

ABSTRAK

Dunia menghadapi industri 4.0 atau revolusi industri jilid 4. Kemampuan daya saing industri manufaktur Indonesia diprediksi semakin meningkat. United Nation Industrial Development Organization (UNIDO, 2017) mencatat daya saing Indonesia di posisi ke 9 pada tahun 2016 dengan nilai tambah industri sebesar 225,67 miliar dolar AS dan pangsa pasar meningkat menjadi 1,83. Industri manufaktur alat musik di Indonesia harus siap untuk menghadapi era industri 4.0. melalui kinerja industri di Indonesia. Industri manufaktur alat musik bukan tradisional sebagai bagian dari industri nasional secara terus-menerus berupaya untuk meningkatkan mutu dan daya saing produknya dengan mengadopsi praktik-praktik terbaik dalam kegiatan operasi perusahaan khususnya total quality management (TQM). Penelitian ini bertujuan untuk mempelajari, menganalisa, dan mengetahui secara rinci tentang pengaruh antara penerapan TQM terhadap daya saing melalui kinerja pada pelaku industri manufaktur alat musik bukan tradisional di Indonesia. Data primer dalam penelitian ini diperoleh atau dikumpulkan melalui kuesioner yang berasal dari responden langsung yang terlibat sebagai pelaku industri manufaktur alat musik bukan tradisional di Indonesia yang berjumlah 42 responden yang mewakili. Pengujian hipotesis dalam penelitian ini menggunakan software Partial Least Square (PLS) yang merupakan metode alternatif analisis dengan Structural Equation Modelling (SEM). Hasil penelitian menunjukkan terdapat pengaruh signifikan variabel penerapan TQM (X) berpengaruh terhadap kinerja (Y), sesuai hasil besar pengaruh dari variabel Total Quality Management (TQM) terhadap kinerja perusahaan atau organisasi sebesar 0,778 dengan nilai t-statistics sebesar 13,96 dan nilai p-value sebesar $0,000 < \alpha (0.05)$ maka hubungan tersebut signifikan. Terdapat pengaruh variabel kinerja (Y) perusahaan atau organisasi terhadap daya saing (Z) perusahaan atau organisasi sebesar 0,134 dengan nilai t-statistics sebesar 1,63 dan nilai p-value sebesar $0,105 > \alpha (0.05)$ maka hubungan tersebut tidak signifikan. Terdapat pengaruh langsung dan signifikan variabel penerapan TQM (X) terhadap daya saing (Z) perusahaan atau organisasi sebesar 0,237 dengan nilai t-statistics sebesar 2,52 dan nilai p-value sebesar $0,012 < \alpha (0.05)$ maka hubungan tersebut signifikan.

Kata kunci : total quality management (TQM), kinerja, daya saing.

ABSTRACT

The world faces industry 4.0 or volume 4 industrial revolution. The competitiveness of Indonesia's manufacturing industry is predicted to increase. The United Nation Industrial Development Organization (UNIDO, 2017) recorded Indonesia's competitiveness in 9th position in 2016 with industrial added value of US \$ 225.67 billion and market share increased to 1.83. The music instrument manufacturing industry in Indonesia must be prepared to face the industrial era 4.0. through industry performance in Indonesia. The non-traditional musical instrument manufacturing industry as part of the national industry continually strives to improve the quality and competitiveness of its products by adopting best practices in the company's operations activities in particular total quality management (TQM). This study aims to study, analyze, and find out in detail about the influence of the application of TQM on competitiveness through performance in the industry of manufacturing non-traditional musical instruments in Indonesia. Primary data in this study were obtained or collected through questionnaires originating from direct respondents who were involved as non-traditional musical instrument manufacturing industries in Indonesia, totaling 42 respondents who represented. Testing the hypothesis in this study uses Partial Least Square (PLS) software which is an alternative method of analysis with Structural Equation Modeling (SEM). The results showed that there was a significant effect of the variable TQM (X) on the effect of performance (Y), according to the results of the influence of the Total Quality Management (TQM) variable on the performance of the company or organization by 0.778 with t-statistics of 13.96 and p -value of $0,000 < \alpha (0.05)$ then the relationship is significant. There is the influence of the performance variable (Y) of the company or organization on the competitiveness (Z) of the company or organization by 0.134 with the value of t-statistics of 1.63 and the p-value of $0.105 > \alpha (0.05)$ then the relationship is not significant. There is a direct and significant effect of the variable TQM (X) on the competitiveness (Z) of the company or organization of 0.237 with a value of t-statistics of 2.52 and a p-value of $0.012 < \alpha (0.05)$ so that the relationship is significant.

Keywords: total quality management (TQM), performance, competitiveness.