

## ABSTRAK

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### **ANALISIS DAMPAK *TOTAL QUALITY MANAGEMENT* TERHADAP KINERJA OPERASIONAL: STUDI KASUS DI SILOAM HOSPITALS MANADO**

(115 halaman; 9 gambar; 16 tabel; 1 lampiran)

Penelitian ini bertujuan untuk menganalisis dampak implementasi *Total Quality Management* (TQM) terhadap *Organizational Performance* pada Siloam Hospitals Manado. Fokus utama penelitian adalah pada lima dimensi TQM yaitu: *Managerial Leadership*, *Continuous Improvement*, *Employee Involvement*, *Service Quality*, dan *Process Management*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dan analisis *Structural Equation Modeling* (SEM) untuk menguji hubungan kausal antara variabel-variabel tersebut. Data primer dikumpulkan melalui penyebaran kuesioner tertutup berbasis skala Likert kepada 200 responden yang terdiri dari tenaga medis dan administratif di RS Siloam Manado. Hasil penelitian menunjukkan bahwa *Service Quality* dan *Process Management* berpengaruh positif dan signifikan terhadap *Organizational Performance*, sedangkan variabel *Employee Involvement* menunjukkan pengaruh positif namun tidak signifikan secara statistik. Temuan ini memberikan implikasi teoritis dalam memperkaya literatur TQM di sektor layanan kesehatan serta rekomendasi manajerial untuk memperkuat dimensi-dimensi TQM yang berpengaruh terhadap peningkatan efisiensi operasional dan kualitas pelayanan rumah sakit.

**Kata Kunci:** *TQM, Managerial Leadership, Continuous Improvement, Employee Involvement, Service Quality, dan Process Management, RS Siloam Manado, SEM.*

## **ABSTRACT**

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### ***ANALYSIS OF THE IMPACT OF TOTAL QUALITY MANAGEMENT ON OPERATIONAL PERFORMANCE: A CASE STUDY AT SILOAM HOSPITALS MANADO***

*(115 pages; 9 figures; 16 tables; 1 appendix)*

*This study aims to analyze the impact of Total Quality Management (TQM) implementation on Organizational Performance at Siloam Hospitals Manado. The primary focus of the study is on five TQM dimensions: Managerial Leadership, Continuous Improvement, Employee Involvement, Service Quality, and Process Management. A quantitative approach was employed using survey methods and Structural Equation Modeling (SEM) to examine the causal relationships among these variables. Primary data were collected through the distribution of closed-ended questionnaires using a Likert scale to 200 respondents consisting of medical and administrative staff at Siloam Hospitals Manado. The research findings indicate that Service Quality and Process Management have a positive and significant effect on Organizational Performance, while Employee Involvement shows a positive but statistically insignificant effect. These findings provide theoretical implications in enriching the TQM literature in the healthcare service sector, as well as managerial recommendations to strengthen the TQM dimensions that contribute to improving operational efficiency and service quality in hospitals.*

**Keywords:** *TQM, Managerial Leadership, Continuous Improvement, Employee Involvement, Service Quality, Process Management, Siloam Hospitals Manado, SEM.*