

Abstract

TQM is one of the best practice approaches to improve company performance. In addition to TQM, leadership and quality culture are important factor to encourage company performance. The research aimed to know the influence of total quality management toward company performance and the effect of leadership and quality culture as intervening variable at witel jabar tengah PT. Telkom, Tbk Bandung. This type of research is the causality. The variables used in this study are TQM, leadership, quality culture, and company performance.

This research uses primary data. The data collection used the questionnaires as a research instrument. The questionnaires were distributed to employees from PT. Telekomunikasi Indonesia, Tbk Lembong Bandung. The samples included are 55 respondents. The analysis method used in testing the hypothesis was Structural Equation Modeling (SEM) by using Partial Least Square (PLS). Then usage program of SmartPLS 2.0 M3. The finding of research indicates that total quality management have influenced the company performance through leadership 99.2 %, and total quality management have influenced company performance through quality culture 97.4 %.

Keyword : company performance, leadership, quality culture, TQM