

ABSTRAK

NURUL AZISA. 2018. Analisis Penerapan Prinsip-Prinsip Total Quality Management (TQM) terhadap Kinerja Perusahaan pada Hotel Singgasana Makassar (dibimbing oleh Bapak Sanusi AM. dan Bapak Ismail Badollahi).

Penelitian ini bertujuan untuk mengetahui: (1) penerapan *Total Quality Management* pada Hotel Singgasana Makassar, dan (2) pengaruh *Total Quality Management* terhadap kinerja keuangan pada Hotel Singgasana Makassar. Jenis penelitian ini adalah deskriptif kuantitatif. Pengumpulan data dilakukan dengan metode angket dan dokumentasi. Penerapan *Total Quality Management* dianalisis menggunakan persentase indeks kesesuaian dan kinerja Perusahaan dianalisis menggunakan *Balanced Scorecard*. Hasil penelitian menunjukkan bahwa: (1) Prinsip *Total Quality Management (TQM)* telah diterapkan dengan baik di Hotel Singgasana Makassar. Hal tersebut dinilai berdasarkan indeks kesesuaian *Total Quality Management (TQM)* dari empat aspek yaitu: (a) fokus pada pelanggan dengan indeks kesesuaian 86,67%, (b) perbaikan yang berkesinambungan dengan indeks kesesuaian 87,04%, (c) pendidikan dan pelatihan dengan indeks kesesuaian 77,78%, dan (d) pemberdayaan karyawan dengan indeks kesesuaian 71,11% dan (2) Penerapan prinsip *Total Quality Management(TQM)* di Hotel Singgasana Makassar berdampak positif terhadap kinerja Perusahaan Hotel Singgasana Makassar. Hasil dari penelitian ini menunjukkan bahwa kinerja di Hotel Singgasana Makassar pada tahun 2016 berdasarkan hasil analisis terhadap empat perspektif saldo *Scorecard* mencapai 64,583%, itu berarti Hotel Singgasana Makassar memiliki kebaikan kualitas kinerja dalam mencapai strategi sasaran untuk setiap perspektif dalam *Balanced Scorecard*.

Kata kunci: *Total Quality Management(TQM)*, Kinerja Perusahaan.

ABSTRACT

NURUL AZISA. 2018. Analysis of the Application of Principles of Total Quality Management (TQM) to Company Performance at the Makassar Singgasana Hotel (supervised by Mr. Sanusi AM. And Mr. Ismail Badollahi).

This study aims to find out: (1) the application of Total Quality Management at the Makassar Throne Hotel, and (2) the influence of Total Quality Management on financial performance at the Makassar Throne Hotel. This type of research is quantitative descriptive. Data collection is done by questionnaire and documentation. Total Quality Management implementation is analyzed using the percentage of suitability index and the Company's performance is analyzed using the Balanced Scorecard. The results of the study show that: (1) The principle of Total Quality Management (TQM) has been applied well at the Makassar Throne Hotel. It was assessed based on the Total Quality Management (TQM) suitability index of four aspects: (a) focus on customers with a suitability index of 86.67%, (b) continuous improvement with a suitability index of 87.04%, (c) education and training with a suitability index of 77.78%, and (d) empowering employees with a suitability index of 71.11% and (2) The application of the principle of Total Quality Management (TQM) at the Makassar Throne Hotel has a positive impact on the performance of the Makassar Throne Hotel Company. The results of this study indicate that the performance at the Makassar Throne Hotel in 2016 based on the analysis of the four perspectives of the Scorecard balance reaching 64.583%, it means that the Makassar Singgasana Hotel has good quality of performance in achieving the target strategy for each perspective in the Balanced Scorecard.

Keywords: Total Quality Management (TQM), Company Performance.