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THE EFFECT OF TOTAL QUALITY MANAGEMENT ON ROLE AMBIGUITY AND ROLE CONFLICT IN SMALL MEDIUM ENTERPRISES IN BATAM CITY

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ABSTRACT

In this research the author wanted to know and analyze how to influence the variable Total Quality Management to the role of stress (the role of ambiguity and role of conflict) on small business and to be in the city of Batam.

The research was conducted by implementing a survey method by spreading the questionnaire to 184 people (respondents). The survey returned to the researcher was 184, outlier result 6 so that the data can be used to process the data as many as 178 respondents. The data that will be sampled is a small and medium business people in Batam City. The technique used by the authors is a Non probability sampling and the method used is purposive sampling. The result of the collected respondents will be conducted data testing using SPSS software. The results of testing through SPSS software using multiple linear analysis methods will help to conclude a significant association of several variables examined in this study.

Simultaneous research results have a significant influence on the role of ambiguity and the role of conflict in this study while partial leadership, employee engagement and process management significantly influence the role of ambiguity while customer focus, information analysis, supplier management, strategic planning and human resource focus do not significantly affect the role of ambiguity. Process management has a significant influence on the role of conflict while leadership, customer focus, information analysis, supplier management, strategic planning, employee engagement and human resource focus do not significantly affect the role of conflict in the small and medium business sectors of Batam

Keywords: Total Quality Management, role of conflict, role of ambiguity, small and medium enterprises.