

ABSTRACT

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THE INFLUENCE OF QUALITY CONTROL ON FISH EXPORT SALES

PT. SATYA TRINADI KOMIRA PERKASA.

(xiii+69 pages; 16 figures; 5 tables; 5 appendixes)

In this globalization era and growth of economy nowadays, many companies perform export activities by sending their local products globally as many as they can.

Talking about the influence quality control and about the export selling, export is the activities when the company wants to develop their market to another country.

This research do the qualitative research, Qualitative data is form of words. Qualitative data are interview, transcripts, answer to open-ended question and have some of video recording, news articles and others.

PT.Satya Trinadi Komira Perkasa use the Inteernational Standard to push their quality to have a good product of frozen fish. To obtain the data the researcher collecting the data from interview and documentation,

According to the theory and the interview that have been conducted in the research, it reveals that quality control has influence on export sales in PT.Satya Trinadi Komira Perkasa. Moreover, the quality control is important to increase export sales in Frozen Fish. It can be seen based on how the quality of product impact of the graphic.

Keywords: International Business, Quality Management, Quality Control, Export Sales

ABSTRACT

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PENGARUH QUALITY CONTROL DENGAN PENJUALAN EKSPOR IKAN PT.SATYA TRINADI KOMIRA PEKKASA

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Di era globalisasi dan pertumbuhan ekonomi, banyak perusahaan menunjukkan aktivitas ekspor dengan cara mengirim produk daerah mereka secara menyeluruh sebanyak yang mereka bisa.

Berbicara tentang hubungan quality control dengan penjualan ekspor, ekspor adalah sebuah kegiatan dimana perusahaan ingin mengembangkannya pasar mereka ke negara lain.

Penelitian ini menggunakan metode kualitatif. Data kualitatif berasal dari kata-kata. Data kualitatif berasal dari wawancara, transkrip dan menjawab pertanyaan dan juga menggunakan perekaman video, berita artikel dan dokumentasi.

Menurut teori dan wawancara untuk mendukung penelitian ini bahwa quality control berpengaruh dengan penjualan ekspor di PT.Satya Trinadi Komira Perkasa. Dan juga quality control sangat penting dalam menaikkan penjualan ekspor dalam bidang ikan beku. Ini dapat dilihat hubungan kualitas produk mempengaruhi grafik.

Kata kunci : Internasional bisnis, manajemen, quality control, penjualan ek