

## ABSTRAK

### PENGENDALIAN KUALITAS PRODUK *AIR CONDITIONER* PANASONIC MODEL CU/CS-YN5RKJ DENGAN METODE *COMPETITIVE BENCHMARKING*

(STUDI KASUS DI PT. PANASONIC MANUFACTURING INDONESIA)

Pengendalian kualitas produk merupakan usaha untuk menciptakan produk unggul serta berkualitas. Tanpa adanya pengendalian kualitas, penyimpangan-penyimpangan tidak akan diketahui sehingga perbaikan tidak bisa dilakukan dan akhirnya penyimpangan akan berkelanjutan. Dengan menggunakan metode *Competitive Benchmarking* dilakukanlah langkah pengendalian kualitas terhadap produk *Air Conditioner* Panasonic model CU/CS-YN5RKJ. Pada penelitian ini dibahas mengenai langkah-langkah *Benchmarking* terhadap produk pesaing TCL berdasarkan *KPI (Key performance Indicator)* produk yang bersumber dari *brosure* produk guna mengatasi permasalahan pada kuantitas produksi yang menurun. Sehingga diharapkan dengan adanya aktivitas *benchmarking* ini kualitas produk *Air Conditioner* Panasonic model CU/CS-YN5RKJ dapat meningkat dan lebih *competitive* terhadap produk pesaing TCL sehingga dapat mempertahankan angka kuantitas produksi sesuai target.

Kata Kunci : *Air Conditioner* Panasonic model CU/CS-YN5RKJ, *Competitive Benchmarking*, *Key Performance Indicator*, Pengendalian Kualitas, Produk Pesaing TCL

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## **ABSTRACT**

***PRODUCT QUALITY CONTROL OF PANASONIC AIR CONDITIONER  
CU/CS-YN5RKJ MODEL WITH COMPETITIVE BENCHMARKING  
(CASE STUDY IN PT. PANASONIC MANUFACTURING INDONESIA )***

*Product quality control is an effort to create superior products and quality. The absence of quality control, deviations will not be known so that repairs can not be done, and finally the deviation will be sustained. By using the method of Competitive Benchmarking perform the quality control measures against product models Panasonic Air Conditioner CU / CS-YN5RKJ. In this study discussed about measures Benchmarking against a competitor's product TCL based KPI (Key Performance Indicator) products are sourced from brosure products in order to overcome problems in production quantity decreased. So it is expected by the activity of this benchmarking product quality Air Conditioner Panasonic models CU / CS-YN5RKJ can be increased and more competitive against rivals TCL products so as to maintain the production quantity figures on target.*

*Key Words : Panasonic Air Conditioner model CU/CS-YN5RKJ, Competitive Benchmarking, Key Performance Indicator, Quality Control, TCL Product*

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