DAFTAR ISI

Halaman Judul ..................................................................................................................i
Halaman Pengesahan .........................................................................................................ii
Halaman Pernyataan ...........................................................................................................iii
Halaman Moto .....................................................................................................................iv
Halaman Persembahan .......................................................................................................v
Abstrak ..........................................................................................................................vi
Kata Pengantar ...................................................................................................................vii
Daftar isi ...........................................................................................................................ix
Daftar Tabel .......................................................................................................................xii
Daftar Gambar ....................................................................................................................xiii
Daftar Lampiran ................................................................................................................xiv

BAB 1 PENDAHULUAN .................................................................................................1
A. Latar Belakang Masalah .........................................................................................1
B. Rumusan Masalah .................................................................................................7
C. Tujuan Penelitian .................................................................................................8
D. Manfaat Penelitian .................................................................................................8

BAB II TINJAUAN PUSTAKA ...................................................................................10
A. Landasan Teori .........................................................................................................10
   1. UKM ..........................................................10
   2. TQM ..........................................................11
   3. Karakteristik TQM .................................................11
   4. Indikator TQM ..................................................15
      a. Kepemimpinan ...............................................15
      b. Perencanaan Strategis .....................................16
      c. Fokus Pelanggan .............................................16
      d. Informasi dan Analisis ...................................17
      e. Manajemen SDM ...........................................17
BAB III METODE PENELITIAN

A. Jenis Penelitian

B. Obyek Penelitian

C. Populasi dan Sampel

D. Jenis dan Metode Pengumpulan Data

E. Variabel-Variabel Penelitian

F. Definisi Operasional Variabel
   1. TQM
   2. Keunggulan Bersaing
   3. Kinerja

G. Skala Pengukuran Variabel

H. Uji Instrumen
   1. Uji Validitas
   2. Uji Reliabilitas

I. Teknik Analisis Data
   1. Analisis Deskriptif
   2. Analisis Kualitatif

BAB IV ANALISIS DAN PEMBAHASAN

A. Analisis Deskriptif
   1. Tingkat Pengembalian Kuesioner
   2. Karakteristik Responden
   3. Deskripsi Tanggapan Responden
B. Analisis Kuantitatif................................................................................................................................. 50

1. Hasil Regresi Sederhana Pengaruh Praktik TQM
   Terhadap Kinerja .............................................................................................................................. 50
   a. Konstanta (a)................................................................................................................................. 51
   b. Koefisien regresi ........................................................................................................................... 51

2. Uji model regresi dan $R^2$ dengan uji F dan uji koefisien
   regresi dengan uji t........................................................................................................................... 51
   a. Uji model regresi dan $R^2$ dengan uji F .................................................................................. 51
   b. Uji koefisien regresi dengan uji t................................................................................................. 51

3. Hasil Regresi Sederhana Pengaruh Praktik TQM
   Terhadap Keunggulan Bersaing ......................................................................................................... 52
   a. Konstanta (a)................................................................................................................................. 53
   b. Koefisien regresi ........................................................................................................................... 53

4. Uji model regresi dan $R^2$ dengan uji F dan uji koefisien
   Regresi dengan uji t........................................................................................................................... 53
   a. Uji model regresi dan $R^2$ dengan uji F .................................................................................. 53
   b. Uji koefisien regresi dengan uji t................................................................................................. 53

5. Hasil Regresi Sederhana Pengaruh Keunggulan Bersaing
   Terhadap Kinerja .............................................................................................................................. 54
   c. Konstanta (a)................................................................................................................................. 55
   d. Koefisien regresi ........................................................................................................................... 55

6. Uji model regresi dan $R^2$ dengan uji F dan uji koefisien
   Regresi dengan uji t........................................................................................................................... 55
   c. Uji model regresi dan $R^2$ dengan uji F .................................................................................. 55
   d. Uji koefisien regresi dengan uji t................................................................................................. 55

C. Analisis Jalur (Path Analysis) ............................................................................................................... 56

D. Pembahasan.......................................................................................................................................... 58

BAB V KESIMPULAN DAN SARAN........................................................................................................... 62

A. Kesimpulan ........................................................................................................................................... 62
B. Saran .................................................................................................................................................... 62
DAFTAR TABEL

Tabel 2.1 : Persamaan dan Perbedaan Penelitian dengan Penelitian Terdahulu ............................................. 27
Tabel 3.1 : Interval Penilaian Jawaban Responden .................................................. 35
Tabel 3.2 : Hasil Uji Validitas .......................................................... 36
Tabel 3.3 : Hasil Uji Reliabilitas .......................................................... 38
Tabel 4.1 : Karakteristik Responden Berdasarkan Usia UKM .................. 43
Tabel 4.2 : Karakteristik Responden Berdasarkan Usia Responden ........ 44
Tabel 4.3 : Karakteristik Responden Berdasarkan Pendidikan ................. 45
Tabel 4.4 : Karakteristik Responden Berdasarkan Kegiatan Ekspor ........ 45
Tabel 4.5 : Presepsi Responden Variabel TQM ..................................... 46
Tabel 4.6 : Presepsi Responden Variabel Keunggulan Bersaing .............. 48
Tabel 4.7 : Presepsi Responden Variabel Kinerja ................................ 49
Tabel 4.8 : Hasil Regresi Sederhana Pengaruh TQM Terhadap Kinerja .......................................................... 50
Tabel 4.9 : Hasil Regresi Sederhana Pengaruh TQM Terhadap
  Keunggulan Bersaing ............................................................. 52
Tabel 4.10 : Hasil Regresi Sederhana Pengaruh
  Keunggulan Bersaing Terhadap Kinerja ........................................ 54
Tabel 4.11 : Hasil Pengaruh Langsung dan Tidak Langsung .................. 56
DAFTAR GAMBAR

Gambar 2.1 : Kerangka Pemikiran ................................................................. 28
Gambar 3.2 : Koefisien Analisis Jalur ......................................................... 40
Gambar 4.1 : Analisis Jalur ........................................................................... 56
LAMPIRAN

Lampiran 1 : Kuesioner

Lampiran 2 : Rekapitulasi Data Karakteristik Responden

Lampiran 3 : Tabulasi Jawaban 57 Responden

Lampiran 4 : Uji Validitas dan Reabilitas

Lampiran 5 : Deskripsi Responden

Lampiran 6 : Deskripsi Variabel

Lampiran 7 : Hasil Analisis Regresi Sederhana

Lampiran 8 : Hasil Analisis Jalur

Lampiran 9 : Surat Izin Penelitian