

The Effect of Total Quality Management (TQM) Implementation on Operational Performance at XYZ Coffee shop in South Jakarta

By Ronald Edward Neparasi

ABSTRACT

The implementation of Total Quality Management (TQM) has become a strategic approach for coffee shop businesses to maintain consistency in product quality and service in order to sustain competitiveness. However, this consistency has not been fully achieved at Coffee Shop XYZ in South Jakarta, which faces a high number of negative customer reviews, significant raw material waste, and Quality Control (QC) scores below the company standard. This study aims to analyze the effect of TQM implementation on operational performance at Coffee Shop XYZ. The study employs a quantitative descriptive approach using a survey method through purposive sampling of 48 respondents consisting of baristas, area managers, and trainers, analyzed using SEM-PLS with SmartPLS 4. The results show that, partially, customer focus (0.340) and education and training (0.348) have a positive and significant effect on operational performance, while obsession with quality (-0.029) and continuous improvement (0.332) are not significant. Simultaneously, the four TQM variables have a significant effect, with an Adjusted R-Square of 92.90%, while the remaining 7.10% is explained by other variables outside the model. The study concludes that integrated TQM implementation is needed to improve the operational performance of Coffee Shop XYZ.

Keywords: Total Quality Management (TQM), Operational Performance, Coffee shop

Pengaruh Penerapan Total Quality Management (TQM) Terhadap Kinerja Operasional Pada Coffee shop XYZ Di Jakarta Selatan

Oleh Ronald Edward Neparasi

ABSTRAK

Penerapan Total Quality Management (TQM) menjadi pendekatan strategis bagi pelaku usaha coffee shop untuk menjaga konsistensi kualitas produk dan layanan demi mempertahankan daya saing. Namun, konsistensi tersebut belum sepenuhnya tercapai pada Coffee Shop XYZ di Jakarta Selatan, yang menghadapi tingginya ulasan negatif pelanggan, waste bahan baku yang signifikan, serta nilai Quality Control (QC) di bawah standar perusahaan. Penelitian ini bertujuan menganalisis pengaruh penerapan TQM terhadap kinerja operasional pada Coffee Shop XYZ. Penelitian menggunakan pendekatan deskriptif kuantitatif dengan metode survei melalui purposive sampling terhadap 48 responden yang terdiri dari barista, area manager, dan trainer, dianalisis menggunakan SEM-PLS dengan SmartPLS 4. Hasil menunjukkan bahwa secara parsial, fokus pada pelanggan (0,340) serta pendidikan dan pelatihan (0,348) berpengaruh positif signifikan terhadap kinerja operasional, sedangkan obsesi terhadap kualitas (-0,029) dan perbaikan berkelanjutan (0,332) tidak signifikan. Secara simultan, keempat variabel TQM berpengaruh signifikan dengan Adjusted R-Square 92,90%, sisanya 7,10% dijelaskan variabel lain di luar model. Penelitian menyimpulkan bahwa implementasi TQM yang terintegrasi diperlukan untuk meningkatkan kinerja operasional Coffee Shop XYZ.

Kata Kunci: *Total Quality Management (TQM), Kinerja Operasional, Coffee shop*