

**PENGARUH TOTAL QUALITY MANAGEMENT (TQM)  
TERHADAP DAYA SAING DAN KINERJA PROYEK PADA  
KONSTRUKSI GEDUNG BERTINGKAT TINGGI  
(Studi kasus: Proyek Konstruksi Gedung Bertingkat Tinggi di DKI Jakarta  
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**INTISARI**

Meningkatnya kompetisi global membuat penyedia layanan jasa dibidang industri konstruksi untuk mengadopsi *Total Quality Management* (TQM) sebagai strategi dalam memenuhi persyaratan pelanggan. *Total Quality Management* (TQM) telah dipandang sebagai filosofi manajemen dalam mencapai keunggulan perusahaan dalam semua aspek bisnis melalui perbaikan secara terus menerus pada organisasi secara luas. Karenaitu, TQM diyakini memberikan kontribusi terhadap daya saing dan kinerja proyek.

Konsep penelitian ini, mengembangkan variabel *Total quality management* (TQM), variabel daya saing (biaya, waktu, mutu), dan kinerja proyek (biaya, waktu, kualitas, produktifitas, keselamatan kerja, lingkungan) dan menguji pengaruh *Total quality management* (TQM) terhadap daya saing dan kinerja proyek konstruksi.

Penelitian ini bersifat eksplanatori dengan menggunakan metode kuantitatif dimana pengumpulan data dilakukan dengan cara survey melalui kuesioner dan divalidasi oleh para pakar untuk penentuan indikator. Data diolah menggunakan *software LISREL 8.8* yang dianalisis melalui *confirmatory factor analysis* dengan uji kecocokan keseluruhan model (*Goodness of fit*), uji validitas dan reliabilitas.

Hasil analisa menunjukkan bahwa tingkat yang lebih tinggi dari *Total quality management* (TQM) dapat menyebabkan meningkatkan kinerja proyek konstruksi sebesar 68%, *Total quality management* (TQM) memiliki dampak positif langsung pada daya saing perusahaan sebesar 48% dan *Total quality management* (TQM) dapat menyebabkan peningkatan kinerja proyek melalui daya saing sebesar 18%

**Kata Kunci :** *Total quality management* (TQM), Daya Saing, Kinerja Proyek

***THE IMPACT OF TOTAL QUALITY MANAGEMENT (TQM)  
COMPETITIVENESS AND PROJECTS PERFORMANCE IN  
HIGH-RISE BUILDINGS CONSTRUCTION  
(Case Study: High-Rise Building Construction Project in DKI Jakarta and  
Tangerang)***

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**ABSTRACT**

*The increasing of global competition makes service providers in the construction industry adopt the Total Quality Management (TQM) as a strategy to fulfill customer requirements. Total Quality Management (TQM) has been seen as a management philosophy in achieving company excellence in all aspects of the business through continuous improvement in the organization at large. Therefore, TQM is believed to contribute to competitiveness and project performance.*

*The concept of this study is to develop a variable Total Quality Management (TQM), competitiveness variables (cost, time, quality) and project performance (cost, time, quality, productivity, work safety, environment) and testing the effect of Total Quality Management (TQM) on the competitiveness and performance of construction projects. This study is explanatory using quantitative methods where data collection is carried out by surveys through questionnaires and validated by experts for the determination of indicators. The data was processed using LISREL 8.8 software which was analyzed through confirmatory factor analysis with a goodness of fit test, validity and reliability test.*

*The analysis shows that a higher level of total quality management (TQM) can cause a 68% increase in construction project performance, total quality management (TQM) has a direct positive impact on the competitiveness of companies by 48% and total quality management (TQM) can lead to increased project performance through competitiveness by 18%*

**Keywords:** *Total Quality Management (TQM), competitiveness, project performance*