

## ABSTRAK

Saat ini, Standar Sistem Manajemen Mutu (SMM) ISO 9001:2015 sudah banyak diterapkan di 170 negara di seluruh dunia, termasuk di negara kita. ISO 9001:2015 dijadikan salah satu pedoman standar pengendalian sistem manajemen mutu produk ataupun jasa. Hal ini dapat dilakukan dengan cara meningkatkan pelayanan serta kepuasan pelanggan, melalui peningkatan berkelanjutan (continual improvement) sehingga perusahaan bisa bertahan dan berkembang. Tujuan penelitian ini adalah untuk Menganalisa kepuasan pelanggan yang dipengaruhi oleh beberapa faktor serta Merekomendasikan langkah-langkah yang optimal dalam proses penerapan ISO 9001:2015. Adapun jenis penelitian ini adalah kuantitatif deskriptif melalui penyebaran kuisioner pada buyer aktif sejumlah 50 Kuisioner Analisis pada penelitian ini menggunakan SEM (Structural Equation Model) dengan program software SmartPLS v4. Lokasi penelitian di Industri Retail. Hasil penelitian memperlihatkan bahwa Ada pengaruh positif dan signifikan nilai pelanggan terhadap kepuasan pelanggan setelah ISO 9001:2015 diimplementasikan/diterapkan dalam perusahaan penjualan alat-alat industry, serta variabel Nilai Pelanggan mampu menjadi variabel mediasi untuk Kualitas Pelayanan dan penerapan ISO yang optimal dengan mengacu 7 Prinsip yang ada pada ISO 9001:2015 dari hasil audit eksternal yang sudah dilakukan yaitu Fokus Pelanggan, Kepemimpinan, Sumber Daya, Pendekatan Proses, Peningkatan Terus menerus, Pengambilan keputusan, dan hubungan Management

Keywords: ISO 9001:2015, Kepuasan Pelanggan, Nilai Pelanggan, Kualitas Pelayanan, Kualitas Produk, Persepsi Harga

## ***ABSTRACT***

Currently, the ISO 9001:2015 Quality Management System Standard (QMS) has been widely implemented in 170 countries around the world, including in our country. ISO 9001:2015 is used as one of the standard guidelines for controlling the quality management system for products or services. This can be done by improving service and customer satisfaction, through continuous improvement so that the company can survive and develop. The purpose of this study is to analyze customer satisfaction which is influenced by several factors and recommend optimal steps in the process of implementing ISO 9001:2015. The type of this research is descriptive quantitative by distributing questionnaires to active buyers of 50 questionnaires. The analysis in this study used SEM (Structural Equation Model) with the SmartPLS v4 software program. Research locations in the Retail Industry. The results of the study show that there is a positive and significant influence on customer value on customer satisfaction after ISO 9001:2015 is implemented/applied in a company selling industrial equipment, and the Customer Value variable is able to become a mediating variable for Service Quality and optimal ISO implementation with reference to the 7 Principles existing in ISO 9001: 2015 from the results of external audits that have been carried out namely Customer Focus, Leadership, Resources, Process Approach, Continuous Improvement, Decision Making, and Relationship Management

Keywords: ISO 9001:2015, Customer Satisfaction, Customer Value, Service Quality, Product Quality, Perceived Price