

# Total Quality Marketing Training to Enhance Value-Added for Red Brick Business in Kesik Village, East Lombok

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**Abstract:** The target audience for this activity is the owners of red brick craft businesses in Kesik Village, Masbagik District, East Lombok. This activity will equip business operators with concrete and applicable strategies and models related to innovative business governance and suitable for the creative industry. The PPM team will pay special attention to marketing aspects based on Total Quality Management (TQM). Integrating TQM into marketing functions, Total Quality Marketing is crucial for a company, including small industries, to develop the structure and value-added of the business. Total Quality Marketing will ensure companies to focus on the market, thereby continuously improving business processes to respond to rapid changes from the market and customers.

**Keywords:** Red brick craft business; Total Quality Management; Total Quality Marketing; Creative industry

## Introduction

The creative industry in the West Nusa Tenggara region holds significant potential for development, one reason being the abundance of natural resources. The field of creative industries is highly diverse, with one example being the handicraft sector. Handicraft products come in various types with highly diverse materials, one of which is red brick products.

Kesik Village is one of the ten villages in the Masbagik District, East Lombok. The red brick crafting business in this village has been passed down through generations and serves as an alternative livelihood, in addition to farming, which is the main profession of most residents. This small industry significantly contributes to the local economic growth by creating new jobs, positively impacting the surrounding community.

Most of the red brick businesses in this area have been operating for a very long time and can be considered family legacy businesses that have been passed down through generations. If we trace the development of this business from the beginning, it can be said that it has undergone significant growth. This is

evidenced by the increasing number of businesses, with some even operating on a larger scale.



**Figure 1.** The process of mixing materials and refining

The red brick business actually has great potential for development, considering the prospects of government construction projects and the general housing needs of the community. The availability and ease of obtaining red brick products are also reasons why consumers choose them. The prices offered for these products are more affordable, especially for

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middle to lower-income households. Despite the promising potential of this business, it does face challenges that sometimes hinder entrepreneurs from expanding their operations.

Based on the situational analysis conducted in the field, information gathered from several business operators indicates current business challenges. Red brick entrepreneurs have reported a decline in sales turnover by more than 50% from their normal sales in recent times. The decrease in sales turnover is attributed to a reduction in consumer demand. Consumers are starting to switch to other products, such as lightweight bricks produced by factories with more modern equipment. Many business operators have closed their businesses and tried to switch to other professions due to their pessimism about the situation and their inability to compete.



**Figure 2.** The drying process of molded red bricks, located at the business of Mr. Atahar

Referring to the business challenges faced by red brick entrepreneurs in Kesik Village, Masbagik, East Lombok, the program activities will focus on optimizing business management through quality improvement and marketing strategies. The target audience for these activities are the business operators, especially the owners and managers who are decision-makers.

The proposed activities include training on marketing, providing business operators with an understanding of Total Quality Marketing. This concept integrates Total Quality Management (TQM) into the marketing function. The foundation of this concept is "market-in" rather than "product-out," which means producing products that deliver value to customers to achieve total satisfaction. Therefore, the market-in concept is oriented towards market needs. The basics of implementing total quality marketing include commitment from owners and managers, listening to customers, a collaborative approach, focusing on processes, and an open organization.

Total quality marketing will encourage entrepreneurs to continuously make improvements. Additionally, it will enable them to be responsive to

rapid market changes by always focusing on customer needs and satisfaction.

## Method

The target audience for this activity includes the owners of red brick crafting businesses in Kesik Village, Masbagik District, East Lombok. This program aims to equip business operators with concrete and applicable strategies and models related to innovative and suitable business management for the creative industry. The PPM team will pay special attention to the marketing aspect based on Total Quality Management (TQM).

The integration of TQM into the marketing function, known as Total Quality Marketing, is crucial for any company, including small industries, to develop business structure and added value. Total Quality Marketing ensures that a company focuses on the market, continuously improving business processes to respond to rapid changes in the market and customer needs.

Focusing on marketing aspects, the concept of Total Quality Marketing is deemed crucial for any company, including small industries, to develop business structure and added value. Total Quality Marketing ensures that a company focuses on the market, continuously improving business processes to respond swiftly to market and customer changes

## Result and Discussion

The training program was conducted on Saturday, September 28, 2019, at the residence of Mr. Muksan, the Head of Dusun Dasan Selimur, Kesik Village, Masbagik District, East Lombok Regency. The training, which focused on marketing strategy, was presented in a simple and accessible manner and proceeded smoothly as planned.

