

ABSTRACT

ISO 9001:2000 as International Standard for Quality Management System (QMS) have been implemented for many industries, including service or product companies. The Goal of this system are achieve customer satisfaction by fulfill ISO requirement. Customer satisfaction level can be obtained by measuring customer claim and complaint that received by company itself.

This research is performed by confirming between implementation of QMS and clausal ISO 9001:2000, Identification major claim from data since 2006 until 2009, finding main cause, and find role of QMS ISO 9001:2000 regarding reduce customer claim and complaint through implementation of clausal 8 about Measurement, Analysis and Improvement.

Base on research result ,we can obtain (1) PT AFG have been implemented QMS ISO 9001:2000 and confirm with ISO Requirement (2) Major customer claim and complaint, including breakage due to transportation matter, breakage due to packaging matter and shortage of content in packaging. (3) QMS ISO 9001:2000 has succeed to handle customer claim and showed at trend of decreasing frequency of customer claim since 2006 until 2009.

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