



SERVICE QUALITY AND CUSTOMER SATISFACTION IN FURNITURE SECTOR INSTALLATION SERVICES

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Abstract — *This research was conducted to improve the quality of services based on customer satisfaction. There is a problem that occurs in this company is that there are still consumer complaints about the installation part services provided by this company which is around 14.6% of total sales. To reduce the percentage of complaints, it is necessary to have studies and analysis, improvements to the services provided by this company. The study uses the Service Quality (SERVQUAL) method, where the aim is to measure the level of service quality by customer expectations. The sampling technique uses non-probability sampling techniques with convenience methods. The results of this study of the twelve attributes analyzed two attributes that must be maintained the quality of service, namely B1 (Service quickly and precisely), C1 (Knowledge / Competence). And the ten attributes that must be improved and improved are the quality of services namely A1 (Timeliness of the process), A2 (Sympathetic attitude and collaboration), A3 (High service accuracy), B2 (Clarity of information), C2 (Courtesy compensation), D1 (Having understanding and knowledge of customers), D2 (Understanding customer requirements specifically), D3 (Having a comfortable operating time for customers), E1 (Equipment and equipment used (technology)), E2 (Employee appearance).*

Keyword — *Service Quality, Customer Satisfaction, Installation Service, Furniture*

I. INTRODUCTION

Service is one of the things that customers expect when buying goods or using services.[1] To provide the best service, a company needs to improve its performance in each work unit of the company. Because to build a quality service requires cooperation from all parties involved in the company. Quality is closely related to customer satisfaction. Quality provides a special impetus for customers to forge long-term mutually beneficial relations with the company [2]. The role of service quality is widely known as an important determinant aspect for the success of an organization in today's competitive environment. Any decrease in customer satisfaction due to poor service quality will be a problem [3].

Especially in the furniture sector, it does not only sell products but also provides installation services to consumers. Of these many products, the first element of after-sales support after sales is installation [4]. To increase customer satisfaction, it is necessary to know how the company services to consumers. So far, the company has not researched on installation services to customers, therefore there have been a lot of customer complaints which of course can reduce customer satisfaction, as well as the estimation of the late arrival of the installation team to the customer's house, the appearance of the installation team is not neat, and the complaint was acknowledged by management via phone, email, and come directly to customer service. customer complaint data that occurred during the last 3 months from January, February, and March 2020 at one of the furniture companies in Jakarta-Indonesia that there was a complaint of 14.6%.

The main factor of customer satisfaction is the customer's perception of service quality and paying attention to service quality can make an organization different from other organizations and in the end it will give the organization a competitive advantage. So to improve the quality of service to obtain customer satisfaction it is necessary to research with the Service Quality (SERVQUAL) method. The service quality scale is designed to measure the gap between customer expectations about service and their perceptions of the services provided. Five standard dimensions of service quality, including Tangible, Reliability, Responsiveness, Assurance, and Empathy[5].



II. METHOD

The object of this research is one of the companies in the furniture sector in Jakarta-Indonesia. The research method used is by collecting research data, carried out using a questionnaire method. The questionnaire sheet contains some questions related to customer assessment of the quality of installation services with the dimensions of the service quality questionnaire understudy focused on the number of customer complaints and customer complaints against the installation service. Then in processing and analyzing data, researchers used the Servqual method, Servqual is a level of performance based on the perceived quality of service by the customer to meet their needs and wants, indicators of service quality variables are Reliability, Responsiveness, Assurance, Empathy, Tangible[6]. The analysis was conducted by quantitative descriptive analysis, measurement of variable dimensions on the questionnaire using a Likert scale to measure expectation customer and performance a company, Each indicator in the questionnaire uses a Likert scale 1 – 5, where rating one shows least desired or very bad, and score five shows highly desired or excellent[7]. In this study, the sample was determined by a non probability sampling technique[8].

III. RESULT AND DISCUSSION

In this study, the members of the population in question are all customers in the Furniture sector. The population in this study was determined based on the number of customers in the period 01 January - 31 March 2020, namely 1,520 customers. Then the sample to be taken after it is known that the population is 1,520 customers and the desired error rate is 5%, then the number of samples used is:

$$n = \frac{1520}{1 + 1520 (0.05)^2}$$

$$= 316,667 \sim 317 \text{ sample}$$

From the calculation results, the sample used in this study were 317 respondents.

