

ABSTRAK

Permasalahan utama dalam penelitian ini adalah *Total Quality Management (TQM)* yang menjadi indikator perhitungan kualitas kinerja dari suatu perusahaan. Perusahaan perbankan sudah menerapkan metode *Total Quality Management*, namun metode tersebut tidak berjalan maksimal dalam implementasinya. Penelitian ini bertujuan untuk menganalisis pengaruh penerapan *Total Quality Management* terhadap kualitas kinerja pada salah satu bank.

Dalam penelitian ini terdapat subvariabel yang akan dijadikan obyek penelitian yaitu, komitmen manajemen puncak, proses manajemen, perbaikan berkesinambungan dan inovasi, keterlibatan karyawan, perencanaan strategis, informasi dan analisis. Penelitian ini dilakukan di Bank "ABC" Tbk. Metode pengumpulan data yang digunakan adalah *purposive sampling* dengan sampel penelitian berjumlah 32 responden. Alat analisis yang digunakan adalah dengan metode regresi berganda. Pengujian data yang digunakan adalah uji validitas dan reliabilitas data. Pengujian hipotesis menggunakan uji koefisien determinasi ($Adjusted R^2$), uji fit model (Uji-F) dan uji signifikansi (Uji-T) hasil persamaan regresi berganda.

Hasil penelitian menunjukkan secara keseluruhan *Total Quality Management* berpengaruh terhadap kualitas kinerja perusahaan. Namun, jika dilihat lebih lanjut variabel komitmen manajemen puncak, proses manajemen, perbaikan berkesinambungan dan inovasi, keterlibatan karyawan dan informasi analisis tidak memiliki pengaruh yang signifikan terhadap kualitas kinerja perusahaan.

Kata Kunci : *Total Quality Management (TQM)*, komitmen manajemen puncak, proses manajemen, perbaikan berkesinambungan dan inovasi, informasi dan analisis, perencanaan strategis, kualitas kinerja

ABSTRACT

The main problem in this research is the Total Quality Management (TQM) that becomes the indicator of quality performance measure in a company. Banking sector that have already applied the method of Total Quality Management (TQM), nevertheless the result shows that the method does not run maximally in its implementation. This research aims to analyze the impact of TQM application to the quality performance in one of the banks.

This research has some sub variables that will be used as the object of research such as the top management commitment, the management process, the sustainable improvement and innovation, the employee involvement, the strategic planning, and the information and analysis. The research is conducted in "ABC" Bank. This research uses the purposive sampling of data collection and the sample of this research is 32 respondents. The method of multiple regression is used as the analysis tool. The data testing used are the data validity and reability test. The hypothesis test uses the coefficient of determination test (Adjusted R^2), the goodness of fit test (F-Test), and the significance test (T-Test). The result of regression equation.

Result this research shows that overall the Total Quality Management (TQM) affects the quality performance of the company. Nevertheless if it is seen more the variable of top management commitment, the management process, the sustainable improvement and innovation, the employee involvement, and the information and analysis, TQM does not have the significant impact to the quality performance of the company.

Keywords: Total Quality Management (TQM), top management commitment, management process, sustainable improvement and innovation, information and analysis, strategic planning, quality performance