



INTISARI

Penelitian ini berjudul Faktor yang Berpengaruh dalam Penerapan Total Quality Management Pada Industri Jasa Perhotelan, yang bertujuan untuk mengetahui dan menentukan faktor yang paling berpengaruh dalam penerapan TQM di industri perhotelan.

Sampel dalam penelitian ini sebanyak 70 hotel berbintang dan *virtual hotel operation* (VHO) yaitu *Reddoorz* dan *Airyroom* di Yogyakarta yang diambil secara acak. Dalam implementasi TQM, faktor yang diteliti meliputi *customer focus, leadership, training and learning, employee fulfillment, supplier quality management, process management and continuous improvement*. Hipotesis penelitian ini yaitu TQM berpengaruh signifikan terhadap *employee satisfaction*, *employee satisfaction* berpengaruh signifikan terhadap *finance performance*, dan TQM berpengaruh signifikan terhadap *employee satisfaction*. Data dikumpulkan dengan menggunakan kuesioner dan dianalisis dengan menggunakan *Structural Equation Modelling-Partial Least Square* (SEM-PLS).

Hasil penelitian menunjukkan adanya hubungan yang signifikan antara TQM dengan *employee satisfaction* dan TQM dengan *finance performance*. Sedangkan *employee satisfaction* dengan *finance performance* tidak memiliki hubungan yang signifikan. Adapun faktor yang paling berpengaruh dalam penerapan TQM di industri perhotelan yaitu *process management, training and learning*. Karyawan yang terlatih akan menjadi berkualitas di setiap prosesnya dan sebagai hasilnya, kinerja hotel akan meningkat.

Kata kunci : TQM, *employee satisfaction, finance performance*



ABSTRACT

The research title is Factors Influencing the Implementation of Total Quality Management in the Hotel Industries, which aims to find out the most influencing factor in the application of TQM in the hotel industries.

The samples in this study were 70 starred hotels and virtual hotel operations (VHO), namely Reddoorz and Airyroom in Yogyakarta, which was taken randomly. In the implementation of TQM, the factors studied include customer focus, leadership, training and learning, employee fulfillment, supplier quality management, process management, and continuous improvement. This study hypothesizes that TQM has a significant effect on employee satisfaction, employee satisfaction has a significant effect on hotel performance, and TQM has a significant effect on employee satisfaction. Data were collected using a questionnaire and analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS).

The results showed a significant relationship between TQM with employee satisfaction and TQM with hotel performance. While employee satisfaction with *finance performance* does not have a significant relationship. The most influential factor in the application of TQM in the hotel industry is process management, training, and learning. Trained employees will be quality in every process and as a result, *finance performance* will improve.

Keywords: TQM, employee satisfaction, hotel performance