

The Effect of Raw Material Quality and Production Process on Product Quality of Women's Leather Shoes and Sandals at CV. Terang Benderang (Cekhas)

Tafip Wahyudi¹, Inne Satyawisudarini², Rizky Ferarri Octavian³

^{1,3}Langlangbuana University, Indonesia

²Langlangbuana University, Indonesia

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Abstract

This study aims to examine the effect of raw material quality and production process on product quality of women's leather shoes and sandals at CV. Terang Benderang (Cekhas). Product quality is an important factor in maintaining competitiveness, especially in the fashion and leather footwear industry. The company needs to ensure that the raw materials used meet the required standards and that the production process is carried out effectively in order to produce high-quality products. This research uses a quantitative approach with descriptive and verification methods. The population in this study consists of 40 production employees at CV. Terang Benderang (Cekhas), and all members of the population were used as respondents. Data were collected through questionnaires using a Likert scale and analyzed using descriptive analysis and path analysis with SPSS. The results show that raw material quality is categorized as fairly good with a score of 66.75%, the production process is categorized as fairly good with a score of 67.15%, and product quality is categorized as fairly good with a score of 67.90%. The validity and reliability tests indicate that all research instruments are valid and reliable. The path analysis results show that raw material quality has a positive effect on product quality with a path coefficient of 0.441, while the production process has a positive effect on product quality with a path coefficient of 0.358. The coefficient of determination shows an R Square value of 0.580, indicating that raw material quality and production process contribute 58% to product quality, while the remaining 42% is influenced by other factors outside this study. These findings indicate that improving raw material quality and optimizing the production process are important strategies for enhancing product quality at CV. Terang Benderang (Cekhas).

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Corresponding Author:

Inne Satyawisudarini

Langlangbuana University, Indonesia

Email Coresspondent: isatyawisudarini@gmail.com

1. INTRODUCTION

Product quality is one of the most important factors in determining the competitiveness and sustainability of a business. In today's increasingly competitive business environment, consumers do not only consider price when purchasing a product, but also pay attention to durability, design, comfort, and the overall quality of the product. This condition requires companies to continuously improve their production management, particularly in relation to raw material quality and production process control.

In the fashion industry, especially women's leather shoes and sandals, product quality is closely related to the selection of raw materials and the effectiveness of the production process. High-quality raw materials can produce products with better durability, comfort, and appearance. Meanwhile, a well-managed production process can ensure that raw materials are transformed into finished products according to the standards expected by consumers. If raw materials are not properly selected or the production process is not well controlled, the final product may experience defects, inconsistencies in size, poor stitching quality, or reduced comfort.

The women's leather footwear industry in Indonesia has continued to develop along with changes in consumer lifestyles and fashion trends. Women's shoes and sandals are not only used as functional products but also as fashion items that reflect personality, style, and social identity. Therefore, producers must be able to provide products that are visually attractive, comfortable to use, and durable.

CV. Terang Benderang, known as Cekhas, is a company engaged in the production of women's leather shoes and sandals. The company focuses on producing leather footwear with attractive designs and good quality. However, based on the preliminary observations, the company still faces several problems related to raw material quality, production process, and product quality. One of the main problems is the inconsistency in leather quality, which may affect the durability and comfort of the final product. In addition, the production process still requires attention, especially in terms of equipment maintenance, stitching accuracy, production consistency, and quality control.

Problems in raw material quality can affect the production process and the final product. For example, leather that is not homogeneous or has defects can make cutting, stitching, and finishing processes more difficult. As a result, the final product may become inconsistent, easily damaged, or uncomfortable to wear. Furthermore, problems in the production process, such as inaccurate cutting techniques, improper stitching, and inadequate maintenance of production facilities, can reduce the quality of the final product.

The preliminary survey conducted on production employees showed that several respondents still gave moderate and low responses regarding raw material quality, production process, and product quality. This indicates that improvements are still needed. In terms of raw material quality, several employees perceived that the use of leather, stitching thread, and rubber soles still needs further attention. In terms of production process, several employees stated that production equipment, stitching neatness, and consistency of raw material use still need improvement. Meanwhile, in terms of product quality, some employees considered that design, product size, and fashion trend suitability still require further evaluation.

Based on the preliminary observations, CV. Terang Benderang (Cekhas) still faces several problems related to raw material quality, production process, and product quality. In terms of raw material quality, several employees perceived that the use of leather, stitching thread, and rubber soles still needs further attention. In terms of production process, several employees stated that production equipment, stitching neatness, and consistency of raw material use still need improvement. Meanwhile, in terms of product quality, some employees considered that design, product size, and fashion trend suitability still require further evaluation.

