

ABSTRAK

Iman Kasih Gea. 2025. Pengaruh Total Quality Management (TQM) Terhadap Kepuasan Pelanggan Pada Produk Panglong di UD. Fani Mabel. Skripsi. Dosen Pembimbing. Jeliswan Berkat I.J. Gea, S.E.,M.M.,

Latar belakang penelitian ini didasarkan pada fenomena yang terjadi di UD. Fani Mabel, di mana mutu produk yang dihasilkan belum sepenuhnya konsisten, keterlambatan pengiriman pesanan masih sering terjadi, serta keluhan pelanggan mengenai pelayanan yang kurang responsif. Fenomena tersebut menunjukkan bahwa penerapan prinsip-prinsip Total Quality Management belum berjalan optimal, sehingga berdampak pada tingkat kepuasan pelanggan. Tujuan penelitian ini adalah untuk mengetahui pengaruh Total Quality Management (TQM) terhadap kepuasan pelanggan pada produk panglong di UD. Fani Mabel. Metode penelitian yang digunakan adalah penelitian kuantitatif dengan pendekatan asosiatif. Populasi dalam penelitian ini adalah seluruh pelanggan UD. Fani Mabel, dengan sampel sebanyak 60 responden yang ditentukan dengan teknik purposive sampling. Instrumen penelitian berupa kuesioner dengan skala Likert, serta uji validitas, reliabilitas, dan analisis regresi linear sederhana untuk menguji hipotesis. Hasil penelitian menunjukkan bahwa penerapan TQM yang mencakup fokus pada pelanggan, perbaikan berkelanjutan, dan keterlibatan karyawan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Hal ini berarti semakin baik penerapan TQM di UD. Fani Mabel, semakin tinggi pula tingkat kepuasan pelanggan yang dirasakan. Kesimpulan penelitian ini adalah bahwa penerapan Total Quality Management memiliki peran penting dalam meningkatkan kepuasan pelanggan. Oleh karena itu, pihak manajemen UD. Fani Mabel perlu meningkatkan konsistensi kualitas produk, memperbaiki manajemen distribusi, serta membangun pelayanan yang lebih cepat dan responsif agar kepuasan pelanggan dapat tercapai secara optimal.

Kata Kunci: Total Quality Management, Kepuasan Pelanggan.

ABSTRACT

Iman Kasih Gea. 2025. The Influence of Total Quality Management (TQM) on Customer Satisfaction for Panglong Products at UD. Fani Mabel. Thesis. Advisor: Jeliswan Berkat I.J. Gea, S.E., M.M.

The background of this research is based on the phenomena occurring at UD. Fani Mabel, where the quality of the products produced has not been fully consistent, delays in product delivery still frequently occur, and customer complaints regarding unresponsive services are often found. These phenomena indicate that the implementation of Total Quality Management (TQM) principles has not been optimal, which in turn affects customer satisfaction levels. The purpose of this research is to determine the influence of Total Quality Management (TQM) on customer satisfaction with panglong products at UD. Fani Mabel. The research method used is quantitative research with an associative approach. The population in this study consists of all customers of UD. Fani Mabel, with a sample of 60 respondents determined using purposive sampling technique. The research instruments include a Likert-scale questionnaire, as well as validity tests, reliability tests, and simple linear regression analysis to test the hypothesis. The results of the study show that the implementation of TQM, which includes customer focus, continuous improvement, and employee involvement, has a positive and significant effect on customer satisfaction. This means that the better the implementation of TQM at UD. Fani Mabel, the higher the level of customer satisfaction achieved. The conclusion of this study is that the application of Total Quality Management plays an important role in improving customer satisfaction. Therefore, the management of UD. Fani Mabel needs to enhance product quality consistency, improve distribution management, and build faster and more responsive services in order to achieve optimal customer satisfaction.

Keywords: Total Quality Management, Customer Satisfaction.