

THE APPLICATION OF TOTAL QUALITY MANAGEMENT IN MAINTAINING PRODUCT QUALITY TO INCREASE CONSUMER SATISFACTION AT RGB PRINTING IN SAMARINDA

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Abstract

The influence of globalization in today's industry has increased the level of competition between companies, making them increasingly fierce and competitive. A company's success is often measured by the quality of the products it produces. Total Quality Management (TQM) is an ongoing process that aims to achieve better quality standards in meeting customer needs. This study aims to analyze the application of Total Quality Management (TQM) in maintaining product quality and its impact on consumer satisfaction at RGB Printing in Samarinda. TQM is a management approach that focuses on overall quality improvement through continuous improvement, involvement of all members of the organization, and orientation to customer satisfaction. This study uses a qualitative method with a descriptive approach, where data is collected through interviews, observations, and documentation. The results of the study show that the implementation of TQM in RGB Printing involves strict supervision of the production process, improving the quality of raw materials, and training employees regularly. In addition, the Plan-Do-Check-Act (PDCA) method is used to ensure that each stage of production runs according to the standards that have been set. The impact of the implementation of TQM on product quality can be seen from the decrease in product defects and the improvement of mold quality. In addition, the implementation of TQM also has a positive impact on consumer satisfaction, which is reflected in the increase in the number of repeat customers and the reduction in complaints about print results. Overall, this study emphasizes that TQM strategies that are consistently applied can increase the company's competitiveness through improved product quality and more optimal customer satisfaction.

Keywords: Total Quality Management, product quality, consumer satisfaction, RGB Printing, PDCA.

INTRODUCTION

TQM includes understanding and implementing international quality standards such as ISO, which can open doors to global business opportunities. The implementation of TQM in RGB printing in Samarinda will help companies to overcome these challenges and create

better products, which will ultimately improve customer satisfaction and their competitiveness in the market. Because the quality and satisfaction of consumers with product and service features that successfully meet consumer expectations and consumer satisfaction are essential in determining the success of a business. And competition in the product service business needs to be considered so that consumer needs and desires, and tries to meet consumer expectations.

Total Quality Management is a system that can be changed into a method to continuously improve production, services, labor, and procedures (Lowing, et al., 2014). Industries are essential in providing a wide variety of industries with the printing materials and promotional materials they need. Companies that evaluate employee performance and influence Total Quality Management show a desire to grow on the part of the organization and its workers, which is why a performance appraisal system is so important for businesses. (Kondo 2017).

The goal of Total Quality Management is to manage the organization into a high-quality organization in all areas by applying a philosophy of continuous improvement that involves all personnel at all levels. (Syahputra et al., 2023). In this context, Total Quality Management (TQM) emerged as an important concept in maintaining and improving product quality to meet consumer satisfaction. In the context of this industry, product quality is crucial because high-quality molds are a major factor in meeting customer needs.

Operations management plays a crucial role in ensuring the long-term survival of a company's commercial operations by coordinating the many resources required to meet consumer demands through the transformation of raw materials into finished products according to knowledge, expertise, and preferences. GE, John F. Welch Jr. in Compass (2023) said: "The only way to ensure long-term success, increase revenue, and keep customers coming back is to provide them with high-quality products and services." An example of how Texas Instrument Cabana Malaysia is using TQM so well can be seen in their global marketing efforts.

Research that has been conducted previously according to Qodri (2022) shows that the implementation of TQM in schools involves various important elements, including principal's leadership, good school management, a supportive learning environment, and cooperation between teachers, students, and parents. These factors create a conducive learning atmosphere, thus supporting the improvement of students' religious values.

Samarinda is one of the developing cities in Kalimantan, also experiencing significant growth in various sectors, including the printing industry. One of the major players in this industry is RGB printing, which has long been a part of the Samarinda business community. In an effort to stay competitive and provide superior service, the implementation of TQM is becoming increasingly important for RGB printing. Therefore, the implementation of TQM at RGB Printing in Samarinda is very relevant. Along with the development of the times and increasingly fierce competition, the quality of products produced by printing has become a very crucial factor.

