TABLE OF CONTENTS

COVER i
ACKNOWLEDGEMENT v
TABLE OF CONTENTS vii
LIST OF FIGURES ix
LIST OF TABLES ix
ABSTRACT x
ABSTRAK xi
CHAPTER I 1
1.1 Research Background 1
1.2 Problem statement 9
1.3 Research objectives 9
1.4 Research Benefit 10
1.5 Writing Systematic 10
CHAPTER II 12
2.1 Quality Philosophies 12
2.2 What is Quality? 14
2.3 Product quality 20
2.4 Eight dimensions of product quality 21
2.5 Quality Management 24
2.6 What is the source of quality? 30
2.7 How quality management is developed? 31
2.8 Customer focus and new product 32
2.9 Quality and customer satisfaction 33
2.10 The impact of quality management on firm performance 34
2.11 Handicrafts 35
2.12 Quality management in handicraft 37
2.13 Previous research findings 38
2.14 Research Framework 40
CHAPTER III 42
3.1 Research design 42

3.2 Population and sample 43
3.3 Data types and sources 44
3.4 Data collection procedure 44
3.5 Data Validation 46
3.6 Data analysis 47
CHAPTER IV 48
4.1 Quality planning in batik manufacturing 50
a) Quality Standards 50
b) Identify customers' needs 53
c) Allocation of resources 54
d) Standard Production process: 58
4.2 Quality Assurance 61
a) Training 61
b) In-process inspection 62
c) Pre-production sampling 63
4.3 Quality Control 64
a) Inspection & identification of product defect 65
b) Product Testing 65
c) Taguchi design: Factors that affect the quality of batik 68
4.4 Quality Improvement: 70
a) Cause and effect diagram 70
b) Quality Recommendations 75
c) Product & Process Innovation 77
CHAPTER V 79
5.1 Conclusion 79
5.2 Recommendations 80
5.3 Limitations of study 81
5.4 Future research 81
References: 83
Documentations 87
Interview Sample 89

LIST OF FIGURES

Figure 1.1 Written Batik 6
Figure 1.2 Stamped Batik 6
Figure 1.3 Printed Batik 6
Figure 2.1 The Conceptual Framework of the Research 40
Figure 4.1 Parties who set the quality standards 51
Figure 4.2 Identifying Customers' needs 54
Figure 4.3 Tools needed for making batik 58
Figure 4.4 Batik production process 60
Figure 4.5 Cause and effect diagram of complex dyeing process 71
Figure 4.6 Cause and effect diagram of torn fabric 72
Figure 4.7 Cause and effect diagram of Color defect 73
Figure 4.8 Cause and effect diagram of Color fastness 74

LIST OF TABLES

Table 2.1 Quality Interpretations 19
Table 2.2 Summary of the previous research findings 38
Table 4.1 Characteristics of written batik 52
Table 4.2 Batik quality requirements 66
Table 4.3 Factor categories 69

UNIVERSITAS DIPONEGORO
SEMARANG
FEB UNDIP