Based on these problems, this study focuses on examining the condition of raw material quality, production process, and product quality at CV. Terang Benderang (Cekhas). This study also analyzes the extent to which raw material quality and production process influence product quality, both partially and jointly. Therefore, this research is expected to provide a clearer understanding of how the quality of raw materials and the

effectiveness of the production process contribute to the improvement of women's leather shoes and sandals produced by CV. Terang Benderang (Cekhas).

The objective of this study is to determine and analyze the effect of raw material quality and production process on product quality at CV. Terang Benderang (Cekhas). In addition, this study aims to describe the condition of each research variable and provide practical recommendations for improving product quality through better raw material management and production process control.

2. METHOD

Research Design

This study uses a quantitative approach with descriptive and verification methods. The descriptive method is used to describe the condition of raw material quality, production process, and product quality at CV. Terang Benderang (Cekhas). Meanwhile, the verification method is used to test the effect of raw material quality and production process on product quality. The quantitative approach is used because the data in this study are obtained from questionnaire responses and analyzed statistically. The research uses path analysis to determine the direct and indirect effects of raw material quality and production process on product quality.

Population and Respondents

The population in this study consists of employees who work in the production unit of CV. Terang Benderang (Cekhas), totaling 40 employees. Since all members of the population were used as respondents, this study can be categorized as a census study. The respondents were selected based on inclusion criteria, namely permanent employees of CV. Terang Benderang (Cekhas), male or female employees with a minimum working period of one year, aged between 18 and 55 years, having at least senior high school education, not having health problems that could affect the research results, and willing to participate in the study.

Data Collection Technique

The data used in this study consist of primary and secondary data. Primary data were obtained directly from respondents through questionnaires distributed to production employees. Secondary data were obtained from books, journals, articles, and company documents relevant to the research topic. The questionnaire was developed using a Likert scale with five alternative answers: strongly agree, agree, moderately agree, disagree, and strongly disagree. Each answer was assigned a score ranging from 1 to 5.

The variables in this study consist of raw material quality as the first independent variable, production process as the second independent variable, and product quality as the dependent variable. Raw material quality is measured through material efficiency, material availability, material specification, and material strength. The production process is measured through raw material procurement, human resource management, production planning and control, production facility maintenance, and transformation process. Meanwhile, product quality is measured through performance, features, reliability, conformance to specifications, durability, and aesthetics. These variables were measured using questionnaire items based on a Likert scale, where respondents assessed each statement according to their perceptions of the actual conditions in the production unit of CV. Terang Benderang (Cekhas).

Data Analysis Technique

The data analysis techniques used in this study consist of descriptive analysis and verification analysis. Descriptive analysis is used to describe the respondents' responses to each research variable. The results are interpreted using percentage score categories.

Table 1.

Percentage Score Category

Percentage Range	Category
20%-36%	Very Poor
37%-52%	Poor
53%-68%	Fairly Good
69%-84%	Good
85%-100%	Very Good

Source: Processed by the researcher

Verification analysis is used to test the effect of raw material quality and production process on product quality. Since the questionnaire data were ordinal, the data were first transformed into interval data using the Method of Successive Interval. After that, the data were analyzed using path analysis with SPSS.

The path analysis model in this study is formulated as follows:

$$Y = \rho_{YX1}X1 + \rho_{YX2}X2 + \varepsilon$$

Where:

Y = Product Quality

X1 = Raw Material Quality

X2 = Production Process

ρ_{YX1} = Path coefficient of raw material quality on product quality

ρ_{YX2} = Path coefficient of production process on product quality

ε = Error term

3. RESULTS AND DISCUSSION

General Description of the Research Object

CV. Terang Benderang (Cekhas) is a company engaged in the production of women's leather shoes and sandals. The company focuses on producing footwear that combines style, comfort, and quality. Cekhas emphasizes the use of leather materials and attractive designs to meet the needs of women's fashion.

The production process at CV. Terang Benderang (Cekhas) involves several stages, including raw material selection, cutting, stitching, assembling, finishing, and product quality checking. Since the products are made through a handmade production process, employee skills, material quality, and production accuracy are important factors in determining final product quality.

Respondent Profile

The respondents in this study were 40 employees working in the production unit of CV. Terang Benderang (Cekhas). The respondents met the inclusion criteria determined in the study, namely permanent employees with sufficient work experience and educational background. Therefore, the respondents were considered capable of providing relevant information regarding raw material quality, production process, and product quality.

Table 2.

