

## **ABSTRACT**

*The purpose of this research is to examine the influence of quality management to operational performance with quality culture as moderator variable UMKM in the city of Palembang city. While the method of determining the sample using purposive sampling with the sample use in this research as many as 100 UMKM pempek, kerupuk, and kemplang in the city of Palembang. The variables were then tested using MRA (Moderated Regression Analysis) with a significance level of 5%. The result showed if quality management and quality culture had a positive effect and significance on operational performance and quality culture can't moderate the influence of quality management to operational performance.*

*Keywords : Quality Management, Quality Culture, Operational Performance*