

ABSTRACT

INFLUENCE OF CUSTOMER FOCUS, TOP MANAGEMENT SUPPORT, PROCESS IMPROVEMENT AND QUALITY CONTROL AND TECHNOLOGY INTRODUCTION ON OPERATIONAL PERFORMANCE OF CCT COMPANY COFFEE PRODUCTION IN TIMOR-LESTE

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An important area in the company is the operational field that ensures business operations to improve company performance over a certain period. Operational performance is a measure of how well the company is performing, which is indicated by the aspects of costs, production volume, fulfilment of demand, customer handling, delivery, quality, and speed of product introduction to the market which leads to increased revenue for the company. Based on data obtained from the CCT company in the 2015-2019 period, it shows that during that period the supply of cherry coffee volumes from members of the company's CCO farmers was very fluid and lower than the target expected by the company, namely 18,500 tons per production year. The low supply of coffee cherries has resulted in a fluctuating market for green bean coffee products that does not meet the target demand from the company's customers.

This research is a confirmatory study that measures the relationship between variables customer focus, top management support, process improvement and quality control and technology introduction on operational performance on the object of research in the coffee agribusiness of CCT companies in Timor-Leste. The instrument used for data collection was a questionnaire distributed to 150 individual respondents at CCT companies. The data processing technique used is SEM with software AMOS 24.

Based on the existing discussion, it shows that the variable customer focus, top management support, process improvement and quality control and technology introduction have an influence on variables operational performance. For top management support variables have an influence on operational performance variables which are moderated by the variable technology introduction. The results of the research hypothesis significance test indicate that there are factors that affect operational performance, so the researcher proposes a strategy to improve the company's operational performance based on the significance test results with SEM-AMOS to improve operational performance in the coffee production of CCT companies in Timor-Leste.

Seeing the increasing number of coffee industry developments and increasingly competitive coffee business competition in Timor-Leste, the next proposed researchers, among others, identify other variables such as government support for agribusiness companies and coffee farmers, the condition of coffee farms and the quality of coffee produced by farmers. coffee, it is necessary to design a more detailed strategy regarding the agricultural technology needed for coffee farmers, to control coffee pests, coffee leaf rust in terms of improving operational performance in coffee agribusiness companies, research on the same topic at other coffee agribusiness companies, using sampling technique in other ways, so that the data obtained from respondents will be more varied.

Keywords: Customer Focus, Top Management Support, Process Improvement and Quality Control, Introduction Technology, Operational Performance, SEM-AMOS.