

THE INFLUENCE OF TOTAL QUALITY MANAGEMENT (TQM) ON CONSUMER SATISFACTION AT UD WAWAN IN HAYO VILLAGE, MANDREHE DISTRICT WEST NIAS REGENCY

By

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ABSTRACT

This study aims to analyze the effect of Total Quality Management (TQM) on customer satisfaction at UD Wawan. The background of the study is based on the importance of implementing TQM as an effort to improve product and service quality to meet consumer needs and expectations. The research method used is quantitative with an associative approach. Data were obtained through distributing questionnaires to 31 consumers at UD Wawan and analyzed using simple linear regression techniques. The results of the study indicate that the implementation of TQM has a positive and significant effect on customer satisfaction. This means that the better the implementation of TQM in the company, the higher the level of customer satisfaction perceived. This study is expected to contribute to companies in improving product and service quality through the consistent application of TQM principles.

Keywords: Total Quality Management, TQM, customer satisfaction, UD Wawan.

PENGARUH MANAJEMEN KUALITAS TOTAL (TQM) TERHADAP KEPUASAN KONSUMEN DI UD WAWAN DI DESA HAYO, KECAMATAN MANDREHE, KABUPATEN NIAS BARAT

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Total Quality Management (TQM) terhadap kepuasan konsumen pada UD Wawan. Latar belakang penelitian didasari oleh pentingnya penerapan TQM sebagai upaya peningkatan mutu produk dan layanan guna memenuhi kebutuhan serta harapan konsumen. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan asosiatif. Data diperoleh melalui penyebaran kuesioner kepada 31 konsumen di UD Wawan dan dianalisis menggunakan teknik regresi linier sederhana. Hasil penelitian menunjukkan bahwa penerapan TQM berpengaruh positif dan signifikan terhadap kepuasan konsumen. Hal ini berarti semakin baik pelaksanaan TQM pada perusahaan, semakin tinggi pula tingkat kepuasan konsumen yang dirasakan. Penelitian ini diharapkan dapat memberikan kontribusi bagi perusahaan dalam meningkatkan kualitas produk dan pelayanan melalui penerapan prinsip-prinsip TQM secara konsisten.

Kata kunci: Total Quality Management, TQM, kepuasan konsumen, UD Wawan

INTRODUCTION

In an era of globalization and increasingly fierce business competition, companies are required to continuously improve the quality of their products and services to meet consumer needs and expectations. Quality is a strategic factor determining business continuity and the

competitiveness of an organization. One effective approach to achieving this goal is Total Quality Management (TQM), a management system oriented toward continuous quality improvement through the participation of all members of the organization.

The implementation of TQM focuses not only on improving product quality but also on establishing a work culture that emphasizes employee involvement, management commitment, and customer orientation. According to Goetsch and Davis (2014), TQM is a strategic management system that requires synergy between all organizational elements to achieve customer satisfaction through a continuous improvement process. In the context of the wood processing industry, such as UD. Wawan, the implementation of TQM is crucial because the quality of raw materials and the consistency of the production process have a direct impact on consumer perception and satisfaction.

Various previous studies have shown that the application of TQM principles—such as customer focus, a process approach, employee involvement, and continuous improvement—has a positive impact on increasing customer satisfaction (Rasyidah et al., 2022; Utami, 2022). However, the challenges in implementing TQM at the small and medium-sized enterprise (SME) level, particularly in rural areas, remain significant. Limited human resources, a lack of production standardization, and resistance to change often hinder the implementation of a comprehensive quality management system.

UD. Wawan, a local business owner in Hayo Village, Mandrehe District, West Nias Regency, faces similar challenges. Initial observations revealed a number of challenges, including mismatched building material sizes, inconsistent product quality, and fluctuations in customer satisfaction. These conditions highlight the need for comprehensive implementation of TQM principles to ensure consistent product quality and sustained customer satisfaction.

Customer satisfaction is a crucial indicator in assessing a company's success. According to Kotler and Keller (2016), satisfaction occurs when customer expectations for a product or service are met or even exceeded. In the context of UD. Wawan, customer satisfaction is determined not only by product quality but also by the service, timeliness, and overall experience provided by the company. Therefore, effective TQM implementation is expected to increase customer trust and loyalty towards UD. Wawan's products.

This research is crucial for analyzing the extent to which the implementation of Total Quality Management impacts customer satisfaction levels at UD. Wawan. In addition to providing theoretical contributions to the development of quality management studies in the context of rural SMEs, the results are also expected to serve as a practical reference for local businesses in designing sustainable quality improvement strategies.

LITERATURE REVIEW

Total Quality Management Total Quality Management (TQM) is a managerial approach that emphasizes comprehensive and continuous quality improvement, involving all elements of the organization and focusing on customer satisfaction. According to Goetsch and Davis (2014), TQM is a strategic management system focused on customer needs, involving all employees, and continuous process improvement. Meanwhile, Ibrahim and Rusdiana (2021) state that TQM is not just a set of procedures, but an organizational culture that demands the active participation of all members in quality improvement efforts.

The main principles of TQM include customer focus, quality obsession, a scientific approach, long-term commitment, and teamwork (Firman, 2017). These five principles require cross-departmental involvement in ensuring product and service quality. Implementing these

principles has been proven to improve operational efficiency, reduce waste, and strengthen an organization's competitiveness in the global marketplace (Prayhoego & Devie, 2021).

The primary goal of TQM is to create customer satisfaction through improved product and service quality, continuous process improvement, employee empowerment, and integration of organizational functions. TQM implementation also encourages defect prevention in the production process by emphasizing quality control from the beginning, rather than just error detection at the end (Anom Pancawati, 2022).

