

ABSTRACT

THE IMPLEMENTATION OF TOTAL QUALITY MANAGEMENT AND SUPPLY CHAIN MANAGEMENT ON OPERATIONAL PERFORMANCE

(Study on Bag Producers in Tasikmalaya City)

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The purpose of this study was to identify and analyze total quality management, supply chain management, operational performance and the influence of total quality management and supply chain management on operational performance of bag manufacturers in the City of Tasikmalaya.

The research method used in this study is a survey method, while the types of data used in this study are primary data and secondary data. The object of this research is total quality management, supply chain management and operational performance with the scope of MSME bag manufacturers in the Tasikmalaya City area, with a sampling technique using the census method. The data analysis technique used is path analysis.

The results showed that total quality management was included in the good classification, while supply chain management and operational performance were included in the very good classification. The test results also prove that simultaneously and partially total quality management and supply chain management have a significant effect on the operational performance of MSME bag manufacturers in Tasikmalaya City.

Keywords: Total Quality Management, Supply Chain Management, Operational Performance

ABSTRAK

PENGARUH PENERAPAN *TOTAL QUALITY MANAGEMENT* DAN *SUPPLY CHAIN MANAGEMENT* TERHADAP KINERJA OPERASIONAL (Studi pada Produsen Tas di Kota Tasikmalaya)

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis *total quality management*, *supply chain management*, kinerja operasional dan pengaruh *total quality management* dan *supply chain management* terhadap kinerja operasional pada produsen tas di wilayah Kota Tasikmalaya.

Metode penelitian yang digunakan dalam penelitian ini adalah metode survey, sedangkan jenis data yang digunakan dalam penelitian ini adalah data primer dan data sekunder. Objek penelitian ini adalah *total quality management*, *supply chain management* dan kinerja operasional dengan ruang lingkup UMKM produsen tas di daerah Kota Tasikmalaya, dengan teknik penarikan sampel menggunakan metode sensus. Teknik analisis data yang digunakan adalah analisis jalur.

Hasil penelitian menunjukkan bahwa *total quality management* termasuk dalam klasifikasi baik, sedangkan *supply chain management* dan kinerja operasional termasuk dalam klasifikasi sangat baik. Hasil pengujian juga membuktikan bahwa secara simultan dan parsial *total quality management* dan *supply chain management* berpengaruh signifikan terhadap kinerja operasional pada UMKM produsen tas di Kota Tasikmalaya.

Kata Kunci: *Total Quality Management*, *Supply Chain Management*, Kinerja Operasional