

ABSTRACT

This study aims to analyze the implementation of Total Quality Management (TQM) in improving product quality at the fashion brand SALASA. Amidst the growing dominance of fast fashion that has led to declining quality standards and increasing textile waste, SALASA—a local fashion brand promoting exclusivity and sustainability—strives to deliver high-quality products through a total quality management approach. This research employs a qualitative case study method, using data collection techniques such as in-depth interviews, direct observation, and documentation. The findings indicate that the implementation of TQM principles—such as customer focus, process-based approaches, and continuous evaluation and improvement—contributes significantly to enhancing product quality and customer experience. Although SALASA does not have an internal production line and collaborates with external garment manufacturers, quality control is still conducted regularly. The main challenge in TQM implementation lies in maintaining consistent quality control and the need for more standardized operational procedures. This study recommends that SALASA strengthen its operational systems and quality evaluation practices to sustain competitiveness in the growing premium fashion market.

Keywords: Total Quality Management, product quality, SALASA, sustainable fashion, operational management.