

# **Implementasi *Total Quality Management (TQM)* dan *Innovation Capability* Dalam Meningkatkan Kualitas Kinerja: Studi Kasus UMKM Gerabah di Kasongan Bantul**

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## ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah *Total Quality Management* dan *Innovation Capability* berpengaruh terhadap Kualitas Kinerja terhadap pengrajin gerabah di Kasongan Bantul. Hal ini dikarenakan semakin banyaknya pesaing yang masuk ke dunia kerajinan, sehingga para pengrajin harus mempunyai strategi untuk tetap mempertahankan kerajinan Gerabah Kasongan. Dengan menggunakan pendekatan Kuantitatif, data penelitian ini dikumpulkan dari 135 karyawan dan Pengrajin yang ada di Kerajinan Gerabah Kasongan. *Partial least square (PLS)* digunakan untuk menguji hipotesis dalam penelitian ini dengan menggunakan SmartPLS 3.0

Hasil dari penelitian ini membuktikan bahwa *Total Quality Management* memiliki pengaruh hubungan yang positif dan secara signifikan terhadap *Innovation Capability*. *Total Quality Management* memiliki pengaruh hubungan yang positif terhadap *Quality Performance*, *Innovation Capability* memiliki pengaruh hubungan yang positif terhadap *Quality Performance*

Kata Kunci : *Total Quality Management* , *Innovation Capability* , *Quality Performance*

# Implementation of Total Quality Management and Innovation Capability in Improving the Quality of Performance

(Case Studies in UMKM Gerabah Kasongan Bantul)

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## ABSTRACT

This study aims to determine whether Total Quality Management and Innovation Capability affect the Quality of Performance of pottery craftsmen in Kasongan Bantul. This is due to the increasing number of competitors entering the craft industry, so the craftsmen must have a strategy to maintain Kasongan earthenware crafts. By using a quantitative approach, the data of this study was collected from 135 employees and craftsmen at the Kasongan Pottery Handicraft. Partial least square (PLS) is used to test the hypothesis in this study using SmartPLS 3.0

The results of this study prove that Total Quality Management has a positive and significant relationship to Innovation Capability. Total Quality Management has a positive relationship effect on Quality Performance, Innovation Capability has a positive relationship effect on Quality Performance

Keywords: Total Quality Management, Innovation Capability, Quality Performance