

## INTISARI

Penelitian ini bertujuan memberikan bukti empiris untuk mengetahui apakah *goal*, *feedbac* dan *incentive* memoderasi pengaruh manajemen kualitas proses terhadap kualitas internal dan kualitas eksternal. Obyek dalam penelitian ini adalah perusahaan manufaktur skala menengah dan besar yang ada di wilayah Propinsi Daerah Istimewa Yogyakarta. Subyek penelitian adalah manajer divisi atau departemen perusahaan manufaktur di Daerah Istimewa Yogyakarta. Hasil pemilihan sampel dengan metode *simple random sampling* diperoleh jumlah sampel sebanyak 54 kuesioner dan kuesioner yang disebar sebanyak 100. Analisis data dilakukan dengan menggunakan model *moderat regression analysis* (MRA).

Berdasarkan analisis data yang telah dilakukan diperoleh hasil bahwa *goal* memoderasi pengaruh manajemen kualitas proses terhadap kualitas internal dan eksternal. *Feedback* memoderasi pengaruh manajemen kualitas proses terhadap kualitas internal dan eksternal. *Incentive* memoderasi pengaruh manajemen kualitas proses terhadap kualitas internal dan eksternal.

**Kata kunci:** *goal*, *feedbac*, *incentive*, manajemen kualitas proses, kualitas internal, kualitas eksternal.

## ABSTRACT

This study aims to provide empirical evidence to determine whether the goals, feedback and incentive moderating influence of the quality management process to the internal quality and external quality. The object of this research is a medium-and large-scale manufacturing in the region of Yogyakarta Special Province. Subjects were division or department managers of manufacturing companies in Yogyakarta. The results of sampling with simple random sampling method obtained total sample of 54 questionnaires and the questionnaires were distributed as many as 100. Data analysis was performed by using a model of moderate regression analysis (MRA).

Based on data analysis has been done the result that goals moderate the influence of the quality management process for internal and external quality. Feedback moderating influence of the quality management process for internal and external quality. Incentive moderating influence of the quality management process for internal and external quality.

Keywords: goal, feedback, incentive, quality management processes, internal quality, external quality.