

## ABSTRACT

The study is aimed at solving the problem of quality control in a jewelry business for a Small Medium Enterprise Company [SME] named "Silver Jewelry". The study implements a Quality Control Circle Model [QCC Model] to solve the problem of product quality which causes the company to pay more chargeback to the customer every month. In order to accomplish the aims of the research, document reviews and face to face interviews were selected for collecting data.

The findings indicate that there are five main quality problems in the company: 1) the product specification is erroneous, 2) the description on the box such as store number and product serial number is incorrect, 3) the product details in the document do not match with the product, 4) the description on the product label is wrong and 5) the purchase order number is missed or misplaced. In order to solve the problems, the QCC implementation plan was suggested.

After implementing the QCC project, satisfactory results were illustrated. The product returned was reduced from 25.6 percent to 17.46 percent in the first month after implementing while 9.43 percent were reduced in the second month. This indicates the effectiveness and efficiency of the program.