



## Implementation Of Total Quality Management (TQM) At the Lovely Beauty Center Padang Clinic

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### ABSTRACT

Objective from study is know Implementation *Total Quality Management* (TQM) in clinics *Lovely Beauty Center* Padang. Research used is study qualitative with method descriptive, with Informant study use technique purposive sampling, techniques collection data with observation, interview And documentation, Steps used data collection, data reduction, data presentation. Results in implementing Total Quality Management researcher uses 4 components like customer focus, cooperation team, training and education, as well exists engagement and empowerment employee. Clinic *Lovely Beauty Centre* implementing TQM focusing on customers that is serve customer with friendly and honest, Implementation TQM cooperation team at the Clinic *Lovely Beauty Centre* namely on things that are of a nature urgent just. Where are the employees requested For help work other fields that require, Clinic *Lovely Beauty Centre* implementing TQM education and training that is with conducting training and training seminars, and the lovely beauty clinic centre implement TQM engagement and empowerment employee on pickup decision.

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### INTRODUCTION

Mature This company beauty and service maintenance skin experience sufficient development fast. That company grow as alternative for people who want it get maintenance beauty and service maintenance skin. Beauty and service companies maintenance skin present For give service to public so public can educated and acquired benefit as well as information related condition health skin they

Beauty and care company skin including moving company in the field services, where business This more prioritize focused service to consumers who have problem skin. However For give good service Of course will There is efforts necessary repairs done so that the company the get good *value* in the eyes consumer. As for efforts the that is with increase source Power man.

Besides that company beauty and care skin should too capable fulfil demands consumer Which increasingly develop, that is with create product which quality tall (*quality*), and offer that price cheap (*cost*) as well as give service (*service*) is satisfactory.

For fulfil demands consumer Company must make something change with apply Effective *Totality Quality Management*. Management must compile strategic steps so all existing aspects in company can improved. Sadikoglu and Ecay (2013) stated that *Totality Quality Management* (TQM) is philosophy management all over continuing company increase quality product or process with focuses on needs and expectations customer as well as increase satisfaction customers and performance company. Because of that, company must give centralized service to customer with increase service in all aspect.

*Total Quality Management* is defined as combination all function management, all part from something company And all person to in philosophy holistic Which built based on draft quality, *teamwork*, productivity, satisfaction customer. TQM has develop in four stage that is inspection quality, control quality, guarantee quality and end (Dahlgard in Chen et al., 2022).

One of necessary company apply *Total Quality Management* that is Clinic *Lovely Beauty Center*. This company including one a company that has been delivering for a long time service maintenance and services beauty skin in Padang City and already operate more less than 8 years old. As companies operating in the field service Of course No can denied that company This will relate with public. However company *Lovely Beauty Centre* Not yet fully implement total quality management so that management company impressed No professional and service to public not optimal so Satisfaction customer No fulfilled.

**METHOD**

Study This is study qualitative with method descriptive. According to (Creswell in Khoiron, nd) study qualitative is study For explore and understand meaning by a number of individual or group of people is considered originate from social problems or humanity.

Whereas according to Moleong is purposeful research For understand about what is experienced by the subject study for example behavior, perception, motivation, action, implemented in a way holistic, and with method description in form of words and language, on a context especially natural ones with utilise method scientific. In line with that, Nazir (2005:54) said that method descriptive is something method in examine group status human, a object, an condition, a system thoughts, or something class events in the present. The intended use method This is For make description in a way systematic, factual and accurate about facts, traits, as well as connection between the phenomenon under investigation.

**Research Informant**

Informants were determined by considering several factors matter following:

1. Information Which will revealed ie about implementation Total Quality Management in *Lovely Beauty Centre* ;
2. Informant study Which will chosen is Which considered most knowledgeable and authorized as well as involved direct in implementation *Total Quality Management in Lovely Beauty Center*.

Amount subject study can seen in the table following :

Table 1. Total Informant Study

No	Subject Study	Number of people)
1	Doctor	1
2	Employee	5
<b>Total</b>		<b>6</b>

Based on table above This There were 6 informants who worked at the company *Lovely Beauty Centre* in accordance criteria respondents. In analyzing the problems that the author found and collected, the author used the following analysis: Data primary and Secondary data.

