

ABSTRAK

UKM Mojgachi Korean Potato Cheese Bread merupakan salah satu UKM yang bergerak pada industri. Pada keberjalanannya, UKM Mojgachi menghadapi beberapa kendala dalam kinerja operasionalnya, seperti kendala kualitas layanan, ketidak konsisentan dalam proses produksi, dan penanganan keluhan pelanggan. Maka dari itu, penelitian ini dilakukan dengan tujuan guna mengetahui pengaruh prinsip *total quality management* dan strategi inovasi terhadap kinerja operasional UKM Mojgachi dan memberikan usulan strategi perbaikannya berdasarkan hasil analisis data guna meningkatkan kualitas kinerja operasional.

Penelitian ini dilakukan dengan menggunakan metode survey dengan menyebarkan kuesioner kepada pekerja dan manajer, serta konsumen UKM untuk mengumpulkan data terkait pelaksanaan *total quality management* (TQM) dan strategi inovasi terhadap kinerja operasional. Analisis data dilakukan menggunakan metode *Structural Equation Modeling – Partial Least Square* (SEM-PLS) untuk mengukur hubungan antar variabel. Hasil analisis data nantinya akan menunjukkan variabel atau indikator mana saja yang memiliki pengaruh signifikan terhadap kinerja operasional.

Hasil penelitian menunjukkan bahwa ketujuh indikator variabel TQM berpengaruh signifikan terhadap kinerja operasional UKM Mojgachi. Begitupun dengan keempat indikator variabel strategi inovasi yang memiliki pengaruh signifikan terhadap kinerja operasional. Sehingga usulan strategi perbaikan berupa perancangan standar operasional prosedur (SOP) operasional dan produksi guna memperkuat implementasi TQM dan terus mengembangkan strategi inovasi untuk meningkatkan kualitas kinerja operasional UKM Mojgachi.

Kata kunci: *Total quality management* (TQM), Strategi inovasi, kinerja operasional, *Structural Equation Modeling – Partial Least Square* (SEM-PLS).

ABSTRACT

Mojjachi Korean Potato Cheese Bread UKM is one of the SMEs engaged in the industry. In its run, Mojjachi SMEs faced several obstacles in their operational performance, such as service quality constraints, inconsistencies in the production process, and handling customer complaints. Therefore, this study was conducted with the aim of understanding the influence of *the principles of total quality management* and innovation strategies on the operational performance of Mojjachi SMEs and providing suggestions for improvement strategies based on the results of data analysis to improve the quality of operational performance.

This research was conducted using a survey method by distributing questionnaires to workers and managers, as well as SME consumers to collect data related to the implementation of *total quality management* (TQM) and innovation strategies for operational performance. Data analysis was carried out using the *Structural Equation Modeling – Partial Least Square* (SEM-PLS) method to measure the relationship between variables. The results of the data analysis will later show which variables or indicators have a significant influence on operational performance.

The results of the study show that the seven indicators of the TQM variable have a significant effect on the operational performance of Mojjachi SMEs. Likewise, the four variable indicators of innovation strategies have a significant influence on operational performance. So that the proposed improvement strategy is in the form of designing operational and production standard operating procedures (SOPs) to strengthen the implementation of TQM and continue to develop innovation strategies to improve the quality of Mojjachi SMEs' operational performance.

Keywords: *Total quality management* (TQM), Innovation Strategy, Operational Performance, *Structural Equation Modeling – Partial Least Square* (SEM-PLS).