

## ABSTRAK

**TAUFIQ. 2026. Analisis Kualitas Layanan Publik Melalui Pendekatan *Total Quality Management* (TQM) Di Kantor Lurah Dannuang Kabupaten Bulukumba. Skripsi. Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar Dibimbing Oleh: Sri Andayaningsih dan Syahidah Rahmah.**

Penelitian ini bertujuan untuk menganalisis penerapan *Total Quality Management* (TQM) terhadap kualitas layanan publik di Kantor Lurah Dannuang. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi terhadap 9 informan yang dipilih secara purposive sampling. Analisis data dilakukan menggunakan model interaktif Miles dan Huberman yang mencakup reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Hasil penelitian menunjukkan bahwa *Total Quality Management* (TQM) terbukti memberikan kontribusi positif yang signifikan terhadap kualitas layanan publik di Kantor Lurah Dannuang Kab.Bulukumba. *Total Quality Management* yang berfokus pada pelanggan, perbaikan berkelanjutan serta keterkaitan pegawai terbukti menjadi pendorong signifikan bagi pegawai dalam meningkatkan kualitas layanan publik. Dengan demikian, dapat disimpulkan bahwa penerapan prinsip-prinsip TQM memiliki peranan penting dalam meningkatkan kualitas pelayanan kepada masyarakat. Penerapan aspek fokus pada masyarakat, kerja sama pegawai, perbaikan berkelanjutan, serta komitmen terhadap mutu pelayanan telah memberikan dampak positif terhadap efektivitas pelayanan publik.

**Kata Kunci: *Total Quality Management* (TQM), Kualitas Layanan.**



## ABSTRACT

**TAUFIQ. 2026. Analysis of Public Service Quality Through the Total Quality Management (TQM) Approach at the Danuang Village Office, Bulukumba Regency. Thesis. Management Study Program, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by: Sri Andayaningsih and Syahidah Rahmah.**

*This study aims to analyze the implementation of Total Quality Management (TQM) on the quality of public services at the Danuang Village Office. This research employed a descriptive qualitative approach with data collection techniques through in-depth interviews, observations, and documentation involving 9 informants selected using purposive sampling. Data analysis was conducted using the interactive model of Miles and Huberman, which includes data reduction, data display, conclusion drawing, and verification.*

*The results of the study indicate that Total Quality Management (TQM) has made a significant positive contribution to the quality of public services at the Danuang Village Office, Bulukumba Regency. Total Quality Management, which focuses on customer orientation, continuous improvement, and employee involvement, has proven to be a significant driving factor in improving the quality of public services. Therefore, it can be concluded that the implementation of TQM principles plays an important role in enhancing service quality to the community. The application of aspects such as community focus, employee teamwork, continuous improvement, and commitment to service quality has had a positive impact on the effectiveness of public services.*

**Keywords: Total Quality Management (TQM), Service Quality.**

