

# QUALITY MANAGEMENT SYSTEMS IN PRODUCER ORGANIZATIONS IN KOSOVO

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## Abstract

By making a comparative analysis of organizations that differ in the way they adopt, apply, and evaluate quality management systems processes, this study also aims to determine the impact of perception. Quality products are an important prerequisite for the success of manufacturing organizations since the quality of the product directly affects the perceived value of consumers, their satisfaction, and loyalty, therefore improving the quality is imperative for the management and owners of the organizations.

The first step to this end is to define the concept of quality, which has long been a subject of much controversy. The application of quality management systems and the application of a strategy of continuous improvement during the development and production of products enable the satisfaction of customer needs and give organizations a competitive advantage in the market. This paper shows the main settings of quality management in a manufacturing organization through the context of the organization, and the connection of the quality management system with the strategy and goals of the organization.

In the framework of the trends for quality improvement, the groups assigned to the establishment and advancement of quality management systems try to create maximum effectiveness of the systems in function of the respective interest groups and the quality-cost relationship of the quality and the relevant systems in these organizations and how they affect the advancement or not of these systems.

*Keywords: quality, systems, quality management, improvement*

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## 1. Introduction

The quality of a product directly influences various factors such as consumer perception, satisfaction, and loyalty, which ultimately affect the organization's reputation and profitability. Many industries have strict quality standards and regulations. Meeting or surpassing these standards is crucial for maintaining legal compliance and avoiding penalties or recalls. Prioritizing quality ensures adherence to industry-specific guidelines and regulations. High-quality products meet or exceed customer expectations, leading to greater satisfaction. One of those issues is certainly quality and safety management in the agri-food and distribution chain (Van der Meulen and Van der Velde, 2006).

In today's competitive market, organizations need to differentiate themselves from competitors. Consistently delivering quality products builds trust and credibility among consumers, enhancing the brand's image and increasing its perceived value. It is the evaluation or subjective judgment of the customers toward the product and the benefits received by buying the product (El-Adly, 2019).

This paper aims to emphasize the importance of implementing safety and quality management systems in various industries and sectors. The well-being of individuals, the environment, and the overall success of organizations heavily rely on robust safety and quality measures. By exploring real-world examples and statistical data, this paper highlights the potential consequences of neglecting these systems and provides insights into the benefits gained from their effective implementation. Additionally, it offers practical recommendations for organizations seeking to enhance safety and quality management (Bugdol, M. and Jedynek, P. eds., 2015).

Also, this paper sheds light on the central role of integration and quality management in the production chain, highlighting their impact on the professionalism, financial sustainability, and overall success of the manufacturer. By implementing effective integration strategies and quality management systems, organizations can optimize their production processes, improve product quality, and establish a competitive advantage in the marketplace (Djerdjour, M. 2000). Ultimately, this research aims to guide manufacturers in leveraging integration and quality management practices to achieve sustainable growth and excellence.

The competitive ability of the company in the market largely determines the level of the quality of the product, regardless of whether it is being produced for the already familiar or unfamiliar buyer. In a crowded marketplace, product quality can differentiate a company from its competitors. If a company consistently delivers high-quality products that meet or exceed customer expectations, it can stand out and attract customers who are willing to pay a premium for superior quality. Quality products often lead to higher customer satisfaction and loyalty. When customers are satisfied with the quality of a product, they are more likely to remain loyal to the brand and repurchase in the future. This loyalty can provide a competitive advantage by reducing customer churn and increasing customer lifetime value. Companies need to prioritize product quality as a strategic objective and integrate quality management practices throughout the organization. By doing so, they can enhance their competitive ability, sustain growth, and secure a strong position in the market (Friesenbichler, K. & Reinstaller, A. 2022).

## **2. Advantages of producer companies that have implemented QMS ISO 9001**

Through the implementation of the quality management system, ISO 9001 the internal functioning in a producer company becomes more effective and this is reflected through performance easier to everyday work, reducing the "labor in vain", better use of time, reduction of material consumption, expenditure reserves, better flow of information, other expenditure savings, more efficient monitoring of the overall activities, etc. The effects of internal establishing Quality Management System ISO 9001 in producer company are realized through: the method of process work organization and management, identification and recognition of clients' requirements, defining the quality policy, quality planning, defining authority and responsibility for certain phases of the work, improving internal communications, surveillance documents, better management of human resources management, more efficient business processes, better organization of supply, but also by monitoring significantly more efficient work and its successes measuring, analyzing the data that lead to continuous improvement, corrective and preventive actions, active improvement and measurement statistics, and effective monitoring of expenditure.

