

ABSTRACT

***THE INFLUENCE OF TOTAL QUALITY MANAGEMENT (TQM), THE
APPLICATION OF E-BUSINESS TECHNOLOGY, AND SUPPLY CHAIN
INTEGRATION ON OPERATING PERFORMANCE
(Suryvey On Three Muslim Fashion SMEs in Tawang Regency of Tasikmalaya
City)***

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The purpose of this study was to find out and analyze the influence of Total Quality Management (TQM), Application of E-Bissnis Technology and Supply Chain Integration on Operating Performance in Three Muslim Fashion SMEs in Tawang District of Tasikmalayaa City both simultaneously and partially. This research method uses survey methods. The data collection technique was carried out by spreading questionnaires to respondents from all three Muslim Fashion SMEs who were made into the population in this study. Its data analysis technique uses multiple linear regressions. The results of the study proved that hypothesis one (H1) Total Quality Management has an effect on the performance of accepted operations. The second hypothesis (H2) application of e-business technology affects the performance of accepted operations. The third hypothesis (H3) of supply chain integration affects the performance of accepted operations. The results of the coefficient of determination test state that the three independent variables have an influence on operating performance. Muslim Fashion small businesses in Tawang District District of Tasikmalaya City, it is advisable to better involve all functional parties of the company, improve the ease of accessing information online, and increase information sharing with the company's internal parties.

***Keywords : total quality management, application of e-business technology
supply chain integration, operational performance.***