

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Quality Management System*, *Market Orientation*, *Customer Focus*, Inovasi, terhadap Kinerja Bisnis Perusahaan Laboratorium Jasa Pengujian. Penelitian menggunakan metode kuantitatif dengan mensurvey menggunakan kuesioner menggunakan skala Likert 1-6, terhadap 88 responden pegawai Perusahaan Laboratorium Jasa Pengujian di beberapa kota di Indonesia. Analisis data menggunakan metode *Structural Equation Modelling* (SEM). Hasil penelitian mengungkapkan bahwa Inovasi berpengaruh positif dan signifikan terhadap Kinerja Bisnis. *Quality Management System* dan *Market Orientation* berpengaruh positif dan signifikan terhadap Inovasi. *Customer Focus* berpengaruh positif namun tidak signifikan terhadap Kinerja Bisnis. Sedangkan, *Quality Management System* dan *Market Orientation* berpengaruh negatif dan tidak signifikan terhadap Kinerja Bisnis. *Customer Focus* berpengaruh negatif dan tidak signifikan terhadap Inovasi, Inovasi tidak dapat memediasi hubungan *Quality Management System* dengan Kinerja Bisnis dan hubungan *Customer Focus* dengan Kinerja Bisnis, namun dapat memediasi hubungan antara *Market Orientation* dengan Kinerja Bisnis.

Kata Kunci: *Quality Management System*, *Market Orientation*, *Customer Focus*, Inovasi, Kinerja Bisnis

ABSTRACT

This study aims to determine the effect of Quality Management System, Market Orientation, Customer Focus, Innovation, on the Business Performance of Testing Services Laboratory Companies. The empirical data were obtained using a questionnaire with Likert scale, from 88 respondents of Testing Services Laboratory Company employees in several cities in Indonesia. Data was analyzed using Structural Equation Modeling Method (SEM). The findings reveal that Innovation significantly affect Business Performance. In relation to Innovation, both Quality Management System and Market Orientation has positive and significant effect. Customer Focus has a positive but not significant effect on Business Performance. Meanwhile, Quality Management System and Market Orientation does not affect significantly on Business Performance. Customer Focus has negative and not significant effect on Innovation. Furthermore, Innovation cannot mediate the relationship between Quality Management System nor Customer Focus with Business Performance but mediate the relationship between Market Orientation and Business Performance.

Keywords: Quality Management System, Market Orientation, Customer Focus, Innovation, Business Performance