

Pengaruh Manajemen Kualitas Total Pada Kinerja Operasional

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ABSTRAK

This study aims to determine the effect of the elements of total quality management on the company's performance Gethuk Take Timus Putri. This study used survey and questionnaire methods to collect data. Data collection using non-probability sampling technique with a total of 43 questionnaires that can be processed. Testing the research instrument, using SPSS and testing the hypothesis using multiple regression analysis. The results of the analysis show that H1, H3, H4, and H5 support the effect on operational performance except H2 and H6 do not support. The results showed that simultaneously the elements of quality management affect the 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.