Respondent Profile

Description	Information
Research object	CV. Terang Benderang (Cekhas)
Respondents	Production employees
Number of respondents	40 employees
Data Collection method	Questionnaire
Measurement scale	Likert scale
Analysis method	Descriptive analysis and path analysis

Software	SPSS
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Source: Processed by the researcher

Validity Test

The validity test was conducted to determine whether each questionnaire item was valid in measuring the research variables. The instrument is declared valid if the calculated correlation value is greater than the r-table value. With 40 respondents, the r-table value used in this study is 0.312.

Table 3.
Validity Test of Raw Material Quality

Item	r-count	r-table	Description
X1.1	0.725	0.312	Valid
X1.2	0.377	0.312	Valid
X1.3	0.330	0.312	Valid
X1.4	0.403	0.312	Valid
X1.5	0.613	0.312	Valid
X1.6	0.711	0.312	Valid
X1.7	0.614	0.312	Valid
X1.8	0.512	0.312	Valid

Source: SPSS output, processed by the researcher

Based on Table 4, all items measuring raw material quality have r-count values greater than the r-table value of 0.312. Therefore, all items in the raw material quality variable are declared valid.

Table 4.
Validity Test Summary

Variable	Number of Items	r-table	Description
Raw Material Quality	8 items	0.312	All items valid
Production Process	10 items	0.312	All items valid
Product Quality	10 items	0.312	All items valid

Source: SPSS output, processed by the researcher

Based on Table 5, all questionnaire items for raw material quality, production process, and product quality are valid because each item has an r-count value greater than the r-table value. Therefore, all questionnaire items are suitable for further analysis.

Reliability Test

The reliability test was conducted to determine the consistency of the questionnaire items. The instrument is declared reliable if the Cronbach's Alpha value is greater than 0.60.

Table 5.
Reliability Test Results

Variable	Cronbach's Alpha	Standard Value	Description
Raw Material Quality	0.645	0.600	Reliable
Production Process	0.803	0.600	Reliable
Product Quality	0.732	0.600	Reliable

Source: SPSS output, processed by the researcher

Based on Table 6, the Cronbach's Alpha value for raw material quality is 0.645, production process is 0.803, and product quality is 0.732. Since all values are greater than

0.60, all variables are declared reliable. This means that the questionnaire items used in this study have adequate consistency and can be used for further analysis.

Descriptive Analysis

Descriptive analysis was conducted to determine the respondents' perceptions of raw material quality, production process, and product quality at CV. Terang Benderang (Cekhas).

Table 6.
Descriptive Analysis Summary

Variable	Actual Score	Ideal Score	Percentage	Category
Raw Material Quality	1,068	1,600	66.75%	Fairly Good
Production Process	1,343	2,000	67.15%	Fairly Good
Product Quality	1,358	2,000	67.90%	Fairly Good

Source: Processed by the researcher

Based on Table 7, raw material quality obtained an actual score of 1,068 with a percentage of 66.75%. This value is included in the fairly good category. This indicates that the company has managed raw material quality fairly well, although several aspects still need improvement.

The production process obtained an actual score of 1,343 with a percentage of 67.15%. This value is also included in the fairly good category. This indicates that the production process has been carried out fairly well, but improvements are still needed in production facility maintenance and production coordination.

Product quality obtained an actual score of 1,358 with a percentage of 67.90%. This value is included in the fairly good category. This indicates that the products produced by CV. Terang Benderang (Cekhas) are considered fairly good, especially in terms of aesthetics and product design. However, the company still needs to improve product performance and consistency.

Description of Raw Material Quality

The results show that raw material quality at CV. Terang Benderang (Cekhas) is categorized as fairly good. This means that the company has made efforts to maintain the quality of raw materials used in production. The highest score is found in the dimension of material efficiency, particularly in relation to the suitability of material color with predetermined criteria. This shows that the company has standards in selecting raw materials, especially in terms of color suitability and material appearance.

However, the lowest score is found in the dimension of material availability, particularly in the supplier distribution indicator. The company still relies heavily on local suppliers. This condition may limit the company's flexibility in obtaining raw materials with consistent quality. Dependence on local suppliers may also create risks if there are supply disruptions, limited material availability, or inconsistent quality between batches. Therefore, the company needs to improve raw material management by diversifying suppliers, strengthening supplier evaluation, and ensuring that raw materials meet predetermined quality standards before entering the production process.

Description of Production Process

The production process at CV. Terang Benderang (Cekhas) is categorized as fairly good. This indicates that production activities have been carried out properly, although some aspects still require improvement. The highest score is found in the raw material procurement dimension, especially in the timeliness of raw material delivery. This shows that the company has made efforts to maintain smooth raw material procurement.