Data from respondent questionnaires presented with a gap analysis of the results of measuring customer expectations with performance data. The following is the questionnaire data on customer expectations based on the questionnaire that has been distributed to 317 respondents, which can be seen in Table 3.1.

Table 3.1. Expectation Questionnaire Result

No	Questionnaire Item	Total Attribute Value	Average Attribute Value
A1	Timeliness of the process.	1309	4.129
A2	Sympathetic and cooperative attitude.	1272	4.013
A3	High service accuracy.	1297	4.091
B1	Fast and precise service.	1232	3.886
B2	Clarity of information.	1227	3.871
C1	Knowledge/competence.	1292	4.076
C2	Politeness	1288	4.063
D1	Have understanding and knowledge about customers.	1323	4.174
D2	Understand customer-specific needs.	1315	4.148
D3	Have a convenient operating time for customers.	1309	4.129
E1	Equipment and equipment used (technology).	1321	4.167
E2	Employee appearance.	1316	4.151

Source: Results of Data Processing

The following is the questionnaire data on Performance based on the questionnaire that has been distributed to 317 respondents, which can be seen in Table 3.2.



Table 3.2. Performance Questionnaire Result

No	Questionnaire Item	Total Attribute Value	Average Attribute Value
A1	Timeliness of the process.	1257	3.965
A2	Sympathetic and cooperative attitude.	1241	3.915
A3	High service accuracy.	1248	3.937
B1	Fast and precise service.	1268	4.000
B2	Clarity of information.	1224	3.861
C1	Knowledge/competence.	1300	4.101
C2	Politeness	1282	4.044
D1	Have understanding and knowledge about customers.	1311	4.136
D2	Understand customer-specific needs.	1273	4.016
D3	Have a convenient operating time for customers.	1292	4.076
E1	Equipment and equipment used (technology).	1295	4.085
E2	Employee appearance.	1266	3.994

Source: Results of Data Processing

Validity test

Testing the validity in this study is to correlate the score of the questions with the total score of the constructs or variables that exist. The correlation test used is using "Pearson Correlation"[9]. The basis for decision making by comparing the significance value with the level of significance (5%) is as follows:

a. Determining Hypotheses

- If the significance <0.05 or r-count > r-table then the Question Item is valid.
- If the significance > 0.05 or r-count < r-table then the Question Item is not valid.

b. with a significance level of 5%.

With degrees of freedom (df) = n-2, (df) = 317-2 = 315 then the value of r can be seen in table 3.3.

Table 3.3 value r-table

Df	r-table
315	0.110182
316	0.110009
317	0.119836

The value of r-count in SPSS 19 software can be seen in the corrected item-total correlation value. The results of the calculation of r-count and the attribute status can be seen in table 3.4 and table 3.5.

Tabel 3.4. Validity Test Expectation

No	Questionnaire Item	r-count	r-table	Remarks
A1	Timeliness of the process.	,783	0,111	Valid
A2	Sympathetic and cooperative attitude.	,700	0,111	Valid
A3	High service accuracy.	,591	0,111	Valid
B1	Fast and precise service.	,183	0,111	Valid
B2	Clarity of information.	,413	0,111	Valid
C1	Knowledge/competence.	,299	0,111	Valid
C2	Politeness	,452	0,111	Valid
D1	Have understanding and knowledge about customers.	,310	0,111	Valid
D2	Understand customer-specific needs.	,242	0,111	Valid
D3	Have a convenient operating time for customers.	,353	0,111	Valid
E1	Equipment and equipment used (technology).	,778	0,111	Valid
E2	Employee appearance.	,792	0,111	Valid

Source: Results of Data Processing



The results of the validity test based on the SPSS 19 software on the Hope item show that all items in these variables are valid because the Sig. of each item is less than 0.05 or $r\text{-count} > r\text{-table}$.

Tabel 3.5. Validity Test Performance

No	Questionnaire Item	r-count	r-table	Remarks
A1	Timeliness of the process.	,783	0,111	Valid
A2	Sympathetic and cooperative attitude.	,643	0,111	Valid
A3	High service accuracy.	,627	0,111	Valid
B1	Fast and precise service.	,270	0,111	Valid
B2	Clarity of information.	,545	0,111	Valid
C1	Knowledge/competence.	,348	0,111	Valid
C2	Politeness	,542	0,111	Valid
D1	Have understanding and knowledge about customers.	,301	0,111	Valid
D2	Understand customer-specific needs.	,158	0,111	Valid
D3	Have a convenient operating time for customers.	,343	0,111	Valid
E1	Equipment and equipment used (technology).	,775	0,111	Valid
E2	Employee appearance.	,792	0,111	Valid

Source: Results of Data Processing

The results of the validity test based on SPSS 19 software on Performance items show that all items in these variables are valid because the Sig. of each item is less than 0.05 or $r\text{-count} > r\text{-table}$.

