

ABSTRAK
PENGARUH PENERAPAN *TOTAL QUALITY MANAGEMENT*
TERHADAP KINERJA OPERASIONAL
(Studi Pada UMKM *Food and Beverage* di Kecamatan Cineam)

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Penelitian ini dilakukan agar dapat melihat implementasi *Total Quality Management* (TQM) yang terbagi menjadi kepuasan pelanggan, respek terhadap setiap orang, manajemen berdasarkan fakta, perbaikan berkesinambungan terhadap kinerja operasional UMKM *food and beverage* di Kecamatan Cineam. Jenis data dalam penelitian ini merupakan data kuantitatif, sedangkan teknik penarikan sampel menggunakan sampel jenuh.. Metode yang dimanfaatkan merupakan metode survei, kemudian data didapatkan dengan wawancara dan kuesioner. Analisis Jalur merupakan alat yang digunakan pada penelitian ini untuk melakukan analisis. Setelah dilakukan analisis, hasil perhitungan menampilkan bahwa kepuasan pelanggan, respek terhadap setiap orang, manajemen berdasarkan fakta, perbaikan berkesinambungan berpengaruh positif terhadap kinerja operasional UMKM *food and beverage* di Kecamatan Cineam.

Kata kunci: *Total Quality Management*, Cineam, Kinerja Operasional

ABSTRACT
THE EFFECT OF IMPLEMENTING TOTAL QUALITY MANAGEMENT
ON OPERATIONAL PERFORMANCE

(Study of Food and Beverage UMKMs in Cineam District)

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This research was conducted in order to see the implementation of Total Quality Management (TQM) which is divided into customer satisfaction, respect for everyone, management based on facts, continuous improvement of the operational performance of food and beverage MSMEs in Cineam District. The type of data in this research is quantitative data, while the sampling technique uses saturated samples. The method used is a survey method, then data is obtained by interviews and questionnaires. The analysis tool used is Path Analysis. After carrying out the analysis, the calculation results show that customer satisfaction, respect for everyone, management based on facts, continuous improvement have a positive effect on the operational performance of food and beverage UMKMs in Cineam District.

Keywords: Total Quality Management, Cineam, operational performance