

# **IMPLEMENTASI *TOTAL QUALITY MANAGEMENT* DALAM MENINGKATKAN KINERJA ORGANISASI (STUDI KASUS PERUSAHAAN CV.GHARDA CIPTAARCHITECTURE)**

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## **ABSTRAK**

Dalam penelitian ini mengungkap predikat total manajemen mutu implementasi dalam meningkatkan kinerja organisasi di perusahaan CV Gharda Cipta Architecture, dimana fokus penelitian ini mengarah pada kualitas pelayanan dan peningkatan laba, peningkatan kinerja perusahaan dapat dilakukan dengan menerapkan Total Quality Management (TQM).

Penelitian ini menggunakan metode analisis deskriptif kualitatif, data yang dianalisis adalah hasil pengumpulan data di perusahaan CV Gharda Cipta Architecture, penelitian ini bertujuan untuk menganalisis kinerja dan peningkatan laba dalam sistem Manajemen Mutu Total perusahaan sesuai dengan fokus akuntansi manajemen.

Hasil penelitian yang diperoleh bahwa implementasi Total Quality Management pada CV Gharda Cipta Architecture belum terlaksana dengan baik sehingga belum berpengaruh terhadap kinerja kenaikan laba perusahaan.

**Kata kunci:** Kualitas Layanan, Total Quality Mangement, Laba

**IMPLEMENTATION OF TOTAL QUALITY  
MANAGEMENT IMPROVING ORGANIZATIONAL  
PERFORMANCE  
(CV.GHARDA CIPTA ARCHITECTURE COMPANY CASE)**

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**ABSTRACT**

In this study carries the title of total quality management implemntasi in improving organizational performance in CV Gharda Cipta Architecture company, where the focus of this research is led to service quality and profit improvement, improvement of company performance can be done by implementing Total Quality Management (TQM).

This research uses qualitative descriptive analysis methods, the data analyzed is the result of data collection at CV Gharda Cipta Architecture company, this research aims to analyze performance and profit improvement in the company's Total Quality Management system in accordance with management accounting focus.

The results of the research obtained that the implementation of Total Quality Management on CV Gharda Cipta Architecture has not been implemented properly so it has not had an effect on the performance of the increase in profit in the company.

**Keywords:** Quality of Service, Total Quality Management, Profit