

ABSTRAK

Supply chain management, strategic process dan *total quality management* telah menjadi pendekatan utama untuk meningkatkan performa operasional perusahaan. Tujuan penelitian ini adalah untuk mengetahui seberapa besar pengaruh *supply chain management, strategic process, dan total quality management* terhadap kinerja operasional perusahaan secara empiris baik pengaruh parsial maupun simultan.

Objek penelitian adalah delapan perusahaan manufaktur di Bandung, dengan unit analisis karyawan bagian operasional. Metode analisis yang digunakan adalah metode analisis deskriptif dan verifikatif dengan pendekatan *path analysis*. Pengumpulan data diperoleh melalui penyebaran kuesioner dengan sampel 104 karyawan pada delapan perusahaan manufaktur di Bandung yang didapat dengan teknik Slovin dan pendekatan *purposive sampling*.

Hasil penelitian menunjukkan *supply chain management* dan *strategic process* berpengaruh positif dan signifikan terhadap *total quality management* dan terhadap kinerja operasional secara langsung maupun tidak langsung, namun hasil *total quality management* terhadap kinerja operasional menunjukkan pengaruh negatif dan signifikan. Hasil juga menunjukkan bahwa kontribusi terbesar berasal dari *supply chain management* baik terhadap *total quality management* maupun kinerja operasional.

Kata Kunci: *Supply Chain Management, Strategic Process, Total Quality Management*, Kinerja Operasional

ABSTRACT

Supply chain management, strategic process and total quality management has become a major approach to improve firm's operational performances. The purpose of this study is to empirically determine how much the impacts of supply chain management, strategic process, and total quality management on firm's operational performances partially and simultaneously.

Research objects are eight manufacturer companies in Bandung, unit analysis are operational department employees. The analytical method used is descriptive analysis and verification with path analysis approach. The collection of data obtained through questionnaires with a sample of 104 employees at eight manufacturing companies in Bandung which is obtained with Slovin sampling techniques and purposive sampling approach.

The results showed supply chain management and strategic process positive and significant impact on total quality management also the operational performance either directly or indirectly, the results of total quality management indicate a negative and significant effect on firm's operational performances. Results also indicate that supply chain management has the greatest effect on total quality management either operational performance.

Keywords: Supply Chain Management, Strategic Process, Total Quality Management, Operational Performance