

Analysis of the influence of Total Quality Management (TQM) on operational performance at J&T Express Drop Center X Depok

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ABSTRACT

This study aims to analyze the effect of Total Quality Management (TQM) on operational performance at J&T Express Drop Center X Depok. The TQM variables examined include customer focus, obsession with quality, and employee involvement and empowerment. This research employed a quantitative approach using the Structural Equation Modeling–Partial Least Square (SEM-PLS) method with SmartPLS 4.0. The sample consisted of 55 respondents, representing all employees at the drop center. The results indicate that customer focus has a positive but not significant effect on operational performance, with an original sample value of 0.304. Obsession with quality has a positive and significant effect on operational performance, with an original sample value of 0.418. Meanwhile, employee involvement and empowerment do not have a significant effect, with an original sample value of 0.139. Simultaneously, the three TQM variables have a significant effect on operational performance. The R-square value of 0.617 indicates that 61.7% of the variation in operational performance can be explained by the research model.

Keywords: Total Quality Management, customer focus, obsession with quality, employee involvement and empowerment, operational performance.

Analisis Pengaruh *Total Quality Management* (TQM) terhadap Kinerja Operasional pada *J&T Express Drop Center X Depok*

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Total Quality Management* (TQM) terhadap kinerja operasional pada *J&T Express Drop Center X Depok*. Variabel TQM yang diteliti meliputi fokus pada pelanggan, obsesi terhadap kualitas, serta keterlibatan dan pemberdayaan karyawan. Penelitian menggunakan pendekatan kuantitatif dengan *metode Structural Equation Modeling - Partial Least Square* (SEM-PLS) melalui aplikasi SmartPLS 4.0. Sampel penelitian berjumlah 55 responden yang merupakan seluruh karyawan *drop center*. Hasil analisis menunjukkan bahwa fokus pada pelanggan memiliki pengaruh positif namun tidak signifikan terhadap kinerja operasional dengan nilai *original sample* sebesar 0,304. Obsesi terhadap kualitas berpengaruh positif dan signifikan terhadap kinerja operasional dengan nilai *original sample* sebesar 0,418. Sementara itu, keterlibatan dan pemberdayaan karyawan tidak berpengaruh signifikan, dengan nilai *original sample* sebesar 0,139. Secara simultan, ketiga variabel TQM berpengaruh signifikan terhadap kinerja operasional. Nilai *R-Square* sebesar 0,617 menunjukkan bahwa 61,7% variasi kinerja operasional dapat dijelaskan oleh model penelitian.

Kata Kunci: *Total Quality Management*, fokus pada pelanggan, obsesi terhadap kualitas, keterlibatan dan pemberdayaan karyawan, kinerja operasional.