Reliability Test

Reliability testing aims to determine the reliability of the measuring instrument or in other words, the measuring instrument is consistent if it is used to measure the same object more than twice. To test the level of reliability, a reliable variable is usually used or the variable is present if it gives a Cronbach Alpha value greater than 0.60. The closer Cronbach's Alpha is to a value of 1.0, the better the reliability of the measuring instrument. A reliability test is needed to measure the level of reliability of the questionnaire. For this reason, the reliability test of the research instrument was carried out by calculating the Cronbach Alpha value[9]. From the results of the questionnaire, the calculation can be seen in table 3.6.

Tabel 3.6. Reliability Test Expectation

Cronbach's Alpha	N of Items
,821	12

Source: Results of Data Processing

The results of the reliability test in the table above, it can be seen that Cronbach's alpha value in Expectations is 0.821 with a value greater than 0.6, so it can be said that the question item on this variable is Reliable. the calculation can be seen in table 3.7.

Tabel 3.7. Reliability Test Performance

Cronbach's Alpha	N of Items
,833	12

Source: Results of Data Processing

From the results of the reliability test in the table above, it can be seen that the Cronbach's alpha value on performance is 0.833 with a value greater than 0.6, so it can be said that the question item on this variable is reliable. It is known that the Cronbach Alpha of all instruments is greater than 0.6. This shows that these measurements can provide consistent results when re-measured on the same subject.

Presentation of Data



The study used data from 317 customers who purchased furniture. Data is presented in the form of tables that explain the results of the answers from customers who were surveyed. Service quality variables are presented in Table 3.8 which includes five dimensions along with twelve indicators.

Table 3.8 Service Quality Variables

Variable	Dimensions	Indicator
Service Quality	Reliability	Timeliness of the process.
		Sympathetic and cooperative attitude.
		High service accuracy.
	Responsiveness	Fast and precise service.
		Clarity of information.
	Assurance	Knowledge/competence.
		Politeness
	Empathy	Have understanding and knowledge about customers.
		Understand customer-specific needs.
		Have a convenient operating time for customers.
	Tangible	Equipment and equipment used (technology).
		Employee appearance.
Customer Response		Expectancy Level (Very Important, Important, Quite Important, Less Important, Not Important)
		Performance Level (Very Satisfied, Satisfied, Quite Satisfied, Unsatisfied, Dissatisfied)

Servqual Gap Measurement

The performance gap with customer expectations is a gap that occurs because of differences between performance and customer expectations. The calculation of the performance gap with customer expectations can be seen in table 3.9.

Table 3.9. Calculation of Performance Gap with Customer Expectations

Dimensions	No	Expectation	Performance	GAP
Reliability	A1	4.129	3.965	-0.164
	A2	4.013	3.915	-0.098
	A3	4.091	3.937	-0.155
Responsiveness	B1	3.886	4.000	0.114
	B2	3.871	3.861	-0.009
Assurance	C1	4.076	4.101	0.025
	C2	4.063	4.044	-0.019
Empathy	D1	4.174	4.136	-0.038
	D2	4.148	4.016	-0.132
	D3	4.129	4.076	-0.054
Tangible	E1	4.167	4.085	-0.082
	E2	4.151	3.994	-0.158

Source: Results of Data Processing

Table 3.9 shows that almost all indicators have a negative gap which means that the services provided are not in accordance with customer expectations. The biggest gap is in the Reliability dimension, namely the timeliness of the process. While the smallest gap is in the Responsiveness dimension, namely clarity of information.



The weight of importance is the calculation resulting from the division between the average value of each attribute with the average number of all attributes. The calculation of the weight of interest can be seen in table 3.10.