The training sessions were dynamic, engaging, and non-tedious, with high levels of participant participation. Participants actively asked questions, shared opinions, and offered suggestions during each topic discussion, indicating their high level of interest and engagement.

The active involvement of participants facilitated a comprehensive understanding of the training materials. The interactive approach helped solidify the concepts and strategies discussed. An evaluation of participant satisfaction was conducted using a Participant Satisfaction Measurement Instrument. The feedback received was overwhelmingly positive, indicating that participants found the training to be highly satisfactory.

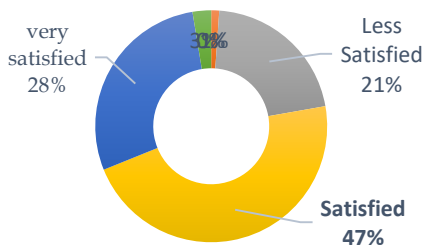


**Figure 3.** Discussion with Kepala Dusun (Mr. Muksan) and the Brick Business Owners and Artisans (Mr. Atahar). Location: Dusun Selimur, Kesik Village

**Table 1.** Participant satisfaction

Evaluation Aspect	Description
Relevance of content to participant needs	Very relevant
Facilitator's presentation skills empowering the community aspect	Excellent
Quality of presentation	Good
Availability of training materials	Very Good
Participant interaction and engagement	Very active
Ease of understanding the material	Easy to understand
Opportunity to ask questions and discuss	Very frequent
Quality of facilities and equipment	Adequate
Timing of the training	On time
Recommendation for future training	Highly recommended

From Table.1 above, it can be seen that the suitability of the offered program and the benefits felt by the participants after attending the training. The responses given by the 27 participants who participated in the training activities based on satisfaction levels are as follows: Very Satisfied = 28%, Satisfied = 47%, Less Satisfied = 21%, Dissatisfied = 1%, and those who did not respond are about 3% of the total participants. Thus, overall, it can be said that about 75% of participants gave positive responses to the training activities, as shown in the Figure 3.



**Figure 3.** Participants Satisfaction Level

This training activity has helped brick artisans increase their sales turnover through Total Quality Marketing (TQMk). Following the training, business owners will become accustomed to continuous improvements. Additionally, they will always be responsive to the rapid changes in the market by focusing on customer needs and satisfaction, producing products that can provide value to customers to achieve total satisfaction.

*The implementation of Total Quality Marketing for red brick products in Kesik Village*

Quality management is the basic tool that leads to quality assurance and will ultimately result in customer satisfaction. Total quality management is a management system that is based on that every person who is working in the organization should be committed to achieve organization goals and meet company's high standards, and the part of the business in modern age (Sadik, 2018). Zehir et al. (2012) Total Quality Management and performance relationship is a popular discussion in the literature, quality performance and TQM relationship is supported with various studies but the findings about innovative performance is inconsistent.

However, most scholars stress on the importance of TQM activities on performance outcomes. there is a positive and significant effect of total quality management on organizational growth thus any organization managers aiming to achieve organizational performance should pay close attention to all the elements of total quality management (Jonah., Ornguga., & Torsen, 2018).

The main focus of successful companies is continuous improvement of product quality to enhance customer satisfaction. Customer satisfaction can only be achieved through high-quality products. Quality encompasses the overall value inherent in a product by meeting customer needs and expectations. Quality influences both customer satisfaction and a company's value. By understanding customer needs, companies can create products that meet customer expectations, thereby achieving customer satisfaction. Product quality can determine a product's competitive ability in the market, including through strategies like total quality marketing.

Marketing and total quality management (TQM) have customer focus as a core value they both experience difficulties in implementing this operationally - for similar reasons. Developments in thinking about the nature of the two orientations (for example, the move in marketing toward relationship marketing) and their effective operationalisation have created the opportunity for a much greater synthesis of the two and the potential for effective joint implementation. The

paper concludes with suggestions regarding the synthesis of TQM and marketing processes (Bathie & Sarkar, 2002).

