

## **ABSTRACT**

*This research was conducted based on production problems experienced by small enterprises of batik in Pekalongan City. The research was proposed to analyze the effects of Total Quality Management, Application of E-Business Technology and Supply Chain Integration for Operational Performance.*

*Researcher did survey to collect the data by using quistioner with simple random sampling technique. The objects of research are small enterprises of batik which numbered 100 respondents in Pekalongan City, Central Java. Linier regression analysis was becoming used as analyze technique.*

*The result proves that first hypothesis (H1) about total quality management has possitive effect for operational performance accaptence. Second hypothesis (H2) of e-business technology application also has possitive effect for operational performance accaptance. Lastly, the third hypotesis (H3) showed that supplt chain integration has been possitively affected for operational performance accaptance. Result of determination coefficient showed that all independent variables gave 66% effect to operational performance. Any suggestions for small enterprises of batik, they are : more involving every functional parties of the company, improve the ease of online information access and improve information sharing witg internal company.*

*Keywords : total quality management, application of e-business technology supply chain integration, operational performance.*