However, the lowest score is found in the production facility maintenance dimension, especially in the implementation of maintenance plans according to schedule. This indicates that equipment and machine maintenance have not been fully implemented in accordance with the planned schedule. If this condition continues, it may cause production disruptions, machine downtime, and reduced production efficiency. Therefore, the company needs to create a more structured maintenance schedule, improve documentation of maintenance activities, and monitor production facilities regularly. Effective facility maintenance can reduce operational disruptions and support consistent product quality.

Description of Product Quality

Product quality at CV. Terang Benderang (Cekhas) is categorized as fairly good. This shows that most respondents consider the company’s products to have acceptable quality. The highest score is found in the aesthetics dimension, especially in the indicator of harmonious color combinations. This indicates that the company pays attention to product appearance and design attractiveness.

However, the lowest score is found in the performance dimension, particularly in relation to product ratings. This indicates that product quality has not fully met expectations in terms of performance, durability, or customer satisfaction. In the leather footwear industry, performance is important because consumers expect products to be comfortable, durable, and suitable for daily use. Therefore, the company needs to conduct regular product evaluations, improve final quality control, and pay attention to customer feedback. Product quality improvement should not only focus on aesthetics but also on comfort, durability, finishing, and functional performance.

Correlation Analysis

Table 7.
Correlation Among Research Variables

Relationship	Correlation Value	Significance	Interpretation
Raw Material Quality and Product Quality	0.733	0.000	Strong positive relationship
Production Process and Product Quality	0.717	0.000	Strong positive relationship
Raw Material Quality and Production Process	0.814	0.000	Very strong positive relationship

Source: SPSS output, processed by the researcher

Based on Table 8, the correlation between raw material quality and product quality is 0.733, indicating a strong positive relationship. This means that better raw material quality tends to be followed by better product quality. The correlation between production process and product quality is 0.717, indicating a strong positive relationship. This means that a better production process tends to improve product quality.

The correlation between raw material quality and production process is 0.814, indicating a very strong positive relationship. This shows that raw material quality and production process are closely related. Better raw materials can support a smoother production process, while a good production process can maximize the use of raw materials.

Path Analysis

Path analysis was used to determine the effect of raw material quality and production process on product quality.

Table 8.
Path Coefficient Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	5.214	2.431	-	2.145	0.039
Raw Material Quality	0.511	0.212	0.441	2.404	0.021
Production Process	0.295	0.152	0.358	1.950	0.059

Source: SPSS output, processed by the researcher

Based on Table 9, the path coefficient of raw material quality is 0.441, while the path coefficient of the production process is 0.358. The path equation can be written as follows:

$$Y = 0.441X_1 + 0.358X_2 + 0.1620\varepsilon$$

This equation indicates that raw material quality has a stronger influence on product quality than the production process. However, both variables have a positive relationship with product quality. This means that improvements in raw material quality and production process can improve product quality.

Direct and Indirect Effects

The direct and indirect effects were calculated to determine the total contribution of each independent variable to product quality.

Table 9.
Direct and Indirect Effects

Variable	Path Coefficient	Direct Effect	Indirect Effect	Total Effect
Raw Material Quality	0.441	19.4%	12.9%	32.3%
Production Process	0.358	12.8%	12.9%	25.7%
Total				58.0%

Source: Processed by the researcher

Based on Table 9, raw material quality has a direct effect of 19.4% on product quality and an indirect effect of 12.9% through the production process. Therefore, the total effect of raw material quality on product quality is 32.3%. The production process has a direct effect of 12.8% on product quality and an indirect effect of 12.9% through raw material quality. Therefore, the total effect of the production process on product quality is 25.7%.

The total effect of raw material quality and production process on product quality is 58.0%. This result is consistent with the coefficient of determination, which shows an R Square value of 0.580. Therefore, raw material quality and production process contribute 58% to product quality, while the remaining 42% is influenced by other factors outside this study.

Coefficient of Determination

The coefficient of determination was used to determine the contribution of raw material quality and production process to product quality.

Table 10.
Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
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0.761	0.580	0.557	2.88031
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Source: SPSS output, processed by the researcher

Based on Table 10, the R value is 0.761, indicating a strong relationship between raw material quality and production process with product quality. The R Square value is 0.580, meaning that raw material quality and production process contribute 58% to product quality. Meanwhile, the remaining 42% is influenced by other factors outside this study, such as labor skills, technology, quality control systems, supplier performance, work environment, and customer preferences.

