

ABSTRACT

Indonesia is a country with the largest population, and one of the issues associated with population density is healthcare. The manifestation of the state's effort is to provide healthcare services to all citizens, organized by BPJS Kesehatan. However, there are still several issues found, such as fluctuating service quality at BPJS Kesehatan's Branch Office in Bandung, and negative perceptions about BPJS Kesehatan in society. BPJS Kesehatan is one of the government organizations that must maintain sustainability by planning performance strategies in environmental, social, and economic aspects.

This study aims to examine the influence of Total Quality Management on company sustainability, mediated by service innovation at BPJS Kesehatan's Branch Office in Bandung. The research method used is quantitative, with the research sample using Non-Probability sampling with a census sampling method, taking the entire population of 102 respondents. Data analysis technique used is Structural Equation Modeling (SEM) with Partial Least Square (PLS) using SmartPLS v.3.2.9 software. The results of this study indicate that Total Quality Management has a positive and significant influence on sustainability. Total Quality Management at BPJS Kesehatan's Branch Office in Bandung has a positive influence on Service Innovation. Service Innovation has a positive and significant influence on sustainability, and Service Innovation can mediate the relationship between Total Quality Management and sustainability.

Keyword: Total Quality Management, Sustainability, Service Inovation, BPJS Kesehatan