

ABSTRACT

Vita Firdausiyah, 10220016, **Application of Total Quality Management on *BTN Syariah* Branch of Malang**. Thesis, Sharia Business Law Department, Sharia Faculty, the State Islamic University of Maulana Malik Ibrahim of Malang, Supervisor: Dr. Fakhruddin, M.H.I.

Key words: Application, Total Quality Management (TQM)

Total Quality Management (TQM) is an early introduction of sharia in financial institutions. one of the issues that arise in the financial management of the sharia is a model of governance (management) used was the same as the conventional management of financial institutions in general. Therefore we need innovation in its management. TQM implementation in Islamic financial institutions is expected to improve the performance and quality of the institution. Implementation of TQM on sharia financial institutions is emphasis on the process of continuous improvement to uphold the values of sharia.

The Formulation of problems in this research are: 1) How does the concept of Total Quality Management (TQM) on *BTN Syariah* Branch Malang? 2) How does the application of Total Quality Management (TQM) in service on *BTN Syariah* Branch of Malang?

This research is classified into empirical research. Empirical research is research that emphasizes on the practice field. The approach used the qualitative approach, the analysis in the form of a description sentence in accordance with the results of processing the data obtained from the results of observations made.

The concept of Total Quality Management in the ministry in *BTN Syariah* Branch of Malang used the concept of primary pattern (P.O.LA.PR.I.MA). First is excellent service, excellent service is friendly, courteous and friendly and caring, proactive and responsive. Second, the innovation-oriented initiative to make improvements and create added value. Third, with the sense of becoming exemplary example in behaving properly and motivate the application of cultural values work. Fourth is the professionalism, professionalism is competent and responsible and intelligent and thorough work. Fifth is integrity, discipline and consistent, honest and dedicated. Sixth is cooperation, sincere and open, mutual trust and respect. In practice, *BTN Syariah* Branch of Malang, especially in the implementation of TQM in service is not maximized. To get maximum results take time with the evaluation and the consultants will deliver a better service to the expectations and needs of customers.