

The Effect Of Organizational Performance And Total Quality Management On The Quality Of Private Higher Education Institutions In The Indonesia-Malaysia Border Area During The Covid-19 Pandemic.

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- **Abstract:** This paper discusses the results of optimal organizational performance and the total quality management (TQM) in higher education institutions, such as quality, effectiveness, and efficiency in carrying out work related to main tasks, functions, and responsibilities, like planning, executing, evaluating work programs, and following up on work results in higher education institutions during the COVID-19 pandemic. The results of this study showed that organizational performance and total quality management had an effect on the quality of higher education institutions during the COVID-19 pandemic. Specifically, the results indicated that (1) organizational performance had an effect on the quality of higher education institutions with a significance value of 0.00 and the contributing value of 0.356, meaning that this variable affected 35.60%, and (2) the TQM had a positive and significant effect on the quality of higher education institutions with a significance value of 0.00 and the contributing value of 0.471, meaning that this variable affected 47.10%.
- **Keyword:** Optimal, TQM, responsibilities, COVID-19 pandemic, variable affected,