

The Effect Of ISO 9001:2015 Implementation In Higher Education On Quality And Image In Companies Perspective

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Abstract

The purpose of this study is to examine and examine the general views of respondents towards ISO 9001:2015 which is represented by a view of the indicators contained in the quality principle which is the basic reference of ISO 9001:2015. Find and analyze the correlation between the implementation of ISO 9001 with the image of a university in the eyes of the company which includes X1, X2, X3, X4, X5, X6, X7 and Y (University Image) and provide conclusions about the views and images of respondents towards campus/ universities that have implemented ISO 9001. This study uses primary data through a survey of 96 respondents from people who hold positions in the company, especially at the Manager level and above. The collected data is processed and analyzed using SPSS version 20 software. From the results of the study it is concluded that X1 (Customer Approach) cannot affect Y (University Image in the eyes of the company). X2 (Leadership) can affect Y (University image in the eyes of the company). X3 (Engagement of People) cannot affect Y (University Image in the eyes of the company). X4 (Process Approach) cannot affect Y (University Image in the eyes of the company). X5 (Improvement) cannot affect Y (University Image in the eyes of the company). X6 (Evidence base Decision Making) cannot affect Y (University Image in the eyes of the company). X7 (Relationship Management) cannot affect Y (University Image in the eyes of the company). Overall, Variable X (7 ISO 9001 Quality Principles) simultaneously has a significant effect on variable Y (University Image) by 31.7%.

Keywords: ISO 9001, Customer Approach, Leadership, Engagement of people, Process Approach, Improvement, Evidence Base Decision Making, Relationship Management, Citra Perguruan Tinggi.

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