

# Sustainable TQM Implementation in Relationship with Customer Satisfaction and Business Performance in Indonesian Remanufacturing Company

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**Abstract** — *The implementation of Total Quality Management (TQM) emphasizes two important aspects of daily management and policy management that must be ensured in line with customer satisfaction and business performance. To address this issue, the researchers focused on the effectiveness of TQM implementation by conducting internal management diagnosis and conducting customer satisfaction surveys. The main objective of this research is to see the relationship between the effectiveness of TQM implementation and its impact on customer satisfaction and business performance using the Quality Function Deployment (QFD) method. It was found that the implementation of TQM had a positive impact on customer satisfaction and business performance and the correlation could be seen in the effectiveness of daily management and policy management using the QFD method. The implementation of TQM focuses on the aspects of daily management and policy deployment where an internal diagnosis is needed by management as feedback loop for evaluating so that a sustainable TQM implementation is achieved. The QFD method can be used as an approach to ensure the correlation between daily management and policy management which is carried out in line with the results of the customer satisfaction survey and business performance for the effectiveness of the necessary improvements.*

**Keywords**—*total quality management, quality function deployment, customer satisfaction, business performance.*