

ABSTRACT

This research aims to determine the influence effect of the total quality management implementation, leadership and productivity to the company performance at PT Kita Bisa Teknologi. The conceptual model is based on previous literature. Surveys based on questionnaires have been conducted. Research samples from 68 people were collected through questionnaires distributed to respondents. Path analysis is used to identify the validity of the model. Statistical analysis used in this study is the classical assumption test, regression analysis, correlation, hypothesis testing using t-test and F-test and analysis of the coefficient of determination. The findings indicate a positive and significant influence from sharing information and sharing knowledge on supplier-buyer relationships and their impact on supply chain management performance. Based on the results conducted by partial evaluation can be seen that the total quality management implementation, leadership and productivity to the company performance. Where the influence of the total quality management implementation as much as 11,9%, leadership 25,9% as much as 14,3% and productivity as much as 5,4% to the company performance. Simultaneously, the effect of the total quality management implementation, leadership and productivity to the company performance as much as 28,5%, while the remaining as much as 71,5% is the influence of other factors outside of the three independent variables in this research.

Keywords: Total Quality Management, Leadership, Productivity, Company Performance

UNIVERSITAS
MERCU BUANA

ABSTRAK

Penelitian ini bertujuan untuk mengetahui besarnya pengaruh penerapan *total quality management*, kepemimpinan dan produktifitas terhadap kinerja perusahaan pada PT Kita Bisa Teknologi. Model konseptual dilakukan berdasarkan literature sebelumnya. Survei berdasarkan kuesioner telah dilakukan. Sampel penelitian dari 68 orang di kumpulkan melalui kuesioner yang dibagikan kepada responden. *Path Analysis* digunakan untuk mengidentifikasi validitas model tersebut. Analisis statistik yang digunakan dalam penelitian ini adalah uji asumsi klasik, analisis regresi, korelasi, pengujian hipotesis dengan menggunakan uji t dan uji F serta analisis koefisien determinasi. Temuan menunjukkan adanya pengaruh positif dan signifikan dari *total quality management*, kepemimpinan dan produktifitas terhadap kinerja perusahaan. Berdasarkan hasil penelitian yang dilakukan dapat diketahui bahwa secara parsial penerapan total quality management, kepemimpinan dan produktifitas berpengaruh terhadap kinerja perusahaan. Dimana besarnya pengaruh total quality management sebesar 11,9%, kepemimpinan 25,9%, dan produktifitas 5,4% terhadap kinerja perusahaan. Secara simultan penerapan total quality management, kepemimpinan dan produktifitas terhadap kinerja perusahaan sebesar 28,5%, sedangkan sisanya yaitu sebesar 71,5% merupakan pengaruh faktor lain di luar ketiga variabel bebas yang sedang diteliti.

Kata Kunci: *Total Quality Management*, Kepemimpinan, Produktifitas, Kinerja Perusahaan



UNIVERSITAS
MERCU BUANA