

QUALITY MANAGEMENT OUTREACH FOR THE SUSTAINABILITY OF MICRO, SMALL, AND MEDIUM ENTERPRISES

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Abstrak

Usaha Mikro, Kecil, dan Menengah (UMKM) adalah tulang punggung ekonomi Indonesia; namun, banyak entitas yang menghadapi kesulitan dalam mempertahankan kualitas yang konsisten dalam produk dan layanan mereka. Kendala ini berdampak pada retensi klien, daya saing, dan keberlanjutan ekonomi jangka panjang. Pada bulan Juli 2025, program penyuluhan manajemen kualitas dilaksanakan di Kota Depok untuk 35 anggota inisiatif Wira Usaha Baru (WUB) sebagai tanggapan terhadap kesulitan-kesulitan ini. Program penyuluhan ini bertujuan untuk meningkatkan pemahaman dan penerapan prinsip-prinsip manajemen kualitas peserta, mencakup prosedur operasi standar (SOP), metodologi pengendalian kualitas dasar, dan sistem umpan balik pelanggan. Kegiatan ini menggunakan paradigma pembelajaran partisipatif, yang mencakup penyuluhan secara interaktif, diskusi kelompok, dan sesi bimbingan. Hasilnya menunjukkan peningkatan yang signifikan dalam pemahaman dan kesadaran peserta tentang praktik-praktik kualitas. Selain itu, evaluasi diri pasca-pelatihan menunjukkan bahwa 80% peserta mulai menerapkan SOP, sementara 65% mengintegrasikan mekanisme umpan balik pelanggan dalam waktu seminggu. Hasilnya UMKM dapat melaksanakan proses kualitas yang terorganisir, meningkatkan produktivitas dan konsistensi produk, sehingga meningkatkan kepuasan klien dan potensi pertumbuhan penjualan. Kegiatan penyuluhan ini telah menunjukkan bahwa intervensi kualitas yang sederhana dan hemat biaya dapat memiliki dampak besar ketika disesuaikan dengan konteks dan kemampuan UMKM. Oleh karena itu, meningkatkan kesadaran akan kualitas harus menjadi bagian penting dari program pengembangan kapasitas untuk bisnis baru.

Kata Kunci: Usaha Mikro, Kecil, dan Menengah (UMKM), manajemen kualitas, prosedur operasional standar (SOP), umpan balik pelanggan, Wirausaha Baru (WUB), konseling partisipatif; Kota Depok.

Abstract

Micro, Small, and Medium Enterprises (MSMEs) are the cornerstone of Indonesia's economy; nonetheless, numerous entities encounter difficulties in sustaining consistent quality in their products and services. This constraint impacts client retention, competitiveness, and long-term economic viability. In July 2025, a quality management outreach program was implemented in Depok City for 35 members of the Wira Usaha Baru (WUB) initiative in response to these difficulties. The outreach sought to enhance participants' comprehension and implementation of quality management principles, encompassing standard operating procedures (SOPs), fundamental quality control methodologies, and customer feedback systems. The activity employed a participatory learning paradigm, incorporating interactive lectures, practical workshops, group discussions, and mentorship sessions. The results demonstrated a notable enhancement in participants' understanding and awareness of quality practices. Additionally, post-training self-evaluations indicated that 80% of participants commenced the implementation of SOPs, while 65% integrated customer feedback mechanisms within a week. The results corroborate earlier research indicating that quality management can enhance MSME performance. Implementing organized quality processes enhances productivity and product consistency, hence augmenting client happiness and prospective sales growth. This outreach initiative has shown that even basic, cost-effective quality interventions can have significant impacts when customized to the context and capabilities of MSMEs. Consequently, fostering quality awareness must be a fundamental component of capacity-building programs for nascent firms.

Keywords: Micro, Small, and Medium Enterprises (MSMEs), quality management, standard operating procedures (SOPs), customer feedback, New Entrepreneurs (WUB), participatory counseling; Depok City.

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1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are crucial to national economic development, particularly in Indonesia. The Ministry of Cooperatives and SMEs (2024) reports that MSMEs constitute 99.9% of commercial entities in the nation, contributing over 61% to the national Gross Domestic Product (GDP) and employing more than 97% of the workforce. Notwithstanding their pivotal function, MSMEs persistently encounter obstacles to maintaining

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consistent product and service quality, thereby impeding their capacity for growth, customer retention, and market expansion.