Furthermore, Firman (2017) emphasized that effective TQM implementation will provide tangible benefits such as improved product quality, operational efficiency, employee engagement, and the creation of sustainable competitive advantage. In the context of a small business like UD. Wawan, these principles are relevant to apply to optimize production performance and maintain quality consistency.

Along with the development of modern industry, the concept of TQM has also evolved toward Quality 4.0, which combines quality management principles with digital technologies such as big data, artificial intelligence, and the Internet of Things (IoT) (Nguyen, 2020; Liu, 2023). This transformation enables companies to create smart manufacturing processes that are more efficient and adaptable to customer needs.

Consumer satisfaction is the level of emotion that arises after consumers compare their expectations for a product or service with the reality they receive. According to Kotler and Keller (2016), consumers will feel satisfied if product performance meets or exceeds expectations, and will feel disappointed if performance falls short of expectations. Therefore, consumer satisfaction is a key indicator of the success of a company's marketing strategy and service quality.

Factors influencing customer satisfaction include product quality, service quality, price, and the situational conditions during the transaction (Zeithaml & Bitner, 2003). Furthermore, customer emotions and experiences also play a significant role in shaping perceptions of satisfaction (Lupiyoadi, 2006). In a traditional business context such as a panglong business, product quality and service reliability are key determinants in building customer trust.

According to Tjiptono (2014), customer satisfaction provides strategic benefits for companies, including strengthening customer relationships, encouraging repeat purchases, building loyalty, and generating positive word of mouth. Meanwhile, according to Tjiptono (2019), customer satisfaction indicators include product quality, price, facilities, and service atmosphere. These four indicators are important parameters in assessing a company's success in meeting consumer expectations.

Conceptually, TQM and customer satisfaction are closely related and influence each other. TQM functions as a management system that ensures every organizational process is directed towards achieving optimal customer satisfaction. When TQM principles are implemented well—through strict quality control, employee involvement, and a focus on customers—product and service quality will improve, ultimately increasing customer satisfaction (Soreshjany & Dehkordi, 2014; Miranda et al., 2014).

Research by Irlanita Ayuning Tyas et al. (2024) shows that TQM has a positive effect on product quality and customer satisfaction in microfinance institutions. Similar findings were revealed by Rifandi and Prayetno (2024), who found that TQM implementation in the manufacturing sector significantly contributed to increased customer satisfaction. Furthermore, Putra et al. (2024) also confirmed that TQM implementation in the creative industry can improve product performance and customer trust.

Based on a theoretical review and previous research findings, it can be concluded that the

successful implementation of TQM is a key factor in creating customer satisfaction. In the context of UD. Wawan, the implementation of TQM is expected to improve the quality of wood products, increase operational efficiency, and build customer loyalty through enhanced quality and consistency of service.

RESEARCH METHODS

This study uses a quantitative approach with an associative method, which aims to determine the effect of Total Quality Management (TQM) on customer satisfaction at UD. Wawan in Hayo Village, Mandrehe District, West Nias Regency.

The research population was all 80 consumers of UD. Wawan, and because the number was relatively small, a saturated sampling technique was used, so the entire population was sampled.

The data types consist of primary data (from questionnaires and direct observation) and secondary data (from company documents and literature). The research instrument is a Likert scale questionnaire (1–5) that measures two variables:

1. **TQM (X)** with indicators of customer focus, employee engagement, continuous improvement, management commitment, and process approach.
2. **Consumer Satisfaction (Y)** with indicators of product quality, price, service, and loyalty.

Data analysis was conducted using simple linear regression, with validity, reliability, t-test, and coefficient of determination (R^2) tests to measure the effect of TQM on customer satisfaction. Data processing was performed using SPSS version 25.

RESULTS AND DISCUSSION

Based on the results of data processing on 80 respondents using SPSS version 25, a correlation coefficient (r) value of 0.674 was obtained, which indicates a strong and positive relationship between the implementation of Total Quality Management (TQM) and consumer satisfaction at UD. Wawan. The coefficient of determination (R^2) value of 0.454 means that the TQM variable explains 45.4% of the variation in consumer satisfaction, while the rest is influenced by other factors outside the study.

The t-test results show a calculated t value ($8.27 > t$ table 1.99) with a significance level of $0.000 < 0.05$, so it can be concluded that TQM has a significant effect on consumer satisfaction. This means that the better the implementation of TQM at UD. Wawan, the higher the level of consumer satisfaction felt.

The research results show that the implementation of Total Quality Management principles, which include customer focus, employee involvement, continuous improvement, and management commitment, significantly contributes to increasing customer satisfaction. This finding supports the theory of Goetsch & Davis (2014) which states that TQM is able to create superior quality through the participation of all organizational members and continuous process improvement.

In the context of UD. Wawan, the implementation of TQM is evident in the company's efforts to maintain the quality of building materials, improve customer service, and refine employee work systems to be more efficient and responsive to consumer needs. This has direct implications for increased customer trust and loyalty.

These results align with research by Tyas et al. (2024) and Rifandi & Prayetno (2024), which showed that TQM has a positive influence on customer satisfaction across various business

sectors. Thus, implementing TQM not only improves product quality but also strengthens a company's image and long-term relationships with consumers.

CONCLUSION

Based on the results of research and data analysis, it can be concluded that the implementation of Total Quality Management (TQM) has a positive and significant effect on customer satisfaction at UD. Wawan. The coefficient of determination value of 45.4% indicates that almost half of the variation in customer satisfaction can be explained by the implementation of TQM, which includes customer focus, employee involvement, continuous improvement, management commitment, and process approach. The better the implementation of TQM in UD. Wawan's operational activities, the higher the level of customer satisfaction with the products and services provided.

UD. Wawan is advised to consistently improve the implementation of TQM principles, especially in the aspects of product quality control and service improvement to optimize customer satisfaction.

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