

INTISARI

Pratama., Andhika Wahyu. 2022 . Pengaruh Manajemen Kualitas Total pada Kinerja Operasional. Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Nang Among Budiadi, S.E, M.Si. II. Bagus Ismail Adhi

Wicaksono,ST., MT. Penelitian ini bertujuan untuk menguji pengaruh variable manajemen kualitas total (*Total Quality Management*) pada kinerja operasional. manajemen kualitas total diantaranya ialah fokus pada pelanggan, obsesi terhadap kualitas, perbaikan sistem secara berkesinambungan, pendidikan dan pelatihan, keterlibatan dan pemberdayaan karyawan, dan kerjasama tim dimana keenam sifat ini berkaitan positif untuk mempengaruhi kinerja operasional.

Data diperoleh melalui kuisioner yang dibagikan pada karyawan Gethuk Take Timus Putri. Teknik penyampelan yang digunakan yang itu *total sampling* sebanyak 43 responden. Uji hipotesis menggunakan analisis regresi berganda.

Hasil penelitian mendapatkan fokus pelanggan, perbaikan sistem secara berkesinambungan, pendidikan dan pelatihan keterlibatan dan pemberdayaan karyawan berpengaruh pada kinerja operasional. Sedangkan obsesi terhadap kualitas dan kerjasama tim tidak berpengaruh pada kinerja operasional.

Kata Kunci: TQM, kinerja operasional, fokus pelanggan, obsesi terhadap kualitas, perbaikan sistem secara berkesinambungan, Pendidikan dan pelatihan, keterlibatan dan pemberdayaan karyawan, kerjasama tim.

ABSTRACT

This thesis is a research on the influence of quality management elements on the operational performance of Gethuk Take Timus Putri. As for the background of this study, the study found that there were discrepancies in his assistant operational performance.

To analyze the problems above, the researcher uses the theory of Tjiptono and Diana (2001) which formulates the characteristics of quality management which consist of customer focus, obsession with quality, continuous system improvement, education and training, employee involvement and development, teamwork. The research method used by the researcher in this thesis research is the quantitative method. Data collection techniques in the form of a literature study and field study by distributing questionnaires to all employees. The technique used is total sampling with 43 employees. In this study, researchers used data analysis techniques using multiple regression analysis models and classical assumption analysis, namely heteroscedasticity test, multicollinearity test, and normality test.

The results showed that simultaneously the elements of quality management affect the quality of operational performance. While partially, focus on customers, continuous system improvement, education and training, employee involvement and development have a positive effect on operational performance. Meanwhile, the obsession with quality and teamwork has a negative effect on operational performance.

Keywords: TQM, operational performance, customer focus, obsession with quality, continuous system improvement, education and training, employee involvement and empowerment, teamwork.