect measurements because there is a possibility that consumers do not understand or lack information about the product in question. So, consumer perceptions of products are obtained from price, brand, advertising, reputation and origin.

3. RESEARCH METHODS

This research is a type of research that uses a qualitative approach. According to (Sugiyono 2020) qualitative research methods are research methods that are based on the philosophy of postpositivism or what is usually called a school that wants to improve the weaknesses of positivism, used to research the condition of natural objects, where the researcher is the key instrument. A qualitative approach in this research was used to find the results of the data obtained in order to find out the cause of finding products that did not comply with quality standards at the Fatimah Bakery. This type of research is descriptive qualitative. According to (Sugiyono 2020) qualitative descriptive research is data that has been collected in the form of words and images which does not emphasize numbers. In this research, descriptive qualitative research was used to describe the social situation that occurred at the Fatimah Bakery in detail and also narratively and then analyzed using the chosen research method.

4. RESEARCH RESULT

4.1 QUALITY CONTROL OF FATIMAH BREAD SHOP

Fatimah Bakery carries out excellent quality control through various strategic steps: 1) Improvisation and Improving Standards: Fatimah Bakery continues to follow market developments by improvising existing standards to stay ahead. This includes the use of quality raw materials such as omega eggs which provide a softer texture to the bread, even for the lowest priced products. 2) Daily Supervision and Control: Business owners carry out daily control to ensure that the standards implemented are followed properly, maintain product consistency, and prevent production problems. 3) Assessing Conformity: Standard Adjustment in which companies make adjustments to quality standards in accordance with market needs without eliminating the characteristics of the product. Strict supervision is carried out to ensure these standards are followed without deviation. 4) Daily Monitoring: The owner regularly monitors the production process,

so that quality standards are always adhered to. These adjustments have increased customer interest and maintained the unique characteristics of Fatimah products. 5) Act When Necessary: Overcoming Production Obstacles for example, if there is a problem such as the dough being too thin which causes the jam filling to come out, quick steps are taken to correct the error. Continuous control and training for employees is also carried out to maintain production quality. 6) Daily Supervision and Evaluation: Daily supervision by leadership ensures that any obstacles can be overcome immediately, and regular evaluations ensure employee skills remain up to standard. 7) Repair Planning: Handling Equipment Problems: If damage occurs to production equipment such as ovens, technicians are immediately called for repairs. Regular maintenance is carried out to prevent more serious damage. 8) Maintenance and Production Efficiency: Despite using fewer ovens during repairs, the company still maintains production efficiency and quality.

4.2 FATIMAH BREAD SHOP PRODUCT QUALITY

The quality of products that can be used as raw materials is an important element in the production of bread at Fatimah Bakery and involves several main components to ensure the quality of the final product, where Cakra flour and Triangular Flour are the main bases that provide structure and texture to the bread, sugar is added sweet taste and supports the fermentation process, eggs add protein content and provide a distinctive color and taste, powdered milk adds nutrition and provides softness to the texture of the bread, leavener or yeast helps the bread dough rise perfectly during the fermentation process, water is used to dissolve and activate the ingredients -other ingredients as well as ensuring the consistency of the dough, butter provides softness, taste and distinctive aroma to bread, and salt adds flavor and regulates the fermentation process, so with the combination of these ingredients and the right processing techniques. Fatimah Bakery is able to produce bread with a soft texture, rich taste and consistent quality, satisfying customers. The bread production process at Fatimah Bakery starts from night to morning to ensure fresh bread is ready to be served to customers, which includes the kneading stage, where the chef starts by kneading the ingredients according to the recipe, forming, where the employees shape the dough according to the bread variant, oven, where the formed bread is baked in the oven until cooked, proofing and hearth, where the bread is checked to ensure its quality and imperfect bread is tidied up before packaging, and packaging, where the cooled bread is packed in plastic to maintain its freshness before being sold, each shop has a shop head and a number of employees (4-5 people) who ensure the production process runs smoothly and efficiently according to predetermined standards. Besides that, Fatimah Bakery has a structured procedure for handling customer complaints with the aim of maintaining customer satisfaction and trust, which includes receiving complaints, where the product complained about will be immediately replaced with a new product after the complaint is verified, complaint verification, where evidence is checked to ensure errors originating from the Fatimah Bakery or other factors, monitoring and evaluation, where the store leadership routinely monitors finished products to maintain quality and detect potential problems early, as well as corrective action, where if a problem is found, corrective action is immediately taken to prevent the problem similar in the future, so this process helps Fatimah Bakery maintain product quality and respond to every complaint quickly and appropriately, maintaining customer satisfaction.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSION

The company implements regular monthly checks on production equipment and continuous monitoring to ensure the bread produced meets quality standards in terms of taste, texture and cleanliness. They also carry out final controls before distribution to ensure defect-free products. Raw materials are obtained from trusted suppliers and checked before use. The production process which includes mixing, kneading, fermentation, baking and cooling is strictly monitored, with production equipment checked regularly for efficiency. The final product is packaged and distributed with attention to freshness and quality. Fatimah Bakery is committed to maintaining high quality and customer satisfaction through this approach.

5.2 SUGGESTIONS

Summary Improving quality control at Fatimah's Bakery can be done by implementing several suggestions that can be considered: 1. Process Control: Implement written procedures for every step of bread production, from raw material preparation to the manufacturing and packaging process. Make sure every employee follows these procedures consistently. 2. Employee Training: Provide regular training to employees on expected quality standards and how to maintain them. This includes an introduction to raw materials, bread making techniques, and quality control processes. 3. Quality Inspection: Determine clear quality inspection points during the bread production process. For example, visual inspection before and after the roasting process, as well as regular taste testing. 4. Equipment Maintenance: Make sure all equipment such as ovens and mixers are in good condition and regularly checked and serviced so as not to affect product quality. 5. Customer Feedback: Create a system to collect feedback from customers about product quality. This can help in identifying areas for improvement and ensure customer satisfaction is maintained.

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