

***ANALYSIS THE INFLUENCE OF TOTAL QUALITY MANAGEMENT
(TQM) AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT PT
SEBUMI BERBAGI INSPIRASI***

By Dias Meutia Hindawan

Abstract

This study aims to analyze the influence of Total Quality Management (TQM) and service quality on customer satisfaction at PT Sebumi Berbagi Inspirasi, focusing on the Jakarta Green Tour program. The research employs a quantitative approach using the Structural Equation Modeling Partial Least Square (SEM-PLS) method, processed through the SmartPLS 4.1.1 application, with 60 respondents who participated in the 2024 Jakarta Green Tour. The results show that: (1) TQM has a positive and significant influence on customer satisfaction with a path coefficient of 0.536; (2) service quality also has a positive and significant effect with a coefficient of 0.608; and (3) TQM and service quality jointly contribute 74.3% to customer satisfaction. The remaining 25.7% is influenced by other factors such as customer expectations, promotion, and pricing. These findings indicate that effective implementation of TQM and optimal service quality play a crucial role in enhancing overall customer satisfaction.

Keywords: *Total Quality Management, service quality, customer satisfaction, Sebumi, Jakarta Green Tour*

ANALISIS PENGARUH *TOTAL QUALITY MANAGEMENT* (TQM) DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN PADA PT SEBUMI BERBAGI INSPIRASI

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Total Quality Management* dan kualitas pelayanan terhadap kepuasan pelanggan pada PT Sebumi Berbagi Inspirasi dengan fokus pada program *Jakarta Green Tour*. Metode penelitian ini menggunakan pendekatan kuantitatif dengan metode *Structural Equation Modeling Partial Least Square* (SEM-PLS) yang diolah melalui aplikasi SmartPLS 4.1.1. Sebanyak 60 responden pengguna jasa *Jakarta Green Tour* tahun 2024. Hasil penelitian menunjukkan bahwa: (1) *Total Quality Management* berpengaruh sebesar 0,536 positif signifikan terhadap kepuasan pelanggan; (2) kualitas pelayanan berpengaruh sebesar 0,608 positif signifikan terhadap kepuasan pelanggan; dan (3) *Total Quality Management* dan kualitas pelayanan bersama-sama memberikan kontribusi sebesar 74,30% terhadap kepuasan pelanggan. Sedangkan, sisanya 26,70% disebabkan oleh faktor lain, seperti ekspektasi pelanggan, promosi, dan harga. Penelitian ini menunjukkan bahwa penerapan *Total Quality Management* efektif di lingkungan internal perusahaan serta kualitas pelayanan yang optimal dapat meningkatkan tingkat kepuasan pelanggan secara keseluruhan.

Kata kunci: *Total Quality Management*, Kualitas Pelayanan, Kepuasan Pelanggan, Sebumi, *Jakarta Green Tour*