Table 1. Product quality data from March-August 2023 at RGB printing

Product Name	Product Quality Achievement	Produk cacat/rusak
Banners	From 150 products = 15%	10 Product
Stikers	From 3,000 products =50%	60 Product
Invitations	From 4,000 products = 80%	50 Product
Print Custom Yasin Books	From 250 Products =25%	20 Product

Source: Data in RGB, 2024

Based on the table above, it is explained that the data is product quality from March-August 2023 where their achievement has several damages or defects such as examples of color fading when printing, and there are images that are not clearly visible.

In relation to the implementation of TQM at the RGB Printing in Samarinda, several problems need to be identified. Therefore, this study aims to find out the application of TQM in maintaining the quality of RGB printing products and to find out the characteristics of TQM in increasing consumer satisfaction in RGB printing in Samarinda.

LITERATURE REVIEW

Total Quality Management (TQM)

According to Pancawati (2022:185), Total Quality Management (TQM) is a strategy carried out by organizations on an ongoing basis to increase customer satisfaction through product quality. Meanwhile, TQM is defined by Ridwan & Sandi (2019:13) as the coordination of all organizational activities towards a common goal to improve product quality and, thus, please customers. Research has shown that business organizations that

implement TQM have seen improvements in various aspects of their work (Maknun et al., 2024).

To ensure customer satisfaction, the TQM process takes specific inputs (customer wants, needs, and expectations) and processes them within the organization to produce goods or services. Companies began using TQM as a method because of its positive impact on managerial performance. Total Quality Management (TQM) encompasses all aspects of the business and its employees (Laiya et al., 2018). Siregar (2018) stated that Total Quality Management (TQM) is a way of running a business that aims to increase the competitiveness of the organization through the continuous improvement of the environment, people, goods, and services. Total Quality Management (TQM) is a management approach that focuses on improving quality in all aspects of a company's operations. This concept involves the participation of all members of the organization in an effort to achieve quality excellence. The goal of Total Quality Management (TQM), according to Pancawati (2022:188), is to ensure customer satisfaction through consistent and long-term improvement of product quality.

Customer Satisfaction

Consumer satisfaction can be said to be an effort to complete or make something in accordance with consumer expectations. When consumers' wants, needs, and expectations are fulfilled through the goods and services they buy, then we are said to be satisfied (Sayed et al., 2023). According to Brown (quoted in Lola, 2022), when a product or service looks good and meets all customer requirements, wants, and expectations, then the customer is satisfied. Customers are considered satisfied when they feel that a product or service meets or exceeds their expectations (Schiffman in Siagian, 2004). In essence, consumer satisfaction is defined as the fulfillment of a person's desires, needs, and expectations through the consumption of goods and services (Siagian, 2004).

Product Quality

Product quality is a major factor when customers make a purchase decision. The products offered must be products that have gone through strict quality testing. As stated by Kotler (2018), "Anything that can be offered to the market for attention, purchase, use, or consumption that can satisfy a need or desire" does qualify as a product.

To attract consumers to try a product and ultimately make a purchase, the product needs to outperform competitors' products in several aspects such as quality, design, shape, size, packaging, service, warranty, and taste. A product is "as a set of physical attributes that are actually

related in an identifiable form," as Stantaon expresses in Firmansyah (2019:3). Meanwhile, in a broad sense, a product is a set of physical and immaterial characteristics that are acceptable to consumers that have the potential to meet their needs, such as color, packaging, price, precision of the diluent, and good service from the manufacturer. and thinner.

METHODOLOGY

The type of research that will be carried out in this study is to use a qualitative method with a descriptive approach. The qualitative approach underlies the postpositive philosophy approach, which emphasizes more on meaning than generalizations in research findings on natural subjects (Sugiyono, 2014:9). According to Bodgan and Taylor (2000:3-4), a qualitative approach is a research process that produces descriptive data from people and behaviors observed both orally and in writing. This descriptive approach provides a systematic and accurate description of a phenomenon or event that is being studied in a systematic and detailed manner.

The data will be presented in the form of a qualitative narrative that is expressed verbally, idiolically carefully, accurately, and systematically. The interview was conducted to seek information from the informant through predetermined questions. There were several names interviewed, namely key informant Tanto, informants Uvi and Muhammad, and consumer Abdul. The researcher also conducted direct observations to collect data by visiting the location of the object, namely the RGB printing plant located in Samarinda on Jl Cendana No.09 and monitoring the activities and behavior of the surrounding environment as well as the physical condition of the house and the economy of the local community.

