

# Pengaruh penerapan malcolm baldrige national quality award (MBNQA) pada performa organisasi di industri hilir gas bumi di Indonesia = The impact of application malcolm baldrige national quality award (MBNQA) on organization performance in the downstream gas industry in Indonesia / Valdi Sina Ilman

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## Abstrak

<b>ABSTRAK</b><br>

Seiring dengan berkembangnya organisasi dan bisnis saat ini, perusahaan membutuhkan suatu evaluasi performa untuk mengetahui apakah kinerja mereka sudah sesuai dengan harapan stakeholder internal maupun eksternal. Pengukuran performa tersebut juga dapat mengetahui keadaan perusahaan saat ini sehingga akan digunakan oleh top management dalam menentukan strategi yang tepat bagi perusahaan. MBNQA merupakan suatu bingkai kerja yang mengarahkan manajemen agar sesuai dengan keinginan pelanggan dan karyawan melalui manajemen aktif dari service quality dan performa. MBNQA terdiri dari tujuh aspek yaitu Leadership, Strategic Planning, Customer Focus, Measurement Analysis and Knowledge Management, Workforce Focus, Process Management dan Result (Outcomes). Pada tesis ini dilakukan studi mengenai pengaruh penerapan MBNQA pada performa organisasi di industri hilir gas bumi di Indonesia. Hasil penelitian menunjukkan bahwa 6 kriteria MBNQA yang terdiri dari Leadership, Strategic Planning, Customer Focus, Measurement Analysis and Knowledge Management, Workforce Focus, Process Management tidak berpengaruh signifikan terhadap Result (Outcomes). Salah satu faktor yang menyebabkan hal tersebut adalah Environment, Relationship and Challenges. Seperti diketahui saat ini terjadi penurunan harga minyak dan gas bumi di seluruh dunia yang menyebabkan performa perusahaan menjadi tidak maksimal. Untuk itu perlu dilakukan penelitian lebih lanjut apabila kondisi global minyak dan gas dunia kembali normal untuk mengonfirmasi hasil penelitian ini

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<b>ABSTRACT</b><br>

Along with the development of organizations and businesses today, companies need a performance evaluation to determine whether their performance is in accordance with internal and external stakeholder expectations. The performance measurements could also find out the circumstances of companies today that will be used by top management in determining the right strategy for the company. MBNQA is a framework that directs management to fit the desires of customers and employees through active management of service quality and performance. MBNQA consists of seven aspects: Leadership, Strategic Planning, Customer Focus, Measurement Analysis and Knowledge

Management, Workforce Focus, Process Management and Result (Outcomes). In this thesis, a study concerning the impact of MBNQA on the performance of the organization in the downstream gas industry in Indonesia. The results showed that the 6 criterias of MBNQA consisting of Leadership, Strategic Planning, Customer Focus, Measurement Analysis and Knowledge Management, Workforce Focus, Process Management Performance have no significant effect on Result (Outcomes). One of the factors that cause this is Environment, Relationship and Challanges. As is known at this time decline in the price of oil and gas around the world that led to the company's performance to be not optimal. For that we need to do further research if global conditions of oil and gas the world returns to normal to confirm these results