## **3. Results of research carried out and discussion**

By implementing QMS, producer companies can improve their product quality, leading to increased customer satisfaction and loyalty. By implementing QMS, producer companies can streamline their operations, reduce waste, and enhance efficiency. This can result in cost savings, shorter production cycles, and improved resource utilization. QMS implementation enables producer companies to better understand customer needs, track customer feedback, and take corrective actions to address any issues. This leads to improved customer satisfaction, positive word-of-mouth, and increased market reputation.

The research data were collected through questionnaires distributed among producer companies. Out of the 118 companies for which we had information that has been certified or is in the phase of certification with ISO 9001, 86 fully completed and returned the questionnaire, in this case, we will analyze the data for 26 questions. Each manager of the enterprise was given an envelope containing a letter explaining the purpose of the research, and the potential benefit of the study. In the empirical analysis of this paper, we used the questionnaire

data, which are processed in the statistical program SPSS. In addition, we will present the results of descriptive analysis, respectively the cumulative data ( we will present some of the most important results).

**Table 1.** The section of questions: Do you consider it positive that your company is certified according to the international standard for SMC ISO 9001" We have the following results:

**Standard ISO 9001**

	Frequency	Percent	Valid Percent	Cumulative Percent
Obligation	74	62.5	62.5	62.5
Yes	44	37.5	37.5	100.0
Total	118	100.0	100.0	

Source: own construction /calculation SPSS

**Table 2.** In the section of questions "Certification results in increased performance" we have the following results:

**Application QMS**

	Frequency	Percent	Valid Percent	Cumulative Percent
None	32	26.8	26.8	26.8
Few	17	14.3	14.3	41.1
Very	69	58.9	58.9	100.0
Total	118	100.0	100.0	

Source: own construction /calculation SPSS

**Table 3.** In the section of questions "The application of SMC requirements has improved the performance of human resources management" we have the following results:

**QMS & Performance**

	Frequency	Percent	Valid Percent	Cumulative Percent
None	7	12.5	12.5	12.5
Few	28	50.0	50.0	62.5
Very	21	37.5	37.5	100.0
Total	118	100.0	100.0	

Source: own construction /calculation SPSS

**Table 5.** In the section of questions, "Implementation of SMC improved operational performance" we have the following results:

**QMS & operating performance**

	Frequency	Percent	Valid Percent	Cumulative Percent
None	3	5.4	5.4	5.4
Few	29	51.8	51.8	57.1
Very	24	42.9	42.9	100.0
Total	56	100.0	100.0	

Source: own construction /calculation SPSS

#### 4. Empirical results

The analysis of the program's variables was conducted through a descriptive empirical analysis, which is presented below

**Table 6.**

Statistics		Standards 9001	ISO	Application of QMS	QMS Performance	QMS Operation performance
N	Valid	56		56	56	56
	Missing	0		0	0	0
	Mean	.38		1.32	1.25	1.38
	Median	.00		2.00	1.00	1.00
	Mode	0		2	1	1
	Std. Deviation	.489		.876	.667	.590
	Variance	.239		.768	.445	.348
	Sum	21		74	70	77
Percentiles	25	.00		.00	1.00	1.00
	50	.00		2.00	1.00	1.00
	75	1.00		2.00	2.00	2.00

Source: own construction /calculation SPSS

#### 6. Conclusions and Recommendations

The analysis presented above reflects a significant aspect of business development, seeing a pronounced lack of knowledge about international standards and a lack of knowledge of the application and implementation of SMC.

Quality products are related to standards and capacities. To support the creation of standards and facilitate education and training, provision are other aspects of companies' policies towards quality products. Orientation, information, and training of the private sector to make sound investment decisions and to create appropriate standards constitute a policy approach to quality support.

In summary, implementing QMS based on ISO 9001 provides producer companies with a range of advantages, including enhanced product quality, improved operational efficiency, increased customer satisfaction, and a competitive edge in the market. It promotes a culture of continuous improvement, risk management, and regulatory compliance, benefiting both the company and its stakeholders. Companies that prioritize these aspects in their policies demonstrate a proactive approach to supporting quality products. Finally, knowledge and application of international standards, capacity building, and policy approaches are critical components of companies' efforts to support quality products. By prioritizing these aspects, companies can establish a strong foundation for implementing effective QMS, driving continuous improvement, and creating a culture of quality within their organizations.

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