

ABSTRAK

PENGARUH PENDEKATAN *TOTAL QUALITY MANAGEMENT (TQM)* TERHADAP KINERJA KARYAWAN PADA UMKM MEDIUM CAR WASH

Medium Car Wash merupakan salah satu UMKM yang bergerak dibidang jasa cuci kendaraan roda dua dan roda empat yang sudah berjalan kurang lebih 3 tahun yang berlokasi sangat strategis didalam area SPBU. Tujuan penelitian yaitu untuk mengetahui pelaksanaan *Total Quality Management (TQM)* serta pengaruh terhadap kinerja karyawan atau operator pada perusahaan cuci motor dan mobil Medium Wash.

Teknik analisis data yang digunakan dalam penelitian ini adalah Teknik analisis deskriptif kuantitatif yaitu mendeskripsikan data yang telah terkumpul dan menyajikan dalam bentuk angka-angka tanpa bermaksud membuat kesimpulan yang berlaku umum atau generalisasi

Dari variabel *Total Quality Management (TQM)* pada karyawan atau operator cuci mobil dan motor Medium Wash yang paling dominan berpengaruh terhadap kinerja karyawan adalah variabel Pemberdayaan karyawan (X5) sebesar 0,832 adalah variabel yang paling besar berpengaruh terhadap kinerja karyawan (Y). karena mempunyai nilai koefisien yang paling besar dibandingkan dengan variabel *Total Quality Management (TQM)* yang lainnya

Kata Kunci: *Total Quality Management (TQM), UMKM, Kinerja Karyawan*

ABSTRACT

THE INFLUENCE OF THE TOTAL QUALITY MANAGEMENT (TQM) APPROACH ON EMPLOYEE PERFORMANCE IN MEDIUM CAR WASH

Medium Car Wash is one of the MSMEs which operates in the field of two-wheeled and four-wheeled vehicle washing services which has been running for approximately 3 years and is located very strategically in the gas station area. The aim of the research is to determine the implementation of *Total Quality Management (TQM)* and its influence on the performance of employees or operators at the Medium Wash motorbike and car wash company.

The data analysis technique used in this research is quantitative descriptive analysis technique, namely describing the data that has been collected and presenting it in the form of numbers without intending to make generally accepted conclusions or generalizations.

Of the *Total Quality Management (TQM)* variables for employees or Medium Wash car and motorbike wash operators, the most dominant influence on employee performance is the employee empowerment variable (X5) of 0.832, which is the variable that has the greatest influence on employee performance (Y), because it has the largest coefficient value compared to other *Total Quality Management (TQM)* variables

Keywords: Total Quality Management (TQM), MSMEs, Employee Performance

