

## DAFTAR PUSTAKA

- Abdullah, M., & Ahmad, M. (2024). *The Role of Total Quality Management in Enhancing Customer Satisfaction in the Service Sector*. *Procedia Computer Science*, 221, 306–312.
- Abdulkadir, K. (2023). *Total Quality as an Effective Tool for Achieving Customer Satisfaction, Patronage, Productivity Gains and Sustainability in Organizations*. *Studies in Economics and Business Relations*, 4(2), 37–53.
- Ali, H., & Hassan, M. (2016). *TQM and Customer Satisfaction towards Business Excellence*. *International Journal of Learning Management Systems*, 4(1), 21–32.
- Brown, A. (2016). *Adopting TQM Approach to Achieve Customer Satisfaction*. *International Journal of Quality & Reliability Management*, 33(5), 567–582.
- Ibrahim, M. R., Muhammad, D. U., Muhammad, B., Alaezi, J. O., & Agidani, J. (2023). *The Key to Organizational and Construction Excellence: A Study of Total Quality Management*. arXiv preprint.
- Johnson, L., & Lee, K. (2020). *The Effect of Total Quality Management on Customer Satisfaction in the Banking Sector*. *Texila Journal of Academic Research*, Special Edition, 82–89.
- Kabiru, A. (2023). *Total Quality as an Effective Tool for Achieving Customer Satisfaction, Patronage, Productivity Gains and Sustainability in Organizations*. *Studies in Economics and Business Relations*, 4(2), 37–53.
- Kumar, R., & Sharma, S. (2020). *Investigating TQM Strategies for Sustainable Customer Satisfaction in the Telecommunications Sector*. *Sustainability*, 16(15), 6401

- Smith, J. (2021). *Combining Traditional and New Views on Total Quality Management*. *Benchmarking: An International Journal*, 28(12), 3749–3765.
- Ochieng, P. (2019). *Total Quality Management Practices on Customer Satisfaction at Safaricom Public Limited Company*. *International Journal of Business Management, Entrepreneurship and Innovation*, 2(4), 63–75.
- Oakland, J. S. (2003). *Total Quality Management: Text with Cases* (3rd ed.). Oxford: Butterworth-Heinemann.
- Ochieng, P. (2019). *Total Quality Management Practices on Customer Satisfaction at Safaricom Public Limited Company*. *International Journal of Business Management, Entrepreneurship and Innovation*, 2(4), 63–75.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Smith, J. (2021). *Combining Traditional and New Views on Total Quality Management*. *Benchmarking: An International Journal*, 28(12), 3749–3765.
- Stiyoaji, K., Wahyudi, S., & Pratama, A. (2024). *Implementasi Total Quality Management untuk Meningkatkan Daya Saing UMKM: Studi Kasus CV. Surya Jati Jepara*. *Jurnal Teknik Industri Indonesia*, 8(1), 45–58.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (2nd ed.). Bandung: Alfabeta.
- Sureshchandar, G. S., Rajendran, C., & Anantharaman, R. N. (2001). A holistic model for total quality service. *International Journal of Service Industry Management*, 12(4), 378–412.

Wulandari, S., & Sastika, W. (2023). *Analisis Kepuasan Pelanggan terhadap Kualitas Produk Kerajinan Yuridi Craft di Kota Bandung*. *Jurnal Manajemen Pemasaran UMKM*, 4(3), 78–92.

Yamit, Z. (2013). *Manajemen Kualitas Produk dan Jasa*. Yogyakarta: Ekonisia.