Table 3.10. Customer Interest Weight

Dimensions	No	Average level of importance	Average level of importance (Dimensions)	Weight of Interest (Dimensions)
Reliability	A1	4.129	4.078	0.215
	A2	4.013		
	A3	4.091		
Responsiveness	B1	3.886	3.879	0.205
	B2	3.871		
Assurance	C1	4.076	4.069	0.215
	C2	4.063		
Empathy	D1	4.174	4.150	0.219
	D2	4.148		
	D3	4.129		
Tangible	E1	4.167	2.773	0.146
	E2	4.151		

Source: Results of Data Processing

Furthermore, the calculation of the Performance Gap with Customer Expectations with importance weight, namely the calculation of the multiplication result of the Gap value with the importance weight for each attribute. Gap calculation with the importance of weight can be seen in table 3.11.

Table 3.11. Calculation of Performance Gap with Weighted Customer Expectations

Dimensions	No	Expectation	Performance	GAP	Weight of Interest	Performance Gap with Customer Expectations
Reliability	A1	4.129	3.965	-0.164	0.215	-0.035
	A2	4.013	3.915	-0.098		-0.021
	A3	4.091	3.937	-0.155		-0.033
Responsiveness	B1	3.886	4.000	0.114	0.205	0.023
	B2	3.871	3.861	-0.009		-0.002
Assurance	C1	4.076	4.101	0.025	0.215	0.005
	C2	4.063	4.044	-0.019		-0.004
Empathy	D1	4.174	4.136	-0.038	0.146	-0.006
	D2	4.148	4.016	-0.132		-0.019
	D3	4.129	4.076	-0.054		-0.008
Tangible	E1	4.167	4.085	-0.082	0.203	-0.017
	E2	4.151	3.994	-0.158		-0.032

Source: Results of Data Processing

After calculating the Performance Gap with Weighted Customer Expectations and knowing the results, then the Management Perception Gap with Customer Expectations is calculated, which is a gap that occurs because of a gap between customer expectations and the perceptions of management. The calculation of the Management Perception Gap with Customer Expectations can be seen in table 3.11 by first calculating the importance weighted value of the management which can be seen in table 3.12.

Table 3.12. Weight of Management's Interests

Dimensions	No	Level of Interest of Management	Average Management Interest Level (dimension)	Weight of interests of management (dimension)
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Reliability	A1	5	4	0.210
	A2	4		
	A3	4		
Responsiveness	B2	4	4	0.194
Assurance	C2	5	5	0.242
Empathy	D1	4	4	0.210
	D2	4		
	D3	5		
Tangible	E1	5	3	0.145
	E2	4		

Table 3.13. Calculation of Management Perception Gap with Weighted Customer Expectations

Dimensions	No	Management Perception (attribute)	Average consumer expectations	Gap between Management Perception and Customer Expectations	Gap between Management Perception and Customer Expectations	Management Perception Gap with Weighted Customer Expectations
Reliability	A1	4	4.129	-0.129	0.210	-0.027
	A2	5	4.013	0.987		0.207
	A3	3	4.091	-1.091		-0.229
Responsiveness	B2	3	3.871	-0.871	0.194	-0.169
Assurance	C2	4	4.063	-0.063	0.242	-0.015
Empathy	D1	3	4.174	-1.174	0.210	-0.246
	D2	5	4.148	0.852		0.179
	D3	4	4.129	-0.129		-0.027
Tangible	E1	3	4.167	-1.167	0.145	-0.169
	E2	4	4.151	-0.151		-0.022

Source: Results of Data Processing

Based on the calculation results of the Management Perception Gap with Customer Expectations, of the 12 attributes tested in the Management Perception Gap with Customer Expectations, almost all of them produced negative values, namely 8 attributes consisting of attributes number A1, A3, B2, C2, D1, D3, E1, E2.

Result

The results of the questionnaire data processing obtained were analyzed based on the calculation results of each dimension of Servqual service quality. The results of these calculations illustrate the variables of the actual conditions and conditions expected by the customer to have a gap and not yet have the quality that satisfies the customer. Performance Gap Analysis with Customer Expectations is the first analysis conducted, namely regarding the difference between performance and customer expectations. The results of the calculation of the value of the performance gap with customer expectations ≥ 0 , then the services provided are sufficient or even more than expected by the customer, thus providing satisfaction to customers. The result of calculating the gap value < 0 , then the services provided are not in by with what is expected by the customer so that the emergence of a feeling of dissatisfaction with the services provided. Attributes that are negative in the Performance Gap with Customer Expectations can be seen in table 3.14.

