

The Influence of Total Quality Management on Operational Performance at Bogor Coffee Center

By Nabilla Rachma Andyni

Abstract

This study aims to analyze the influence of Total Quality Management (TQM) on the operational performance of Bogor Coffee Center, which faces several challenges such as inconsistent taste, unstable service time, and raw material waste due to weak quality control. Using a quantitative approach, the research involved 30 employees as respondents and examined four dimensions of TQM customer focus, teamwork, quality obsession, and continuous improvement through multiple linear regression analysis. The results show that partially, customer focus and continuous improvement have a significant effect on operational performance, while teamwork and quality obsession do not. However, simultaneously, all TQM dimensions significantly influence operational performance. These findings emphasize the importance of implementing TQM in an integrated manner to improve the operational effectiveness and efficiency of Bogor Coffee Center.

Keywords: *Total Quality Management, Operational Performance, Customer Focus, Teamwork, Quality Obsession.*

Pengaruh Total Quality Management Terhadap Kinerja Operasional Pada Bogor Coffee Center

Oleh Nabilla Rachma Andyni

Abstrak

Penelitian ini bertujuan menganalisis pengaruh *Total Quality Management* (TQM) terhadap kinerja operasional Bogor Coffee Center, yang menghadapi sejumlah kendala seperti ketidakkonsistenan rasa, waktu penyajian yang tidak stabil, dan pemborosan bahan baku akibat lemahnya pengendalian mutu. Menggunakan pendekatan kuantitatif, penelitian melibatkan 30 karyawan sebagai responden dan menguji empat dimensi TQM, yaitu fokus pada pelanggan, kerja sama tim, obsesi terhadap kualitas, dan perbaikan berkesinambungan melalui regresi linear berganda. Hasil menunjukkan bahwa secara parsial, fokus pada pelanggan dan perbaikan berkesinambungan berpengaruh signifikan terhadap kinerja operasional, sedangkan kerja sama tim dan obsesi terhadap kualitas tidak berpengaruh signifikan. Namun, secara simultan seluruh dimensi TQM terbukti berpengaruh signifikan terhadap kinerja operasional. Temuan ini menegaskan pentingnya penerapan TQM secara terpadu untuk meningkatkan efektivitas dan efisiensi operasional Bogor Coffee Center.

Kata kunci: *Total Quality Management*, Kinerja Operasional, Fokus pada Pelanggan, Kerja Sama Tim, Obsesi Terhadap Kualitas.