

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh secara parsial dan simultan kualitas bahan baku, proses produksi dan kualitas tenaga kerja pada kualitas produk UD Kurnia. Populasi penelitian ini yaitu seluruh karyawan yang bekerja di UD Kurnia. Sampel penelitian ditentukan menggunakan sampling jenuh. Metode pengumpulan data yang digunakan yaitu kuesioner. Metode analisis yang digunakan yaitu analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa kualitas bahan baku terbukti berpengaruh positif signifikan terhadap kualitas produk, proses produksi terbukti berpengaruh positif signifikan terhadap kualitas produk, kualitas tenaga kerja tidak berpengaruh signifikan terhadap kualitas produk. Selain itu, kualitas bahan baku, proses produksi dan kualitas tenaga kerja secara simultan berpengaruh signifikan terhadap kualitas produk. Besarnya pengaruh yang diberikan ketiga variabel independen tersebut secara bersama sama sebesar 51,8%.

**Kata kunci:** kualitas bahan baku, proses produksi, kualitas tenaga kerja, kualitas produk

## **ABSTRACT**

This study aims to determine the effect partially and simultaneously the quality of raw materials, production processes and quality of labor on the quality of UD Kurnia products. The population of this research is all employees who work at UD Kurnia. The research sample was determined using saturated sampling. The data collection method used was a questionnaire. The analytical method used is multiple linear regression analysis. The results showed that the quality of raw materials was proven to have a significant positive effect on product quality, the production process was shown to have a significant positive effect on product quality, the quality of labor had no significant effect on product quality. In addition, the quality of raw materials, the production process and the quality of labor simultaneously have a significant effect on product quality. The amount of influence given by the three independent variables together is 51,8%.

**Keywords:** quality of raw materials, production processes, quality of labor, quality of products