Lai & Cheng (2005), quality orientation and market orientation are complementary and substantiate the view that quality management and marketing reinforce each other in enhancing organizational performance. Several studies have proven the relationship between Total Quality Marketing and enhancing business value, conducted by researchers such as: (Baird, Jia Hu & Reeve, 2011; Barnes, Fox, & Morris, 2004; Johnson, & Chvala, 2017; Kalogiannidis, 2021; Lai & Cheng, 2005; Martinez-Lorente, Dewhurst & Gallego-Rodriguez, 2000; Mele, 2007; Song, Su, Liu & Wang, 2012; Ulaga & Eggert, 2006).

The implementation of TQMk for red brick businesses in Kesik Village, based on the above explanation, can be depicted in a model as shown below (Figure 2)



**Figure 2.** The implementation model of Total Quality Marketing (TQMk) for red brick businesses in Kesik Village

### 1. *Setting Market Segmentation*

Creating high-quality red bricks begins with identifying the consumer groups that constitute the target market. Determining the target market is crucial for a customer-focused company. As is known, the majority of people still use red brick products even though there are competing products like concrete blocks and lightweight bricks. The target consumers that can be served are the general public, offices, and government projects. Based on sales data, most of the red brick consumers in Kesik Village come from the surrounding residents and several villages and sub-districts in East Lombok.

### 2. *Identifying Employee Needs*

Creating a quality product must begin with understanding the needs of red brick customers or consumers. As is known, the red brick products in Kesik Village have many competitors, so they must be able to provide added value or uniqueness compared to other products by understanding customer needs and desires. The marketing and sales team must be able to communicate customer expectations and desires to the relevant departments to produce a product that meets those needs and provides customer satisfaction.

### 3. *Building Employee Commitment*

The quality of a product or service can only reach customers if it is delivered correctly, where the process of delivery is the responsibility of all personnel in the company. All personnel must work as a team responsible for ensuring that customers receive the best (quality that can be felt by the customers). Ensure that employees involved in the production process receive adequate training. Improve their skills in operating equipment, understanding quality standards, and running the production process efficiently

### 4. *Establishing Business*

Business owners must be able to provide high-quality products or services if their partners in the value chain also have and maintain a high commitment to quality. Therefore, it is important to collaborate with high-quality suppliers and vendors as well.

### 5. *Monitoring and service improvement*

Ensuring that the produced red bricks meet the established quality standards, use measuring instruments such as compressive strength testing, hardness testing, and water absorption testing to ensure its quality. Monitor the entire production process from start to finish. Pay attention to parameters such as firing temperature, processing time, raw materials used, and others. Identify weak points that may affect the quality of red bricks. Ensure that raw material inventory and finished products are well-maintained. Also, monitor the distribution process to ensure that red bricks reach customers in good condition and on time.

### 6. *Customer satisfaction oriented*

Continuously monitor and maintain high-quality standards. Ensure they meet or exceed customer expectations in terms of durability, strength, and appearance. Communicate clearly with customers about delivery timelines and strive to meet or exceed those expectations. Encourage customers to provide feedback on their experience Use this feedback to identify areas for improvement and address any concerns promptly. Have a responsive and helpful customer service team.

Address customer inquiries, issues, and complaints promptly and professionally. Continuously work on improving your products and services based on customer feedback and market trends. Strive to exceed customer expectations consistently.

## Conclusion

The business issues faced by red brick entrepreneurs in Kelurahan Kesik, Masbagik, East Lombok, the program is aimed at optimizing business governance through quality improvement and marketing strategies. Thus, the target audience of this program is business actors, especially owners and managers, as decision-makers.

The planned activities will be offered through marketing training, providing understanding to business actors about Total Quality Marketing. This Total Quality Marketing concept integrates Total Quality Management (TQM) into marketing functions. The foundation of this concept is market-in, not product-out, which means producing products that can provide value to customers to achieve total satisfaction. So, the market-in concept is oriented towards market needs. The basics of implementing total quality marketing include owner and manager commitment, listening to customers, collaboration approach, focusing on processes, and being an open organization.

Total quality marketing will encourage entrepreneurs to make continuous improvements. Additionally, it aims to always be responsive to rapid market changes by focusing on customer needs and satisfaction.

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