

## INTISARI

Penelitian ini bertujuan untuk mengevaluasi penerapan *Total Quality Management* (TQM) dalam pelaksanaan jasa layanan purna jual perangkat keras komputer, dengan membandingkan dengan standard TQM berbasis kepada ISO 9001:2000 dan pencapaian *Key Performance Indicator* (KPI) yang ditentukan oleh perusahaan. Penelitian ini dilakukan di Departemen *Global Technology Services* (GTS), unit *Maintenance Technology Services* (MTS) pada perusahaan *International Business Machine* (IBM) Indonesia.

Metoda penelitian yang digunakan adalah studi kasus dengan metode analisa kualitatif, dengan melakukan evaluasi terhadap pelaksanaan jasa layanan purna jual perangkat keras komputer, baik dari sisi standard ISO 9001:2000, maupun evaluasi pencapaian KPI. Data yang digunakan adalah data yang didapat dari laporan kinerja pelaksanaan jasa layanan purna jual perangkat keras komputer, dokumen perusahaan yang tertuang di dalam *Quality Management Document*, wawancara dengan *Quality Management Representatif* (QMR) IBM Indonesia dan sumber pustaka yang memuat teori mengenai TQM dalam pemberian jasa, serta *Quality Document* ISO 9001:2000.

Dari hasil penelitian yang telah dilakukan, dapat disimpulkan bahwa pelaksanaan jasa layanan purna jual perangkat keras komputer di IBM Indonesia telah menerapkan TQM dengan menggunakan standar kualitas berbasis ISO 9001:2000. Selain daripada itu, KPI secara umum dapat dikatakan telah dicapai, bahkan pada beberapa bagian menunjukkan adanya peningkatan.

**Kata kunci :** Evaluasi *Total Quality Management*, standar ISO 9001:2000, jasa layanan komputer

## ABSTRACT

*This research's objectives was to evaluate the applying of the Total Quality Management (TQM) in the implementation of computer hardware post sales services, by comparing with the TQM standard base on ISO 9001:2000, and the achievement of the Key Performance Indicator (KPI) that had been defined by company management. This research had been done at Global Technology Services (GTS) department, Maintenance Technology Services (MTS) unit, in the International Business Machine (IBM) Indonesia.*

*Research methodology that being used was case study with qualitative analysis method, by evaluating the implementation of computer hardware post sales services, with either using of the ISO 9001:2000 standard, and KPI achievement. Information and data that being used were data that we got from the performance report of the post sales services, company document that contained in the Quality Management Document, interview result with Quality Management Representative (QMR), and books of references that contain the theory of TQM in services area, and ISO9001:2000 Document of Quality.*

*From the research that being done, it can be concluded that the implementation of the computer hardware post sales services had applied TQM that used standard quality base on ISO9001: 2000. It also can be summarized that in general the KPI had been achieved, and even some of the sub unit showed some improvement.*

**Key word :** *evaluate, Total Quality management, ISO 9001:2000 standard, post sales service, computer hardware.*