

## **ABSTRACT**

*The production process is an internal factor that must be considered. By choosing a good strategy, a superior product will be created, so that consumers will feel satisfied by the product's performance. One method that companies can use in quality control is Total Quality Management (TQM). Total Quality Management (is a management approach to achieve long-term success through Customer Satisfaction). Various kinds of production problems experienced by the Jeans Pants Industry Center in Majalengka, especially Cikijing District, Sukaraos Village, indicate for further research. analyze the effect of the application of teamwork, education and training, organizational culture, and product differentiation on operational performance.*

*The data collection technique used in this study was a questionnaire. The sample was selected by using non-probability sampling using census sampling and the number of respondents selected was 75 respondents. The technique used to analyze the effect of the independent variable on the dependent variable of the study is multiple linear regression analysis*

*The results of the study prove that teamwork has a positive and significant effect on operational performance (H1 accepted). The second hypothesis which states that education and training have a positive and significant effect on operational performance is accepted. The third hypothesis which states that organizational culture has a positive and significant effect on operational performance is accepted. The fourth hypothesis which states that product differentiation on product quality has a positive and significant effect on operational performance is accepted. The test results of the coefficient of determination state that the four independent variables have an influence of 73.40% on the operational performance of the jeans industry in Sukaraos Village. do the job, apply the results of the education and training provided by the company, arrive on time at work, and increase product differentiation*

*Key word : influence the application of teamwork, education and training, organizational culture, product differentiation, product quality*

**FEB UNDIP**