

ABSTRAK

ANALISIS PENGARUH PELAKSANAAN *TOTAL QUALITY MANAGEMENT (TQM)* TERHADAP KINERJA PERUSAHAAN PT BAMA BUMI SENTOSA

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Kualitas menjadi faktor penting di persaingan global kini. Salah satu alat penerapan sistem manajemen mutu adalah *Total Quality Management (TQM)* yang merupakan sebuah pendekatan dalam menjalankan usaha yang mencoba untuk memaksimalkan daya saing organisasi dalam perbaikan secara terus-menerus atas produk dan jasa, tenaga kerja, proses, dan lingkungannya. Fenomena/permasalahan yang dihadapi saat ini oleh perusahaan PT. Bama Bumi Sentosa adalah belum optimalnya penerapan sistem manajemen kualitas sehingga menyebabkan kualitas jasa menjadi menurun. Untuk itu, penelitian ini bertujuan untuk mengetahui pengaruh TQM, dalam hal ini yaitu *organizational leadership (OL)*, *human resource management (HRM)*, *customer relationship (CR) strategic planning & development (SPD)*, *supplier management (SM)* terhadap kinerja perusahaan.

Penelitian ini menggunakan metoda eksplanatif dan populasi dalam penelitian ini adalah seluruh karyawan PT. Bama Bumi Sentosa. Penentuan sampel menggunakan rumus slovin dengan jumlah sampel ditetapkan sebanyak 100. Teknik pengumpulan data menggunakan kuesioner dengan membagikan secara langsung kepada karyawan kemudian data dianalisis menggunakan *structural equation modeling (SEM)*.

Hasil pengujian menunjukkan bahwa *organizational leadership*, *customer relationship*, *human resources management*, *strategic planning and development*, *supplier management* berpengaruh terhadap TQM. *Satisfaction result* dan *business result* berpengaruh terhadap OP. Terakhir, OP berpengaruh terhadap TQM

Kata Kunci: *Total Quality Management, Satisfaction Result, Business Result*

ABSTRACT

**ANALYSIS OF IMPACT IMPLEMENTATION
TOTAL QUALITY MANAGEMENT (TQM)
ON COMPANY PERFORMANCE
PT BAMA BUMI SENTOSA**

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Quality is an important factor in global competition today. One of the tools for implementing a quality management system is Total Quality Management (TQM), which is an approach in running a business that tries to maximize the competitiveness of an organization in the continuous improvement of its products and services, workforce, processes, and environment. The phenomenon / problem currently faced by the company PT. Bama Bumi Sentosa is not yet optimal in implementing a quality management system that causes the quality of services to decline. Therefore, this study aims to determine the effect of TQM, in consisting of organizational leadership (OL), human resource management (HRM), customer relationships (CR) strategic planning & development (SPD), supplier management (SM) on company performance

This research use explanative method and the population in this study were all employees of PT. Bama Bumi Sentosa. Determination of the sample using the slovin formula with the number of samples set to be 100. Data collection techniques using a questionnaire by distributing directly to employees data were analyzed using structural equation modeling (SEM).

The research results show that organizational leadership, customer relationship, human resources management, strategic planning and development, supplier management affect TQM. Satisfaction result and business result affect OP. Finally, OP influences TQM

Keywords: *Total Quality Management, Satisfaction Result, Business Result*