

PENGARUH DUKUNGAN MANAJEMEN PUNCAK, KETERLIBATAN
PELANGGAN, KETERLIBATAN PEMASOK DAN MANAJEMEN PROSES
TERHADAP KINERJA PERUSAHAAN PT. KP

Oleh : Agustinus

PT. KP is one of the manufacturing companies that has been present in Indonesia since 1994. Until now, PT. KP managed to experience rapid growth and to get high profit. But unfortunately in recent year, it began to disrupt its position with the presence of new competitors. There are indications in recent years that sales have declined and difficulty in repaying credit to banks. This problem makes the management of PT. KP to re-evaluate their strategy to improve company performance. This paper will be discussed the direction of the improvement and formulated with a quality control system that is Total Quality Management (TQM). Generally, Total Quality Management (TQM) has been widely used for improving competitiveness around business environment and becomes a strategic tool for the manufacturing companies to grow quality, productivity and profit. The research aims to find out influence of top management support, customer Involvement, supplier involvement and process management on company performance. The methods of data collection were conducted through interview and questionnaires. The sample used in this research are 131 employees. However valid data returned are 108. Analysis is using multiple regression method with the processing tool Statistical Package Social Science (SPSS) software. The results show that top management support, customer involvement and management process were significant influence on company performance, but supplier involvement was not significant influence on company performance.

Keywords : Total Quality Management (TQM), Top Management Support, Customer Involvement, Supplier Involvement, Process Management and Company Performance