ABSTRACK

THE INFLUENCE OF TOTAL QUALITY MANAGEMENT AND REWARD SYSTEM ON MANAGERIAL PERFORMANCE IN ISLAMIC ECONOMICS PERSPECTIVE (STUDY ON RUMAH WARNA CREATIVE KINGDOM YOGYAKARTA)

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In the global business environment, customers have experienced rapid changes, both in their demands and the way they fulfill their demands. Therefore, to be able to survive and thrive in this changing business environment, management needs to change their paradigm, so that their attitudes and actions in running a business are more effective. One of the best ways in global competition is to produce a product or service with the best quality. The best quality will be obtained by making continuous efforts to improve human capabilities, processes and the environment. The application of TQM is very appropriate in order to improve the ability of these elements on an ongoing basis.

The purpose of this reasearch is to analyze the influence of total quality management (TQM) and reward system on managerial performance in Islamic economics perspective and analyzing the most dominant variabel againts on managerial performance. The approach used in this research is a quantitative approach and the method of analysis used is multiple regression analysis. The sample in this study consisted of 75 respondents taken from employees at Rumah Warna Creative Kingdom Yogyakarta. The results of this study indicate that the partial test of the TQM variable has a significant influence, while the reward system variable does not have a significant effect on managerial performance.

Keywords: *TQM, reward system, managerial performance, Islamic economics*