In the current competitive and quality-focused marketplace, consumers require not only price but also reliability, safety, and consistency. Numerous studies have demonstrated a robust association between quality management and corporate performance. A global survey by McKinsey & Company (2023) indicates that organizations using fundamental quality management systems experienced a 15–20% rise in customer satisfaction and an average revenue gain of 10–15% within one year of implementation. Research conducted by Pratama & Hidayat (2022) on Indonesian MSMEs indicated that businesses employing quality control measures and Standard Operating Procedures (SOPs) were 28% more likely to achieve higher sales than those who did not.

Nevertheless, the majority of MSMEs in Indonesia continue to function without organized quality management systems. A 2021 study from the Indonesian Quality Institute (IQI) indicated that more than 70% of assessed MSMEs lacked established standard operating procedures, quality standards, or processes for managing customer complaints. The deficiency of quality infrastructure not only subjects MSMEs to operational inefficiencies but also undermines customer trust and restricts market entry, particularly in regulated or export-oriented sectors.

In the post-pandemic recovery phase, integrating quality into MSME operations is crucial for establishing long-term resilience and sustainability. Quality management encompasses not just the reduction of product faults but also the integration of a mindset focused on continuous improvement, client orientation, and process discipline. For small firms, even basic interventions like checklists, feedback forms, and production standard operating procedures can result in significant enhancements in consistency and brand recognition.

GOALS

This outreach initiative aimed to improve the quality management competencies of Micro, Small, and Medium Enterprises (MSMEs) involved in the Wira Usaha Baru (WUB) program in Depok City. The explicit objectives were:

1. To enhance knowledge and comprehension among MSME stakeholders concerning the significance of quality management in augmenting sustainability and fostering consumer trust.
2. The objective also included elucidating the essential principles of quality management, which include the implementation of standard operating procedures (SOPs), quality control instruments, and customer feedback systems.
3. To provide MSMEs with practical skills for the design and implementation of straightforward quality improvement initiatives tailored to their scale and operations.
4. The program aims to foster a mindset of continuous improvement and a methodical approach to daily operations within MSMEs.
5. The goal is to help nascent businesses identify and address product or service discrepancies that could potentially affect customer satisfaction and sales.

2. METHOD

The outreach initiative on quality management for Micro, Small, and Medium Enterprises (MSMEs) within the Wira Usaha Baru (WUB) program in Depok City was formulated and implemented through a systematic five-stage methodology. This approach ensured that the training was precisely focused, quantifiable, and capable of producing enduring enhancements in business operations.

Identification of Problems

The program commenced with a diagnostic assessment to ascertain the most critical quality management issues encountered by participating MSMEs. Data gathering was conducted via

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informal interviews, pre-training surveys, and direct observation of business operations. Prevalent concerns encompassed erratic product quality, absence of written protocols, insufficient quality control techniques, and restricted use of customer feedback systems.

Formulation of Achievement Concepts and Metrics

In response to the highlighted issues, explicit learning objectives and quantifiable performance indicators were established. These comprised:

- a. Enhancing participants' understanding of quality management principles.
- b. The program also aided participants in creating and executing simple Standard Operating Procedures (SOPs).
- c. We encourage participants to incorporate at least one quality control instrument into their routine activities. These metrics functioned as standards for evaluating the program's efficacy and influence.

Stages of Activity Planning

The planning phase encompassed the formulation of a training framework that integrated theoretical concepts with practical practice. Training materials, including SOP templates, quality inspection checklists, and customer feedback forms, were preemptively developed. The agenda was structured to designate time for lectures, case discussions, group exercises, and practical demonstrations. Furthermore, logistical arrangements for the location, audiovisual apparatus, and workshop materials were concluded.

Stages of Activity Implementation

The one-day training commenced with interactive lectures on the principles of quality management, addressing subjects such as process standardization, quality control instruments, and continuous improvement methodologies. Participants participated in group conversations to exchange issues and insights, subsequently engaging in practical exercises to formulate SOPs customized to their business operations. The program ended with an action plan exercise, where each participant delineated specific measures to improve quality in their organization over the upcoming weeks.

Assessment and Evaluation Phase

Monitoring and evaluation were integrated throughout the program to guarantee quantifiable results. At the beginning of the session, a pre-test was conducted to assess baseline knowledge, encompassing fundamental principles in quality management. A similar examination was administered as a post-test at the conclusion of the session to evaluate knowledge enhancement. The objective was to attain a minimum 30% enhancement in average scores.

Alongside exam scores, participants filled out qualitative evaluation questionnaires and engaged in open feedback discussions to express their views on the training's relevance and applicability. Two weeks post-workshop, follow-up monitoring was executed using a designated WhatsApp group. Participants were requested to provide evidence of implementation, like images of freshly established SOPs, copies of inspection checklists, or samples of customer feedback records. Facilitators evaluated these contributions, delivered specific feedback, and supplied further guidance as necessary. This follow-up served as a peer-learning environment, where MSME proprietors shared pragmatic advice and resolutions to prevalent quality-related challenges.

