

## ABSTRACT

### ANALYSIS ON INFLUENCE OF HUMAN RESOURCES DEVELOPMENT UPON COMPETITION STRATEGY, WORK ACHIEVEMENT AND PRODUCT QUALITY IN EAST JAVA INDUSTRIAL CENTERS

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This research is intended to analyze the influence of human resources development upon competition strategy, work achievement of employees and product quality in East Java industrial centers. Population of this research are three industrial regions in East Java, namely the industrial centers available in regencies of Sidoarjo, Gresik and Magetan. This research analysis applies SEM – the Structural Equation Model program with Amos 4.00.

Outputs of analysis and discussion indicate as follows:

1. That human resources development has a significant influence upon competition strategy in East Java industrial centers. Motivation variable provides significant and dominant contributions comparing to the variable of competition strategy in East Java industrial centers.
2. That human resources development does not have significant influence upon the work achievement of employees, while the cooperation variable has a dominant contribution on the work achievement of employees in East Java industrial centers.
3. That competition strategy does not have significant influences upon the work achievement of employees in East Java industrial centers. The service variable is capable in providing dominant contribution to the work achievement of employees in East Java industrial centers.
4. That human resources development has no significant influence upon product quality in East Java industrial centers. This is in line with responses given by the respondents who tend to be in favorable category for the product quality produced by businessmen in East Java industrial centers.
5. That the competition strategy has significant influences upon product quality produced by businessmen in East Java industrial centers.
6. That the work achievement has no significant influence upon the product quality produced by businessmen in East Java industrial centers..

**Key Words** : Human resources development, competition strategy, work achievement, product quality.