The data analysis process involves efforts to systematically compile records of interview results, observations, documentation, and other data sources to improve the researcher's understanding of the case being studied and produce findings that can be useful for other parties. Data analysis involves organizing and grouping data into patterns, categories, and basic units of analysis. The purpose of data analysis is to simplify information into a more understandable form. The method used is a survey with a qualitative approach, which allows various perceptions of the collected data to be explained according to the research objectives.

RESULTS AND DISCUSSION

Research Result

RGB Printing in Samarinda is one of the printing companies that has been in operation for a long time and has a good reputation in the field of printing services. Established in 2017, RGB Printing is strategically located in the center of Samarinda, on Jalan Cnedana RT 20 No 09 so that it is easily accessible by customers from various regions. This company offers a variety of printing services ranging from banners, stickers, invitations, to custom Yasin books. This diversity of products shows the flexibility and production capacity of RGB Printing in meeting the various printing needs of the community.

RGB printing in Samarinda has adopted Total Quality Management (TQM) as the main strategy to improve product quality and customer satisfaction. The implementation of TQM in this company involves a comprehensive effort that covers various operational aspects, from management leadership to the active participation of employees in the continuous improvement process. With the implementation of TQM, RGB Printing strives to ensure that all stages of production and services run in accordance with the quality standards that have been set.

Based on interviews with managers and leadership teams, the implementation of Total Quality Management (TQM) at RGB Printing focuses on improving quality through strict supervision and involvement of all employees. The manager stated, "The implementation of TQM in RGB Printing involves strict supervision at every stage of production, from the selection of quality raw materials to the inspection of the final product." This shows that the TQM process is not limited to just one aspect, but covers the entire production stage.

The interviewed employees also revealed the importance of team collaboration in supporting TQM. One employee said, "We hold weekly meetings to discuss problems and solutions that can be implemented on the production line," emphasizing the importance of communication for continuous improvement. The company's regular training is also an integral part of the implementation of TQM, where the manager adds, "We provide various trainings related to quality management and production process control so that employees are always ready for new challenges."

The TQM principle is applied through the PDCA (Plan-Do-Check-Act) method, which is implemented in daily operations. This aims to identify errors and make continuous improvements. The implementation of Total Quality Management (TQM) in RGB Printing

reflects the company's commitment to maintaining product quality through various strategies, including strict supervision, periodic training, and structured process evaluation. RGB printing applies this principle by ensuring that each stage of production is inspected regularly to identify and address potential problems.

The Effect of TQM Implementation on Product Quality

The implementation of TQM in RGB Printing has had a significant impact on improving product quality. The implementation of this strategy helps companies maintain quality standards and minimize the number of defective products. Data obtained from the period March to August 2023 shows a marked improvement in product quality, where the rate of product damage has decreased consistently.

The application of TQM in RGB Printing has a significant influence on the quality of the products produced. Employees mentioned, "According to the feedback we received, most customers are satisfied with the quality of our prints," which reflects that the quality of the products is improved thanks to the TQM procedure. The use of brainstorming methods and daily reports also helps in the identification of problems and evaluation of the process effectively, as explained by the employee: "The team is also asked to fill in a daily report on the obstacles faced, so that improvements can be made as quickly as possible."

One of the important procedures implemented is the handling of defective products. One manager explained, "Products found to be defective are immediately pulled from the distribution process and stored for analysis at the cause. We then conduct a review of procedures and ensure that corrective measures are implemented," which confirms their efforts in maintaining product quality.

The comprehensive implementation of TQM in RGB Printing includes strict supervision at every stage of production, improved quality control, and the use of modern technology that supports high-quality printing processes. These efforts help the company better meet customer needs and maintain a positive image in the Samarinda printing market. The quality of products in RGB Printing is measured based on several parameters, including sharpness of print results, color fastness, and conformity with customer specifications. Data from the company shows that since the implementation of TQM, the number of defective products has decreased compared to before TQM was implemented. This shows that the quality control process has succeeded in reducing production errors significantly.

