

INTISARI

Penelitian ini bertujuan untuk menganalisis penerapan *total quality management* terhadap kualitas pelayanan prima pada PT Astra Motor Internasional Tbk cabang Kudus. Obyek terletak di jalan Achmad Yani ruko Panjunan blok A nomor 5-7. Subyek pada penelitian ini adalah karyawan perusahaan ini kecuali bagian kebersihan. Dalam penelitian ini, subyek penelitian diambil secara populasi atau semua karyawan di perusahaan. Variabel dependen penelitian ini adalah kualitas pelayanan prima, sedangkan variabel independennya yaitu dimensi *total quality management* yang berjumlah tujuh variabel, meliputi orientasi pada pelanggan, orientasi pada kualitas, pemberdayaan karyawan, komitmen manajemen, kerjasama tim, perbaikan berkesinambungan, pendidikan dan pelatihan. Alat analisis yang digunakan adalah uji regresi linear berganda, uji simultan dan uji parsial.

Berdasarkan penelitian yang telah dilakukan, diperoleh hasil secara simultan bahwa dimensi *total quality management* mempunyai pengaruh yang positif dan signifikan terhadap kualitas pelayanan prima. Namun pengujian secara parsial ada dua variabel yang tidak berpengaruh pada kualitas pelayanan prima yaitu, komitmen manajemen, pendidikan dan pelatihan. Selebihnya lima variabel orientasi pada pelanggan, orientasi pada kualitas, pemberdayaan karyawan, kerjasama tim dan perbaikan berkesinambungan mempunyai pengaruh positif dan signifikan terhadap kualitas pelayanan prima.

Kata kunci : *total quality management*, kualitas pelayanan prima.

ABSTRACT

This research aims to analyze the application of total quality management to the quality of service excellent at PT Astra International Tbk Motor Kudus. Object is located on the road Achmad Yani shophouse Panjunan blocks A number of 5-7. Subjects in this study are employees of the company except part of cleanliness. In this study, subjects of the research taken as population or all employees in the company. The dependent variable of this research is the quality of service excellent, while the independent variable is the dimension total quality management of seven variables, including orientation on customers, orientation on quality, employee empowerment, management commitment, teamwork, continuous improvement, education and training. The analytical tool used is multiple linear regression test, simultaneous test and partial test.

Based on the research that has been conducted, the results obtained simultaneously that the dimensions of total quality management has a positive and significant influence on the quality of service excellent. But the partial test, there are two variables that do not effect the quality of service excellent that is the commitment of management, education and training. The remaining five variables orientation on customer, orientation on quality, employee empowerment, teamwork and continuous improvement has a positive and significant influence on the quality of service excellent.

Keywords: total quality management, quality of service excellent.