

## ISO 9001 Implementation Studies On Small Medium Enterprise: Motives, Problems, And Benefits

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### Abstrak

The ISO 9001 implementation trend has spread to small and medium enterprise (SME) sector. Given this, the research aims to examine the motives, problems, and the benefits gained by the SME after applying that quality management system standard. The research uses a case study descriptive approach. The research object is a rubber processing SME. Data were gathered through informal interviews and discussions with the research object's ISO 9001 consultant and a review of quality documents and records that are owned by the research object. The research result shows that the research object's motives in implementing ISO 9001 is an external drive (customer requirement). The problems faced are financial limitations, lack of resources, and lack of human resource skills. Meanwhile the significance benefits gained are the mapped business processes, documented working methods, and fulfilled customer requirement. As a comparison, the findings were compared with similar research on a SME in Canada.