

ABSTRACT

The purpose of this research is to investigate the quality culture effects on the successful implementation of quality management systems ISO 9001: 2008 at PT. Emblem Asia in Bekasi. The data of research were obtained from a sample of 138 respondents randomly selected employees and proportionate in each work unit. The Method of analysis used in testing the relationship between latent constructs the quality culture to the successful implementation of quality management systems ISO 9001: 2008 is Structural Equation Modeling (SEM) using AMOS V.21. This research found that the quality culture on employees and the implementation of quality management system ISO 9001: 2008 has been well perceived by employees. Based on full model analysis, the result of this research shows that full model fills goodness of fit. Overall construct indicators, that is philosophy, beliefs, habits, behaviors, values, traditions, procedures, and expectations are valid and reliable in measuring the construct of quality culture, and top management commitment, supplier partnerships, continuous improvement, employee involvement, customer focus, and product quality are valid and reliable in measuring the construct of the implementation of quality management system ISO 9001: 2008. Hypothesis testing showed results consistent with the theoretical study that the quality culture positive and significant impact on the successful implementation of the quality management system ISO 9001: 2008.

Keywords: Quality culture, quality management, ISO 9001, TQM



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ABSTRAK

Tujuan penelitian ini adalah menguji pengaruh penyerapan budaya kualitas terhadap keberhasilan penerapan sistem manajemen mutu ISO 9001:2008 pada PT Emblem Asia Bekasi. Data penelitian diperoleh dari sampel 138 responden karyawan yang dipilih secara acak serta proporsional pada setiap unit kerja. Metode analisis yang digunakan dalam menguji hubungan antar konstruk laten budaya kualitas terhadap keberhasilan penerapan sistem manajemen mutu ISO 9001:2008 adalah *Structural Equation Modeling* (SEM) menggunakan program AMOS V.21. Hasil penelitian menemukan bahwa penyerapan budaya kualitas pada karyawan dan penerapan sistem manajemen mutu ISO 9001:2008 dipersepsikan sudah baik oleh karyawan. Hasil pengujian pada analisis *full model*, menunjukkan bahwa model secara keseluruhan memenuhi kriteria model fit. Keseluruhan indikator konstruk, yaitu filosofi, keyakinan, kebiasaan, perilaku, nilai, tradisi, prosedur, dan harapan adalah valid dan reliabel dalam mengukur konstruk penyerapan budaya kualitas, serta *top management commitment*, *supplier partnership*, *continous improvement*, *employee involvement*, *customer focus*, dan *product quality* adalah valid dan reliabel dalam mengukur konstruk penerapan sistem manajemen mutu ISO 9001:2008. Pengujian hipotesis menunjukkan hasil yang konsisten dengan kajian teoritis bahwa penyerapan budaya kualitas berpengaruh positif dan signifikan terhadap keberhasilan penerapan sistem manajemen mutu ISO 9001:2008.

Kata Kunci : Budaya kualitas, manajemen kualitas, ISO 9001, TQM



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