In addition, the improvement of product quality can be seen from the reduction in the number of customer complaints related to the quality of the print. For example, products such as stickers and invitations that previously often had problems with color blur or blurry images now show sharper and longer-lasting results. This decrease in the number of complaints is a positive indication that TQM has functioned effectively in maintaining quality standards. The company also implements quality control procedures in the final stages of production, where products are re-checked before being shipped to customers. This procedure ensures that only products that meet the standards are delivered, reducing the chances of defective products reaching the customer's hands. This step not only increases customer satisfaction but also reduces the costs caused by product returns. This improvement in quality provides long-term benefits to RGB Printing, such as strengthening brand image and increased customer trust. Consistently high-quality products attract more customers and maintain existing customer loyalty.

The Impact of TQM Implementation on Consumer Satisfaction

The implementation of TQM in RGB Printing also has a positive impact on consumer satisfaction. Based on surveys and interviews conducted, the majority of consumers admitted that the quality of products and services improved after TQM was implemented. This shows that TQM's strategy not only affects the production process internally but also the final results that are directly felt by the customer.

The impact of the implementation of TQM on consumer satisfaction is quite positive. One consumer stated, "I expect clear communication during the production process, such as design confirmation and completion time. I also pay close attention to the quality of the prints, including the sharpness of color and durability," which shows that consumers appreciate the quality of the products and services provided. Consumer expectations for process speed were also expressed, "The services and products provided were satisfactory, although there was room for improvement especially in terms of production speed in the busy season."

Design elements, sharpness of prints, and the use of quality materials that meet customer expectations are proof that the implementation of TQM has an impact on their satisfaction levels. Another consumer mentioned, "My hope is an efficient process with long-lasting results, especially for banners placed outdoors. The banner material must be strong

enough to withstand the weather," which emphasizes the importance of product quality in influencing consumer satisfaction.

Consumers rate that the improved quality of the product, coupled with faster and more responsive service, makes their experience more satisfying. This is evident from the increase in the number of returning customers and providing positive recommendations. Increased customer loyalty shows that the implementation of TQM successfully creates a long-term relationship between the company and its consumers.

A survey conducted on RGB Printing consumers showed that respondents were satisfied with the improvement in product quality after the implementation of TQM. Customers noted that the prints became sharper, the colors were brighter, and the materials used were more durable. The survey was conducted on a sample of customers representing various segments, including individuals and companies.

In addition, the survey results also show that order processing times have become faster. Consumers are happy with timely service, which is important for those with urgent needs. This decrease in production time is due to the efficiencies gained through process improvements implemented in TQM.

Some customers have given positive reviews regarding communication with the RGB Printing customer service team. They mentioned that the staff is more responsive in answering questions and handling special requests. This improvement reflects the TQM aspect which focuses on customer satisfaction through better service.

The survey also revealed that most consumers feel that RGB Printing has a strong commitment to quality. This increases a positive perception of the company and strengthens customer loyalty. Consumer feedback obtained from interviews shows that many customers feel that the products produced by RGB Printing are superior to before. Consumers praise the better durability of the prints, especially for products such as Yasin's banners and books that are often used in outdoor conditions.

Consumers also said that improvements in product quality make them more confident to use RGB Printing services for their important projects. For example, wedding invitations that have a high level of detail and color accuracy provide added value for customers.

Some consumers stated that they felt an improvement in the order management process, where communication was smoother and there were no delays in delivery. These improvements are the result of TQM's procedures that ensure that all aspects of production

and service go as planned. This positive response from consumers is proof that the implementation of TQM not only meets internal standards but also improves overall customer satisfaction and experience.

DISCUSSION

Analysis of the Application of TQM in Maintaining the Quality of RGB Printing Products

The implementation of Total Quality Management (TQM) in RGB Printing reflects the company's commitment to maintaining product quality through various strategies, including strict supervision, periodic training, and structured process evaluation. This is in line with research conducted by Randi et al. (2024) which emphasizes that comprehensive and sustainable quality control is the key to producing products that are consistent with high standards. RGB printing applies this principle by ensuring that each stage of production is regularly inspected to identify and address potential issues.

A study by Ismail (2018) emphasizes the importance of training as an integral part of TQM implementation. This research supports findings in RGB Printing, where regular training for employees helps them understand expected quality standards and improve their technical skills. With constantly updated training, employees can anticipate new challenges and contribute to the continuous improvement process.

