

ABSTRACT

Indonesian education system which is one of the lowest in the world requires the education services providers in Indonesia to improve the quality of their education which is one of the challenges in improving the education system in Indonesia is the distribution of education for children who are difficult to reach, where special education for children with disabilities is the answer.

Total Quality Management (TQM) as a quality management system that has been recognized globally can be a good benchmark for the education services providers in Indonesia in order to meet customer satisfaction and improve service quality. Therefore, this study was conducted to determine the implementation of Total Quality Management (TQM) and its influence on customer satisfaction and service quality. The object of this study is SD Plus Al-Ghifari as an institutions of education service providers who adopt an inclusive education model. The type of this research is descriptive quantitative research using non-probability sampling specifically purposive sampling. Multiple linear regression is used for analyzing tools.

The findings indicate that SD Plus Al-Ghifari has excellently implemented Total Quality Management. Total Quality Management has the effect of 70% on consumer satisfaction, and has the effect of 69.6% on service quality, and the dimensions of the Information and analysis has the most significant influence on customer satisfaction and service quality.

Keywords: *Customer Satisfaction, Service Quality, Total Quality Manajement*