ABSTRACT

The development of industry and business in general, lately turned to the policy of how a product can always satisfy customers. Nowadays, customers satisfaction is the company's main goal. Company as if competing to dominate the market, increase profits with customer satisfaction as a means of instrumentality. Speaking of satisfaction would be very closely related to quality. While the quality itself can be measured both quantitatively and non-quantitative. The cost of quality can be defined as the number of funds that were sacrificed to produce a quality product. Components used include the cost of quality prevention costs, appraisal costs, internal failure costs and external failure costs as the company's financial indicators of performance quality on productivity as measured by the level of company sales.

The results showed that the level of sales is influenced by the cost of quality. In 2007 the ratio of productivity by 27 times, in 2008 by 33 times, and in 2009 increase to 44 times. Companies must give significant attention to the allocation of these costs because of the results of research and is theoretically proved that quality costs incurred to produce a quality product, has a significant effect on improving productivity in the future.

Key words: quality costs, prevention costs, appraisal costs, internal failure costs, external failure costs, productivity, sales
ABSTRAK


Kata-kata kunci: biaya kualitas, biaya pencegahan, biaya penilaian, biaya kegagalan internal, biaya kegagalan eksternal, produktivitas, penjualan
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