**Technique Collection Data**

1. Observation ( observation object study in field ).
2. Interview, submit a number question in a way oral
3. Documentation is technique data collection is not direct addressed to subject study.

**RESULTS AND DISCUSSION**

**Results**

**Analysis Implementation of TQM in Clinics *Lovely Beauty Centre***

*Lovely Beauty Centre* is companies operating in the field service care and health skin. This company has operate since 2016 until Now. *Lovely Beauty Centre* besides sell product beauty, clinic this also sells service maintenance skin. Clinic *Lovely Beauty Centre* has operate for 8 years However clinic This still Keep going evaluate do improvements in various field. That matter is as something step For maximizing source existing power in do repair in a way Keep going continuously. The company does evaluate, improve and assess potency source existing power For can fulfil desire customer.

There is good management in management organizations and companies will be very helpful company in reach the goal. As for methods management used by *Lovely Beauty Center* is total quality management. Total Quality Management is one necessary demands applied as road For finish problems inside company so that company can do improvements in a way continously.

In implementing Total Quality Management researcher uses 4 components like customer focus, cooperation team, training and education, as well exists engagemnt and empowerment employee.

**Focus On Customers**

*Lovely Beauty Centre* in implement permanent total quality management based on focus on customers that is give friendly service. Friendly service that is employee serve customer with Good use polite language. Always show a pleasant and welcoming expression customer with smile and greet him with regards Then ask what are they need.

Based on results interview the can is known that employee has try serve customer with Good. Not only customers come to clinic just but also customers who complain on social media. They respond complete customer with kind and giving explanation to the requesting customer complete, the goal so customer obtain clear information about product or their services use. Because part customer tend want to get results instant. They No know if the maintenance process they need quite a long time. The same thing expressed by LH interview May 21, 2024

**Teamwork**

Clinic *Lovely Beauty Centre* implementing TQM based on cooperation team that is do Cooperate only on urgent matters like when moment customer currently crowded or help other parts that require it power Work. Clinic *Lovely Beauty Centre* empowering employees on matters of that nature urgent. They do work in a way alternate. When urgent the admin section will help work cashier or on the contrary If customer currently crowded. Interview with HT doctor May 20, 2024.

Based on results interview above that *Lovely Beauty Centre* has apply cooperation team. their cooperation do is cooperation moment do work nature urgent or sudden. A medium employees work in the admin section concurrently become cashier. Two fields carried out by one person is things that don't reasonable However matter That happen Because they have limited human resources every where human resources only have 1 employee in each section. Should moment doctor do action to customers, companies recruiting employee new so it doesn't disturbing work other fields. Because every field must do their respective duties because with so cooperation good team will intertwined. Teamwork is very important component in total quality management. The team is a group of people who have objective together in build company. Collaboration in a company is really needed For help company in reach the goal. Interview with YS on May 20, 2024

**Education and Training**

Implementation of TQM based on Education and Training in clinics *Lovely Beauty Centre* that is with providing training and training seminars. Employee directly trained by the manager himself in matter This is doctor. At the clinic *Lovely Beauty Centre* doctor at a time fill in the manager's position will be provide training in each field such as admin, cashier, therapist. That matter revealed by the HT doctor at the time interview May 20, 2024

**Engagement and Empowerment Employee**

Engagement and empowerment employee is important thing in implementation of TQM. Clinic *Lovely Beauty Centre* tend involve employee in Lots matter If There is change rule or policy then the manager will gather employee For talk about rules and policies that will applied. Every employee will given chance For convey ideas and thoughts. Interview HT doctor May 21, 2024.

