

**PENGARUH *TOTAL QUALITY MANAGEMENT* (TQM) DAN STRATEGI
INOVASI TERHADAP KINERJA OPERASIONAL PERUSAHAAN
(Studi Kasus Pada Departemen Transformer PT. Nikkatsu Electric Works)**

Ditulis Oleh:

Nabila Novita Afrilia

Pembimbing:

Lina Said, SE., M.Si., Ak., CA

ABSTRAK

Pada saat ini, persaingan pada sektor industri sudah sangat pesat, perusahaan dituntut agar selalu siap akan adanya revolusi industri. Penelitian ini bertujuan untuk mengetahui pengaruh *total quality management* (tqm) dan strategi inovasi terhadap kinerja operasional pada departemen transformer PT. Nikkatsu Electric Works.

Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Populasi dalam penelitian ini adalah pegawai departemen transformer yang ada di PT. Nikkatsu Electric Works sebanyak 104 responden. Metode penarikan sampel yang digunakan adalah teknik *probability sampling*, metode analisis yang digunakan dalam penelitian ini menggunakan analisis deskriptif dan verifikatif yang terdiri dari uji validitas, uji reliabilitas, analisis uji asumsi klasik, analisis regresi linear berganda, analisis koefisien determinasi, uji t dan uji f.

Hasil penelitian ini menunjukkan bahwa secara keseluruhan variabel bebas dan variabel terikat ada pada kategori baik. Hasil penelitian juga menyimpulkan bahwa *total quality management* (tqm) dan strategi inovasi berpengaruh secara parsial dan simultan terhadap kinerja operasional perusahaan dengan kontribusi pengaruh sebesar 51,7% dan sisanya 48,3% tidak diteliti dalam penelitian ini.

Kata Kunci: *Total Quality Management* (TQM), Strategi Inovasi, Kinerja Operasional Perusahaan

***THE EFFECT OF TOTAL QUALITY MANAGEMENT (TQM) AND
INNOVATION STRATEGY ON COMPANY OPERATIONAL
PERFORMANCE***

(Case Study On Transformer Departement PT. Nikkatsu Electric Works)

Written by:

Nabila Novita Afrilia

Preceptor:

Lina Said, SE., M.Si., Ak., CA

ABSTRACT

Currently, competition in the industrial sector is very rapid, companies are required to always be ready for the industrial revolution. This research aims to determine the effect of total quality management (TQM) and innovation strategies on operational performance in the transformer department of PT. Nikkatsu Electric Works.

The method used in this research is a quantitative method. The population in this study were employees of the transformer department at PT. Nikkatsu Electric Works as many as 104 respondents. The sampling method used is probability sampling technique, the analytical method used in this research uses descriptive and verification analysis consisting of validity tests, reliability tests, classical assumption test analysis, multiple linear regression analysis, coefficient of determination analysis, t test and f test.

The results of this research show that overall the independent variables and dependent variables are in the good category. The research results also concluded that total quality management (TQM) and innovation strategy had a partial and simultaneous influence on the company's operational performance with an influence contribution of 51.7% and the remaining 48.3% was not examined in this research.

Keyword: Total Quality Management (TQM), Innovation Strategy, Company Operational Performance