ABSTRACT

Total quality management is a business approach that aims to provide quality products to achieve customer satisfaction. The main purpose of this study is to analyze the relationship between TQM and the performance of lecturers and employees towards customer satisfaction (students). This research was conducted at STIE Pelita Bangsa. A total of 500 questionnaires have been distributed to STIE Pelita Bangsa students and an effective sample of 375 completed survey can be used (75 percent response rate can be used). Reliability test was performed to test the questionnaire before the experiment was conducted. Statistical and regression analysis is used to predict and estimate relationships. This model was assessed using Structural Equation Modeling (SEM) Structural Equation Modeling (SEM) Structured Equation Structure (AMOS) Structure Analysis. Findings indicate that TQM practices have a significant impact on customer satisfaction mediated performance employee.

Keywords: Total Quality Management, Employee Performance, Job Satisfaction, Quality.