**Discussion****Implementation of TQM at the Clinic *Lovely Beauty Centre***

In discussion This there are 4 implementations components of Total Quality Management carried out in the clinic *Lovely Beauty Centre* that is Focus on Customers, cooperation teams, education and training and engagement and empowerment employee matter the can seen as following :

**Customer Focus**

Clinic *Lovely Beauty Centre* in implementing TQM (Total Quality Management) based on satisfaction customer that is with give friendly and honest service to customer. friendly service in question that is employee welcome customer with smile Then give greetings. Every customers come to lovely center clinic will enforced worthy family. They served with maximum. *Lovely Beauty Centre* more prioritize service based service than

promotion product because mark sell at *Lovely Beauty Center* is service. One of them is free consultation. Free consultation is service focused services to customer Where customer can with free convey what are they need and what they are want from company. For free direct consultation handled directly by a doctor who has experienced. The doctor will ask a number of matter about problem customer Then after That discuss together For find solution Then furthermore customer will recommended use product or service maintenance certain appropriate ones with problem skin customer. form services provided by the clinic *Lovely Beauty Centre* the same as stated by Gaspers (2002) who stated that customer is a demanding person employee organization For reach standard certain Because capable give impact performance to company

### Teamwork

Clinic *Lovely Beauty Centre* implementing TQM Teamwork, namely with do work in a way together However their cooperation apply only for urgent matters they often assign employees in the admin and cashier sections in a way alternate. In other words, the admin section at any time Work as cashier or on the contrary. According to Andrew Carnegie in Kaswan (2017), collaboration team is ability Work The same reach vision together. Ability direct individual achievement towards objective organization. In other words, implementing TQM in clinics *Lovely Beauty Centre* with do work in a way together has direct employees on purpose company Where employee capable finish work with Good. Although employees, working in 2 fields different jobs However work That can resolved according to target. In TQM, working on 2 areas work at a time is things that don't Good in organization although done with cooperation team still just bother another job. Should clinic *Lovely Beauty Centre* add employee new For do a real job need power work for the company Can do evaluation to performance employees and do repair so that capable increase quality product nor service service.

### Education and Training

Clinic *Lovely Beauty Centre* implementing TQM education and training with provide training and seminars to employee. Employees at stage beginning enter Work will trained moreover formerly. They given training directly by a doctor at the clinic Then. furthermore For add experience employee, employee will included in seminars.

The purpose of providing training for employee For practice employee so can do the tasks given to her. Usually every employee will trained in accordance field his job. But at the clinic *Lovely Beauty Centre* all employee will collected, them will given all training. It is good as admin, as cashier nor become therapist. Application education and training in clinics *Lovely Beauty Centre* with training already increase performance employee Where employee become skilled in his job and is capable finish work in accordance with the given target. This is appropriate with what Goetsch and Davis expressed in Anisa.

### Engagement and Empowerment Employee

Engagement and empowerment employee is important thing in implementation of TQM. At the clinic *Lovely Beauty Centre* application engagement and empowerment employee namely at the time of retrieval decision Where every employee will involved in meetings and discussions. Ideas and suggestions as well input from employee is matter important that becomes consideration company. Every idea and idea put forward by employees will collected as aspiration. Although decision stay on top However they still stage discussion moreover formerly. They unite opinions and accept suggestions and input.

## CONCLUSION

In implementing Total Quality Management researcher uses 4 components like customer focus, cooperation team, training and education, as well exists engagement and empowerment employee. Clinic *Lovely Beauty Centre* implement TQM focusing on customers that is serve customer with friendly and honest. Friendly service that is give service with language and polite. Apart from that, it also serves customer with Honest Where all information provided to customer is honest information about products and services services available at *Lovely Beauty Center*. Application TQM cooperation team at the Clinic *Lovely Beauty Centre* namely on things that are of a nature urgent just. Where are the employees requested For help work other areas that require it. That matter Because limitations number of human resources at *Lovely Beauty Center*. Should *Lovely Beauty Centre* recruiting employee new For fill in empty part so cooperation team the more Good. Clinic *Lovely Beauty Centre* implementing TQM education and training that is with conducting training and

training seminars. Training is carried out only in stages beginning just that is, at the moment employee first time working. training should be carried out every month. So performance employee the more increase. Apart from that, *Lovely Beauty Center* also participates employees at seminar activities for add insight and knowledge employee. Should employee attend every seminar months for implementation education and training become maximum. *Lovely beauty clinic* centre implementing TQM engagement and empowerment employee on pickup decision. Every employee will involved in meetings important. Ideas and suggestions from constructive employees will considered For happened reference in make policy or decisions in the company.

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