

## ABSTRACT

*In this era of globalization, competition in the healthcare sector is becoming increasingly intense. To cope with the ever-changing business dynamics and intensifying competition, companies must ensure their operations not only meet established standards but also provide maximum service to customers. This has prompted Pondok Indah Hospital – Pondok Indah (RSPI) to enhance its service quality to remain competitive. Service quality is considered good if the services provided meet the expectations of the consumers, while if they exceed the consumers' expectations, the service can be said to be very satisfactory. This study aims to examine the effect of implementing Total Quality Management (TQM) on service quality at RSPI Pondok Indah.*

*The theories used in this research are Total Quality Management and service quality. Total Quality Management is a management approach that places service quality as a capability for companies to improve their competitive position. The dimensions of Total Quality Management in this study focus on customer focus, teamwork, long-term commitment, and continuous improvement. Service quality aims to meet customer needs and expectations. Quality service products play an important role in shaping customer satisfaction. There are several dimensions to assess service quality, namely tangibles, reliability, responsiveness, assurance, and empathy.*

*This study employs a quantitative method by distributing questionnaires to 100 patients of RSPI Pondok Indah as the research sample, which were then processed using SPSS version 29 software. The analysis technique used in this research is multiple regression analysis with an accidental sampling technique.*

*The results of this study indicate that customer focus, teamwork, long-term commitment, and continuous improvement partially have a positive effect on service quality. Each has a significant t-value, namely 5.601, 2.050, 3.718, and 4.230. There is a significant simultaneous effect of customer focus, teamwork, long-term commitment, and continuous improvement on service quality, with an influence value of 65.787.*

*It is expected that this research can help the company in assessing the level of customer focus, team cooperation, long-term commitment, and continuous improvement, so it can be used to maintain and enhance service quality in the future. Practically, this research suggests that the hospital should continuously improve the speed and accuracy in patient handling, and maximize the training and development of employee skills*

*Keywords: customer focus, continuous improvement, long term commitment, teamwork, total quality management*