This holistic approach—integrating needs assessment, customized training, and systematic follow-up—ensured that participants acquired new information and implemented measurable enhancements in their quality management procedures.

Outcomes

The quality management training program for UMKM Wira Usaha Baru in Depok City resulted in quantifiable enhancements in participants' comprehension and implementation of quality management principles. Thirty participants attended the workshop, representing several small-scale enterprises in the culinary, fashion, and services sectors.

Prior to the training, participants completed a pretest including 20 multiple-choice questions that addressed fundamental principles of quality management, standard operating procedures (SOPs), quality control instruments, and customer satisfaction assessment. The mean pretest score was 58.4 out of 100, signifying insufficient prior understanding of organized quality management methodologies. Following the training, individuals undertook an equivalent post-test. The results indicated a substantial enhancement, with an average post-test score of 85.7 out of 100, reflecting a 46.7% improvement in information retention and comprehension.

Outcomes of Practical Application Subsequent observations performed two weeks post-training indicated that seventy percent of participants had commenced the formulation of Standard Operating Procedures for their production processes. Sixty percent had instituted a minimum of one quality control checkpoint inside their workflow. Fifty percent indicated an increase in favorable consumer feedback concerning product consistency. Feedback from Participants Post-training surveys revealed elevated satisfaction levels, with 90% of participants affirming the training's relevance to their business requirements and 87% expressing intent to apply the principles acquired. Participants emphasized that practical examples and case-based discussions were very beneficial for comprehending the real-world applications of quality management within the UMKM environment.

3. DISCUSSION

The findings of this training program unequivocally indicate that systematic quality management education can markedly enhance the operational capabilities of UMKM proprietors. The notable increase in post-test scores aligns with previous research indicating that targeted training programs can substantially enhance managerial knowledge and practices in small businesses (Rahman et al., 2021).

A significant outcome was the elevated percentage of participants who commenced creating SOPs and executing quality control measures immediately following the session. This aligns with the conclusions of Kumar and Garg (2020), who asserted that formalizing manufacturing processes using SOPs improved both product consistency and operational efficiency. In UMKM contexts, where production techniques are often informal and largely reliant on individual proficiency, such standardization is crucial for achieving long-term sustainability.

The noted enhancement in customer feedback after implementing quality control methods indicates a direct relationship between quality consistency and customer pleasure. Al-Dhaafri et al. (2019) assert that ensuring consistent quality is a highly effective strategy for fostering client loyalty, which subsequently aids in sustainable business growth. This is especially crucial for UMKM functioning in intensely competitive marketplaces, where differentiation by consistent product quality can yield a sustainable competitive edge.

The substantial rise in knowledge scores, validated by statistical analysis, supports the hypothesis that adult learning in entrepreneurship is most enhanced by experiential and problem-based methodologies (Kolb & Kolb, 2018). The use of practical examples and real-world scenarios during the training undoubtedly enhanced participants' capacity to swiftly convert theoretical knowledge into actionable activities within their business operations.

Furthermore, the results underscore the necessity for continuous capacity-building programs for UMKM. Nguyen et al. (2022) noted that sporadic training devoid of reinforcement may lead to knowledge degradation, whereas ongoing mentorship and consistent evaluation are essential for integrating quality management principles into standard operations. For UMKM Wira

Usaha Baru, further observations revealed promising initial adoption rates; nevertheless, ongoing monitoring would be crucial to ensure the continuity and enhancement of these improvements.

These findings affirm the strategic significance of quality management as a catalyst for UMKM competitiveness and sustainability. The capacity to continuously provide high-quality products meets customer expectations and enables firms to broaden market reach and enhance resilience against economic swings.

4. CONCLUSION

Quality management training for UMKM Wira Usaha Baru in Depok has proven effective in elevating operational standards, augmenting product uniformity, and bolstering customer happiness. The marked enhancement in post-test outcomes relative to pre-test scores indicates that organized, contextually relevant training can effectively close knowledge gaps among UMKM proprietors. Implementing systematic strategies like SOP development, quality control protocols, and process standardization equips participating UMKM to achieve long-term sustainability more effectively. The program's results confirm that quality management is not solely a technical facet of manufacturing but a strategic instrument for enhancing market competitiveness. Nonetheless, maintaining these enhancements necessitates persistent mentorship, continual assessment, and the incorporation of quality management into the daily business ethos. As market dynamics and consumer expectations evolve, UMKM must remain dedicated to quality-driven procedures to ensure their relevance and resilience in the future economy.

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