Discussion

The Effect of Raw Material Quality on Product Quality

The results show that raw material quality has a positive effect on product quality at CV. Terang Benderang (Cekhas). The path coefficient of raw material quality is 0.441, and the total effect of raw material quality on product quality is 32.3%. This indicates that raw material quality plays an important role in improving product quality.

The descriptive results show that raw material quality is categorized as fairly good with a score of 66.75%. This means that the company has made efforts to maintain raw material quality, although improvements are still needed. The highest assessment is found in the suitability of material color with company criteria, while the lowest assessment is found in supplier distribution, which still relies on local suppliers.

This finding indicates that raw material quality is important in determining the final quality of women's leather shoes and sandals. Good quality leather, stitching thread, rubber soles, and supporting materials can improve product durability, comfort, and appearance. In contrast, inconsistent raw materials may cause product defects, reduce product durability, and affect customer satisfaction.

The results of this study are in line with previous research which states that raw material quality affects product quality. Good raw materials can support the production process and reduce the possibility of product defects. Therefore, improving raw material quality can be an effective strategy for improving product quality.

The Effect of Production Process on Product Quality

The results show that the production process has a positive effect on product quality at CV. Terang Benderang (Cekhas). The path coefficient of the production process is 0.358, and the total effect of the production process on product quality is 25.7%. This indicates that the production process is an important factor in improving product quality.

The descriptive results show that the production process is categorized as fairly good with a score of 67.15%. The highest assessment is found in raw material procurement, especially timely delivery. However, the lowest assessment is found in production facility maintenance, especially the implementation of maintenance schedules.

This indicates that although production activities have been carried out fairly well, the company still needs to improve maintenance planning and supervision. If production facilities are not maintained properly, production activities may be disrupted, product defects may increase, and product quality may decline.

In the leather footwear industry, the production process must be carried out carefully because it involves cutting, stitching, forming, assembling, and finishing. Each stage requires accuracy and consistency. Therefore, improving production process control is necessary to maintain product quality.

The Effect of Raw Material Quality and Production Process on Product Quality

The results show that raw material quality and production process contribute 58% to product quality. This means that both variables play an important role in determining product quality at CV. Terang Benderang (Cekhas).

Raw material quality and production process are interrelated. High-quality raw materials can support a smoother production process, while an effective production process can maximize the potential of raw materials. If both factors are managed properly, the company can produce products with better durability, comfort, appearance, and customer satisfaction.

The results also show that raw material quality has a stronger effect than the production process. This indicates that the company should prioritize raw material quality improvement, especially by diversifying suppliers and strengthening raw material inspection. However, production process improvement should also be carried out, especially in facility maintenance, production planning, and quality control.

The remaining 42% of product quality is influenced by other factors outside this study. These factors may include employee competence, technology use, work environment, quality control system, supplier performance, and customer preferences. Therefore, future studies can include these variables to obtain a more comprehensive explanation of product quality.

4. CONCLUSION

Based on the results and discussion, several conclusions can be drawn.

First, raw material quality at CV. Terang Benderang (Cekhas) is categorized as fairly good, with a percentage score of 66.75%. This indicates that the company has made efforts to maintain raw material quality. The strongest aspect is material efficiency, particularly the suitability of material color with predetermined criteria. However, the company still faces problems in material availability, especially because supplier distribution still depends on local suppliers.

Second, the production process at CV. Terang Benderang (Cekhas) is categorized as fairly good, with a percentage score of 67.15%. This indicates that the production process has been implemented fairly well. The strongest aspect is raw material procurement, especially timely delivery. However, the company still needs to improve production facility maintenance, especially in ensuring that maintenance activities are carried out according to schedule.

Third, product quality at CV. Terang Benderang (Cekhas) is categorized as fairly good, with a percentage score of 67.90%. This indicates that the company's products have acceptable quality. The strongest aspect is aesthetics, especially harmonious color combinations. However, the company still needs to improve product performance, particularly in relation to product ratings, durability, and customer satisfaction.

Fourth, raw material quality has a positive effect on product quality. The path coefficient of raw material quality is 0.441, with a direct effect of 19.4%, an indirect effect of 12.9%, and a total effect of 32.3%. This means that better raw material quality can improve the quality of women's leather shoes and sandals produced by CV. Terang Benderang (Cekhas).

Fifth, the production process has a positive effect on product quality. The path coefficient of the production process is 0.358, with a direct effect of 12.8%, an indirect effect of 12.9%, and a total effect of 25.7%. This means that a better production process can improve product quality.

Sixth, raw material quality and production process together contribute 58% to product quality, while the remaining 42% is influenced by other factors outside this study.

This indicates that both raw material quality and production process are important factors in improving product quality.

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