

ABSTRACT

PT Unitex is a company engaged in the textile industry, producing a variety of textile products, particularly yarn. This study aims to determine the effect of implementing *Total Quality Management* with dimensions or sub-variables including customer focus, continuous improvement, process management, supplier quality management, and top management commitment on the performance of PT Unitex.

The research method used in this study is quantitative, with a descriptive research type to describe the impact of *Total Quality Management* implementation on the performance of PT Unitex. This study uses primary data collected through questionnaires and secondary data obtained from books, scientific journals, and website. The sample from the questionnaire consists of 104 respondents, with a total of 140 employees at PT Unitex in 2024. The data analysis model used in the research is multiple linear regression analysis.

The results of the study indicate that the variables customer focus, continuous improvement, process management, and top management commitment have no partial effect on PT Unitex's performance. Meanwhile, the variable supplier quality management has a partial positive effect on PT Unitex's performance.

Keywords: *Total Quality Management, Customer Focus, Continuous Improvement, Process Management, Supplier Quality Management, Top Management Commitment, Performance*