

## ABSTRAK

### ANALISIS PENERAPAN *TOTAL QUALITY MANAGEMENT* TERHADAP PENINGKATAN PRODUKTIVITAS DAN KUALITAS PRODUK Studi kasus PT Sari Husada Yogyakarta

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Penelitian ini bertujuan untuk mengetahui : 1) peranan *total quality management* terhadap peningkatan produktivitas. 2) peranan *total quality management* terhadap peningkatan kualitas produk .

Dalam pengumpulan data menggunakan metode wawancara, metode observasi, dan metode dokumentasi. Data yang diperoleh kemudian dianalisis dengan cara: 1) analisis dampak produktivitas berkait laba. 2) membandingkan rata-rata mutu sebelum penerapan *total quality management* dan sesudah penerapan *total quality management*

Berdasarkan hasil penelitian dan analisis data, diperoleh hasil sebagai berikut: 1) produktivitas sesudah penerapan *total quality management* (1996) lebih baik dari pada produktivitas sebelum pelaksanaan *total quality management* (1995). Hal ini ditunjukkan dari perhitungan kuantitas masukan netral produktivitas sebesar Rp 18.646.144.676,13 dan biaya kini sesungguhnya sebesar Rp 18.183.381.370,60 sehingga hasil perhitungan dampak produktivitas berkait laba diperoleh angka positif sebesar Rp 462.763.306,07. (2) Kualitas produk sesudah penerapan *total quality management* (1996-1998) lebih baik dari pada sebelum penerapan *total quality management* (1993-1995), terdapat peningkatan sebesar 0,49 % dari 99,24 % sebelum penerapan *total quality management* menjadi 99,73 % sesudah penerapan *total quality management*.

**ABSTRACT**  
**THE IMPACT OF TOTAL QUALITY MANAGEMENT ON**  
**PRODUCTIVITY AND PRODUCT QUALITY**  
**A Case Study At PT Sari Husada Yogyakarta**

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This research was designed to acknowledge 1) the impact of total quality management on productivity growth. 2) the role of total quality management on product quality growth.

In collecting the data, interview, observation and documentation are used. The data obtained are analyzed in this way: 1) the productivity effect on profit. 2) comparing the average quality before and after the application of total quality management.

Based on the result of the research and the data analysis, the result obtained is as follows 1) after the application of total quality management (1996) productivity was higher than the productivity before the application of total quality management (1995). This is shown by the increase in income of neutral productivity of 18.646.144.676,13 rupiah while the real present cost was 18.183.381.370,60 rupiah so the result of the productivity effect regarding profit showed a positive gain of 462.763.306,07 rupiah. 2) Product quality after the application of total quality management (1996-1998) was better than before the application of total quality management (1993-1995), as is seen from the increase of 0,49 % from 99,24 % before the application total quality management became 99,73 % after the application of total quality management.