Table 3.14. The results of the calculation of the Performance Gap with Customer Expectations are negative (-)

Dimensions	No Attribute	Questionnaire Item	Performance Gap with Weighted Customer Expectations
Reliability	A1	Timeliness of the process.	-0.035
	A2	Sympathetic and cooperative attitude.	-0.021
	A3	High service accuracy.	-0.033
Responsiveness	B2	Clarity of information.	-0.002
Assurance	C2	Politeness	-0.004
Empathy	D1	Have understanding and knowledge about customers.	-0.006
	D2	Understand customer-specific needs.	-0.019



	D3	Have a convenient operating time for customers.	-0.008
Tangible	E1	Equipment and equipment used (technology).	-0.017
	E2	Employee appearance.	-0.032

Source: Results of Data Processing

Based on the results of the calculation of the Performance Gap with Customer Expectations, there are 10 negative attributes, this means that consumers are not satisfied with the services provided by the company because there is a gap between performance and customer expectations so it is necessary to carry out the next stage analysis, namely Management Perception Gap analysis with Customer expectations.

Results of the analysis of the gap between management perceptions and customer expectations < 0 means that the management does not know the service expected by the customer, while the results of the analysis of the gap between management perceptions and customer expectations > 0 means that the management has provided services as expected by the customer. Attributes that are negative in the calculation of the Management Perception Gap with Customer Expectations can be seen in table 3.15.

Table 3.15. The results of the calculation of the Management Perception Gap with Customer Expectations are negative (-)

Dimensions	No Attribute	Questionnaire Item	Management Perception Gap with Weighted Customer Expectations
Reliability	A1	Timeliness of the process.	-0.027
	A3	High service accuracy.	-0.229
Responsiveness	B2	Clarity of information.	-0.169
Assurance	C2	Politeness	-0.015
Empathy	D1	Have understanding and knowledge about customers.	-0.246
	D3	Have a convenient operating time for customers.	-0.027
Tangible	E1	Equipment and equipment used (technology).	-0.169
	E2	Employee appearance.	-0.022

Source: Results of Data Processing

Based on the results of the calculation of the Management Perception Gap with Customer Expectations, 8 service qualities are negative, this means that the cause of the Performance Gap with Customer Expectations is negative is in the Management Perception Gap with Customer Expectations, meaning that the cause of customer dissatisfaction is caused by the management not knowing expectations desired by the customer for the quality of service provided by the company.

Service Quality Improvement Proposals

The suggestion for improvement given based on the overall Gap analysis was obtained by conducting a Focus Group Discussion. Suggestions for improving service quality to reduce the value of the Performance Gap with Customer Expectations are negative.

The cause of the performance gap with customer expectations is negative, based on the gap between management perceptions and customer expectations in attributes A1, A3, B2, C2, D1, D3, E1, E2. Proposals for improving service quality to reduce the value of the Performance Gap with Customer Expectations are negative, as follows:

1. The management must regularly collect and use information through customer interviews, complaint analysis, and provide a critique and suggestion box at the checkout counter or at the customer service counter.
2. Carry out employee training continuously and evenly.
3. Ensuring the application of corporate culture and values.
4. Regularly monitor the completeness of the installation tools and the appearance of employees.



IV. CONCLUSIONS

The purpose of this study is to measure customer satisfaction and provide suggestions for improvements based on measurement results using the Servqual method. To examine customer satisfaction, it can be seen from the analysis of the performance gap with customer expectations, where if the performance gap with customer expectations is negative, the consumer is not satisfied with the services provided.[10]. The results of the analysis show that 10 service quality attributes are negative. Each attribute that has a negative performance gap with negative customer expectations is given an improvement proposal for each service quality attribute.

Based on the research results, the average performance gap with customer expectations is -0.003, meaning that most customers are not satisfied with the services provided by the company. The cause of dissatisfied customers is that the management has not fully understood and understood consumer expectations[11]. Of the 12 attributes analyzed by the Servqual method, 2 attributes must be maintained for service quality and 10 attributes that must be improved and repaired. The attributes that must be improved and improved are A1, A2, A3, B2, C2, D1, D2, D3, E1, and E2. In addition, to increase customer satisfaction and loyalty through efficient operations, employee interaction, and service quality. They also found that these high performances were successful organizational systems that stimulated employee reactions and service quality for the better[12].

Suggestions for further research are measuring the gap between management perceptions of consumer expectations and service quality specifications (Standards Gap), the gap between service quality specifications and service delivery (delivery gap), the gap between service delivery and external communication (Communication Gap) and being able to do benchmarking. with competing companies.

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