

ABSTRAK  
EVALUASI PENERAPAN *TOTAL QUALITY MANAGEMENT*  
(TQM)

Studi Kasus Pada Perusahaan Modiste Dan Konveksi Margaria Diro Jl. Bantul  
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Penelitian ini bertujuan untuk mengetahui sejauh mana penerapan *Total Quality Management* (TQM) pada perusahaan. Jenis penelitian adalah studi kasus, tempat penelitian di modiste dan konveksi Margaria, Diro Jl. Bantul 204 Yogyakarta, mulai dari bulan Juli sampai dengan September 2002.

Teknik pengumpulan data yang digunakan adalah wawancara, observasi, dan dokumentasi. Teknik analisis data berupa perbandingan antara prinsip dan unsur TQM serta persyaratan implementasi TQM dengan yang terjadi di perusahaan yaitu: 1) Kepuasan terhadap pelanggan, 2) Respek terhadap setiap orang, 3) Adanya keterlibatan dan pemberdayaan karyawan, 4) Kerja sama tim, 5) Perbaikan sistem secara berkesinambungan, 6) Obsesi terhadap kualitas, 7) Pendekatan ilmiah, 8) Komitmen jangka panjang, 9) Pendidikan dan pelatihan, 10) Komitmen dari manajemen puncak, 11) Komitmen atas sumber daya yang dibutuhkan, 12) *Organisation wide steering committee*, 13) Penentuan standar kualitas, 14) Kesatuan tujuan.

Berdasarkan hasil penelitian dan analisis data dapat diketahui bahwa perusahaan sudah menerapkan sistem manajemen modern dan mempunyai prosedur sistem mutu yang berlaku mulai tahun 1996. Dengan hal ini, perusahaan telah memberikan respek terhadap setiap orang, memberdayakan karyawan, menjalin kerja sama tim, melakukan perbaikan sistem secara berkesinambungan, memiliki obsesi terhadap kualitas, menggunakan pendekatan ilmiah, mempunyai komitmen dari manajemen puncak, mempunyai komitmen atas sumber daya yang dibutuhkan, menggunakan *organisation wide steering committee*, menentukan standar kualitas, dan mempunyai kesatuan tujuan. Namun ada beberapa hal yang masih perlu dievaluasi seperti: kepuasan terhadap pelanggan, komitmen jangka panjang, serta pelaksanaan pendidikan dan pelatihan.

Dengan penerapan sistem manajemen modern dan adanya prosedur sistem mutu tersebut, sebenarnya perusahaan telah menerapkan *Total Quality Management* (TQM).

## **ABSTRACT**

### **AN EVALUATION ON THE APPLICATION OF *TOTAL QUALITY MANAGEMENT* (TQM)**

**A Case study in Modiste and Convection Margaria Diro  
Jl. Bantul 204 Yogyakarta**

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This research aimed to find out the application of *Total Quality Management* (TQM) in company. The type of this research was a case study; the research location was in Modiste and Convection Margaria Diro, Jl. Bantul 204 Yogyakarta, starting from July to September 2002.

The data collecting technique used in this research were interview, observation, and documentation. The data analyses technique applied was a comparison between principles and TQM elements as well as the requirements of TQM implementation and things happening in the company: 1) customer satisfaction, 2) respect to people (customers), 3) the existence of involvement and employee empowering, 4) team work, 5) improving system continuously, 6) obsession towards quality, 7) scientific approach, 8) long term commitments, 9) educating and training, 10) top management commitment, 11) commitment on needed resources, 12) organisation wide steering committee, 13) quality standard formulation, and 14) purpose unity.

Based on the research results and data analyses, it could be concluded that the company has applied modern management system and it had quality system procedure which began in 1996. In this case, the company had given respects to people (customers), empowered employees, intertwined a team work, continuously improved system, had obsession towards quality, used scientific approach, had top management commitment, had commitment on needed resources, used *organisation wide steering committee*, formulated quality standard, and had purpose unity. However, there were several problems that should be evaluated, namely: customer satisfaction, long-term commitment, and education and training application.

By applying the modern management system and the quality system procedure, the company actually had applied the *Total Quality Management* (TQM).