

ABSTRAK

Tujuan Penelitian ini untuk menganalisa pengaruh *total quality management* dengan 4 indikator yaitu kepuasan pelanggan, pemberdayaan karyawan, peningkatan mutu berkelanjutan, dan manajemen berdasarkan fakta terhadap kinerja operasional pada Industri Putra Bali Rattan Furniture di Kecamatan Mayang Kabupaten Jember. Penelitian ini merupakan penelitian dengan metode pendekatan kombinasi (*mix methods*). Sampel sebanyak 65 responden diperoleh dengan teknik *sampling* jenuh. Data diperoleh menggunakan kuesioner dan wawancara dengan pemilik serta 5 konsumen kemudian di analisis menggunakan analisis regresi. Dalam mengolah data penelitian, peneliti menggunakan aplikasi SPSS versi 22. Hasil penelitian menunjukkan bahwa 3 dari 4 variabel X yaitu kepuasan pelanggan, pemberdayaan karyawan, dan peningkatan mutu berkelanjutan berpengaruh secara positif dan signifikan terhadap kinerja operasional. Sementara variabel manajemen berdasarkan fakta berpengaruh negatif terhadap kinerja operasional. Pengaruh positif variabel kepuasan pelanggan juga didukung dari hasil wawancara yang menyatakan bahwa perusahaan telah melakukan 4 indikator kepuasan pelanggan dan sejalan dengan itu, kinerja operasional juga meningkat. Simpulan, kepuasan pelanggan, pemberdayaan karyawan, dan peningkatan mutu berkelanjutan berpengaruh positif dan signifikan terhadap kinerja operasional, sedangkan manajemen berdasarkan fakta berpengaruh negatif.

Kata Kunci : Kepuasan Pelanggan, Pemberdayaan Karyawan, Peningkatan Mutu Berkelanjutan, Manajemen Berdasarkan Fakta, Kinerja Operasional

ABSTRACT

The aim of this research is to analyze the effect of total quality management with 4 indicators, namely customer satisfaction, employee empowerment, continuous quality improvement, and management based on facts on operational performance at the Putra Bali Rattan Furniture Industry in Mayang District, Jember Regency. This research is research using a combination approach (mix methods). A sample of 65 respondents was obtained using a saturated sampling technique. Data was obtained using questionnaires and interviews with the owner and 5 consumers and then analyzed using regression analysis. In processing research data, researchers used the SPSS version 22 application. The research results show that 3 of the 4 X variables, namely customer satisfaction, employee empowerment, and continuous quality improvement have a positive and significant effect on operational performance. Meanwhile management variables based on facts have a negative effect on operational performance. The positive influence of the customer satisfaction variable is also supported by the results of interviews which state that the company has implemented 4 indicators of customer satisfaction and in line with this, operational performance has also increased. In conclusion, customer satisfaction, employee empowerment, and continuous quality improvement have a positive and significant effect on operational performance, while management based on facts has a negative effect.

Keywords: *Customer Satisfaction, Employee Empowerment, Quality Improvement Sustainable, Management Based on Facts, Operational Performance*