The PDCA (Plan-Do-Check-Act) system used in RGB Printing also reflects the results of Fridayanti's (2022) research which states that the PDCA cycle is an effective framework for process improvement. The application of this method helps RGB Printing in quickly identifying weaknesses in the production process and making necessary improvements. Ekoanindiyo (2013) states that quality must be the responsibility of everyone in the organization. This is in line with the collaborative culture implemented at RGB Printing, where employees from different divisions are involved in quality improvement. This engagement fosters a sense of collective responsibility for product quality and motivates employees to actively contribute.

As a result, RGB Printing has succeeded in maintaining high product quality and minimizing defects. This supports findings by Aviro et al. (2024) which state that organizations that implement TQM by involving all aspects of their operations will see significant quality improvements. Through a combination of continuous monitoring, training,

and evaluation strategies, RGB Printing is able to maintain the quality of its products in accordance with customer expectations.

Implementing a Total Quality Management (TQM) approach can help businesses retain consumers and assess management processes as part of ongoing efforts to improve quality. Total Quality Management (TQM) practices and innovations in design were found to be related. Independent variables include top management leadership, employee empowerment and engagement, customer focus, training, information analysis, and continuous improvement. Bound variables include administration and marketing. The results show that all independent variables have a positive impact on innovation. (Bon & Mustafa, 2013), this shows that if a company has innovation, it will be able to prepare the company by using successful theories and techniques through customer satisfaction.

Analysis of TQM Characteristics in Increasing Consumer Satisfaction in RGB Printing in Samarinda

The application of TQM principles in RGB Printing also has a significant impact on consumer satisfaction. The main focus of TQM is to ensure that customer needs are the center of attention in every managerial decision, as emphasized in research by Parasuraman, Zeithaml, and Berry (1988) on the dimension of service quality. RGB printing applies this principle by prioritizing clear and responsive communication during the production process, which ensures customers feel heard and cared for.

Research by Susanti (2016) explains that the characteristics of TQM that are most effective in improving customer satisfaction include product quality, reliability, and fast service. These findings are consistent with the implementation at RGB Printing, where high-quality prints, sharp colors, and friendly service have helped build customer trust. However, research also shows that the challenge of maintaining production efficiency during busy times remains an area that needs improvement.

According to Wijaya (2008), one of the important principles of TQM is to involve consumers in the quality control process. RGB printing applies this approach by collecting consumer feedback regularly and adjusting the production process based on that feedback. According to Kotler and Keller (2012) it is also shown that satisfied customers tend to be more loyal and recommend products to others, which contributes to long-term business growth. Furthermore, research by Rahman (2012) states that the successful implementation of TQM requires a strong commitment from top management. This is seen in practice at RGB Printing, where management not only supports the implementation of TQM but is also directly

involved in quality-related evaluation and decision-making. This creates a work culture where quality and customer satisfaction are top priorities.

Overall, the application of TQM characteristics in RGB Printing has had a positive impact on consumer satisfaction. With a focus on continuous improvement and effective communication, the company is able to meet customer expectations, although there are still challenges to overcome. This reinforces the findings of research by Laoli et al. (2024) which state that customer engagement and product quality are important factors in TQM's strategy to achieve maximum satisfaction.

CONCLUSION AND RECOMMENDATIONS

This study shows that the implementation of Total Quality Management (TQM) at RGB Printing in Samarinda has had a positive impact on product quality and consumer satisfaction. Some of the main conclusions of this study are:

This study shows that the implementation of Total Quality Management (TQM) in RGB Printing contributes significantly to maintaining product quality and increasing consumer satisfaction. The TQM strategy, which includes strict supervision, periodic training, the use of the PDCA method, as well as the involvement of all divisions in quality control, helps companies maintain high quality and minimize defect rates. This is consistent with the findings of previous research which confirms that TQM is an effective approach in improving product efficiency and quality.

In terms of customer satisfaction, the application of TQM principles that emphasize customer focus, responsive communication, and reliable product quality has succeeded in increasing customer loyalty and trust. However, challenges related to production speed during peak season need to be further considered to maintain a high level of satisfaction.

The suggestion that can be given for this study is to strengthen production capacity management to overcome high demand, so that product turnaround time remains efficient. This is done by improving the efficiency of the production process, updating technology, and adding the necessary resources. By doing careful capacity planning, and can ensure that the production process runs smoothly even though demand continues to increase. It also optimizes workflows and ensures maximum resource utilization, so that product turnaround time remains efficient and customers still get products on time without sacrificing quality.

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