

**PENGARUH *INNOVATIVENESS* DAN *TOTAL QUALITY MANAGEMENT*
(TQM) TERHADAP *OPERATIONAL PERFORMANCE* MELALUI
KEUNGGULAN BERSAING PADA PERUSAHAAN XXX**

TESIS

Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen
Pada Program Studi Magister manajemen Fakultas Ekonomi Universitas Andalas



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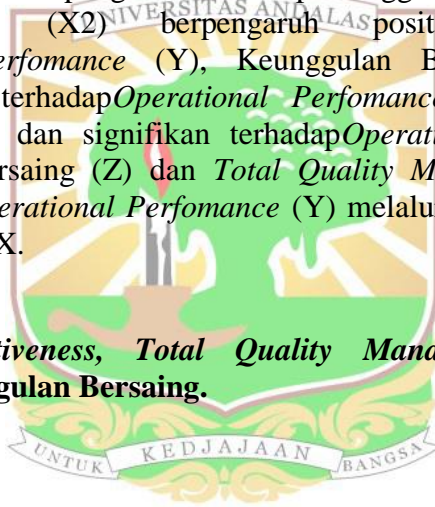
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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *innovativeness* dan *total quality management* (TQM) terhadap *operational performance* melalui keunggulan bersaing pada perusahaan XXX. Jenis penelitian ini adalah kuantitatif. Dengan metode Sampling yang digunakan dalam penelitian ini adalah *probability sampling* sehingga jumlah sampel dalam penelitian ini sebanyak 164 responden. Teknik analisis data dalam penelitian ini menggunakan analisis statistik deskriptif dan *structural equation modeling* (SEM). Adapun hasil *Innovativeness* (X1) tidak berpengaruh terhadap Keunggulan Bersaing (Z), *Innovativeness* (X1) berpengaruh positif dan signifikan terhadap *Operational Performance* (Y), *Total Quality Management* (X2) tidak berpengaruh terhadap Keunggulan Bersaing (Z), *Total Quality Management* (X2) berpengaruh positif dan signifikan terhadap *Operational Performance* (Y), Keunggulan Bersaing (Z) berpengaruh positif dan signifikan terhadap *Operational Performance* (Y), *Innovativeness* (X1) berpengaruh positif dan signifikan terhadap *Operational Performance* (Y) melalui Keunggulan Bersaing (Z) dan *Total Quality Management* (X2) tidak berpengaruh terhadap *Operational Performance* (Y) melalui Keunggulan Bersaing (Z) pada Perusahaan XXX.

Kata Kunci: *Innovativeness*, *Total Quality Management*, *Operational Performance* dan Keunggulan Bersaing.



ABSTRACT

This research aims to determine the influence of innovativeness and total quality management (TQM) on operational performance through competitive advantage at company XXX. This type of research is quantitative. The sampling method used in this research is probability sampling so the total sample in this research is 164 respondents. The data analysis technique in this research uses descriptive statistical analysis and structural equation modeling (SEM). The results of Innovativeness (X1) have no effect on Competitive Advantage (Z), Innovativeness (X1) has a positive and significant effect on Operational Performance (Y), Total Quality Management (X2) has no effect on Competitive Advantage (Z), Total Quality Management (X2) has a positive and significant effect on Operational Performance (Y), Competitive Advantage (Z) has a positive and significant effect on Operational Performance (Y), Innovativeness (X1) has a positive and significant effect on Operational Performance (Y) through Competitive Advantage (Z) and Total Quality Management (X2) has no effect on Operational Performance (Y) through Competitive Advantage (Z) at Company XXX.

Keywords: *Innovativeness, Total Quality Management, Operational Performance and Competitive Advantage.*

