

**Penerapan Manajemen Mutu Terpadu Pada PTPN XII Kebun Renteng Afdeling Rayap** (*Application of Total Quality Management at PTPN XII Renteng Gardens Cambodgion Rayap in the District of Jember*)

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***ABSTRACT***

*Developments in science and technology is rapidly increasing nowadays carries considerable influence on the economy of the world as well as in Indonesia. The businessman and the need to be aware that in a situation of very tight competition is absolutely necessary that a good marketing strategy. The quality of the coffee in accordance with existing quality standards is the main requirement for the company to remain competitive in domestic and international markets. The application of quality management in a company is important as a factor reinforcing the competitiveness of products in the country and abroad as well as the company can deliver products that satisfy customers consistently over time. This study aims to determine the extent of the application of quality management in PTPN XII Renteng Cambodgien Gardens Termites and how alternative solutions to problems that will be used to solve the existing problems. The results indicate that the element of the implementation of total quality management priorities are elements Focus On Customers with a weight value of 0,307, the next Improvement Scale (0,302), Engineering (0,149), Focus On Process (0.125) and Organization (0.118). Issues of implementing the integrated quality management PTPN XII Renteng Cambodgien Gardens Termites in clause society together where this clause is lower compared to other clauses, so the need for improvement in this clause to complement the other elements.*

**Keywords:** *PTPN XII Renteng Gardens Cambodgion Rayap, Total Quality Management*