

## RINGKASAN

Penelitian ini merupakan penelitian korelasional antara beberapa unsur *Total Quality Management* terhadap biaya kualitas dengan kualitas produk sebagai variabel antara. Penelitian ini mengambil judul: “Analisis Pengaruh Beberapa Unsur Total Quality Management Terhadap Biaya Kualitas Dengan Kualitas Produk Sebagai Variabel Antara Pada Industri Tahu Kalisari Banyumas”

Tujuan penelitian ini adalah untuk mengetahui pengaruh beberapa unsur *Total Quality Management* terhadap Kualitas Produk, dan pengaruh Kualitas Produk terhadap Biaya Kualitas.

Populasi dalam penelitian ini adalah produsen tahu di Desa Kalisari di Purwokerto. Jumlah responden yang diambil dalam penelitian ini adalah 72 responden. *proportional area random sampling* digunakan dalam penentuan responden.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan Regresi bertahap menunjukkan bahwa: (1) Fokus pada Pelanggan berpengaruh positif terhadap Kualitas Produk, (2) Obsesi pada Kualitas berpengaruh positif terhadap Kualitas Produk, (3) Pendidikan dan Pelatihan berpengaruh positif terhadap Kualitas Produk, (4) *Benchmarking* berpengaruh negatif terhadap Kualitas Produk, (5) Kerjasama Tim berpengaruh positif terhadap Kualitas Produk, (6) Perbaikan Berkesinambungan berpengaruh positif terhadap Kualitas Produk, (7) Kualitas Produk berpengaruh positif terhadap Biaya Kualitas.

Implikasi dari kesimpulan di atas yaitu Produsen tahu di desa kalisari hendaknya lebih memperhatikan penerapan *Total Quality Management* sehingga kualitas produk yang dihasilkan bisa meningkat, dan juga produsen tahu Kalisari hendaknya tetap memandang kenaikan biaya kualitas suatu hal yang positif, karena ketika TQM tetap dilakukan maka produsen mulai terbiasa untuk meningkatkan kualitas sehingga biaya kualitas akan turun seiring penerapan Total Quality Management yang efektif dan berkelanjutan.

Kata kunci: Unsur-unsur *Total Quality Management*, Kualitas Produk, Biaya Kualitas

## SUMMARY

*This research is a correlational research between some elements of Total Quality Management to quality cost with product quality as intermediate variable. This research titled: " Influence Analysis of Some Elements of Total Quality Management Influence To The Cost Of Quality With Product Quality As Intermediate Variable In Kalisari Tofu Industry Banyumas".*

*The purpose of this study is to determine the Influence of some elements of Total Quality Management on Product Quality, and the effect of Product Quality on Quality Cost.*

*The population in this study is the producers of tofu in Kalisari Village in Purwokerto. The number of respondents taken in this research is 72 respondents. Proportional area random sampling are used in the determination of respondents.*

*Based on the results of research and data analysis using Gradual Regression show that: (1) Focus on Customer has a positive influence on Product Quality, (2) Obsession on Quality has a positive influence on Product Quality, (3) Education and Training has a positive influence on Product Quality, 4) Benchmarking has a negative influence on Product Quality, (5) Team Cooperation has a positive influence on Product Quality, (6) Continuous Improvement has a positive influence on Product Quality, (7) Product Quality has a positive influence on Quality Cost.*

*The implications of the above conclusions are that the producers know in the village of Kalisari should pay more attention to the application of Total Quality Management so that the quality of the produced product can increase, and also the tofu producers in Kalisari should believes that the increase in the quality cost is a positive thing, because when TQM is done then the producers accustomed to improving quality so that quality costs will decrease as the implementation of Total Quality Management is effective and sustainable.*

*Keywords: Elements of Total Quality Management, Product Quality, Quality Cost*