

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *total quality management* (TQM) terhadap kinerja operasional yang dimediasi oleh pembelajaran organisasi pada UMKM Kerajinan Wayang Kulit Desa Wukirsari. Pendekatan yang digunakan dalam penelitian ini merupakan pendekatan kuantitatif dengan kuesioner sebagai alat pengumpulan data primer menggunakan sampel sebanyak 45 responden. Pengujian hipotesis menggunakan teknik analisis *Partial Least Square* (PLS) dengan alat analisis SmartPLS 4.0. Hasil penelitian ini menunjukkan bahwa 1) *Total quality management* (TQM) berpengaruh positif signifikan terhadap kinerja operasional. 2) *Total quality management* (TQM) berpengaruh positif signifikan terhadap pembelajaran organisasi. 3) Pembelajaran organisasi berpengaruh positif signifikan terhadap kinerja operasional. 4) *Total quality management* (TQM) berpengaruh positif signifikan terhadap kinerja operasional yang dimediasi pembelajaran organisasi.

Kata Kunci : Kinerja Operasional, *Total Quality Management* (TQM), Pembelajaran Organisasi

ABSTRACT

This research aims to analyze the influence of total quality management (TQM) on operational performance mediated by organizational learning in the MSMEs of Leather Puppet Crafts in Wukirsari Village. The approach used in this research is a quantitative approach with a questionnaire as a primary data collection tool using a sample of 45 respondents. Hypothesis testing uses the Partial Least Square (PLS) analysis technique with the SmartPLS 4.0 analysis tool. The results of this research show that 1) Total quality management (TQM) has a significant positive effect on operational performance. 2) Total quality management (TQM) has a significant positive effect on organizational learning. 3) Organizational learning has a significant positive effect on operational performance. 4) Total quality management (TQM) has a significant positive effect on operational performance mediated by organizational learning.

Keywords: *Operational Performance, Total Quality Management (TQM), Organizational Learning*