



# THE IMPACT OF TOTAL QUALITY MANAGEMENT IMPLEMENTATION TOWARD ORGANIZATION PERFORMANCE IN MANUFACTURING COMPANY

FAZNUR ASYIQIN BINTI MAT SAUPI  
PC12057

BACHELOR OF INDUSTRIAL TECHNOLOGY MANAGEMENT WITH HONS  
FACULTY OF INDUSTRIAL MANAGEMENT



## ABSTRACT

This study focused on the impact of Total Quality Management(TQM) Practices implementation toward organization performance. Many company applied TQM practices in organization but they are not measure the impact toward organization performance. The key components of TQM are leadership, people management, customer focus, process management, continues improvement and supplier management and the organization performance is quality, productivity and financial performance. The independent variables is TQM practices and dependent variable is organization performance .This study aims to identify the implementation of TQM Practices and to analyze the impact of TQM Practices toward organization performance. Survey questionnaire were used as a research instrument and the data was analyzed using descriptive and Pearson correlation analysis . Finding showed that all independent variables is highly practices in organization and for the impact of TQM practices towards organization performance showed that all the independent variables have positive correlation when analyze with the dependent variables. Through this study, organization can know the important of TQM practices in organization and should focus on all the variable because this practices will help to improve organization performance.

## INTRODUCTION

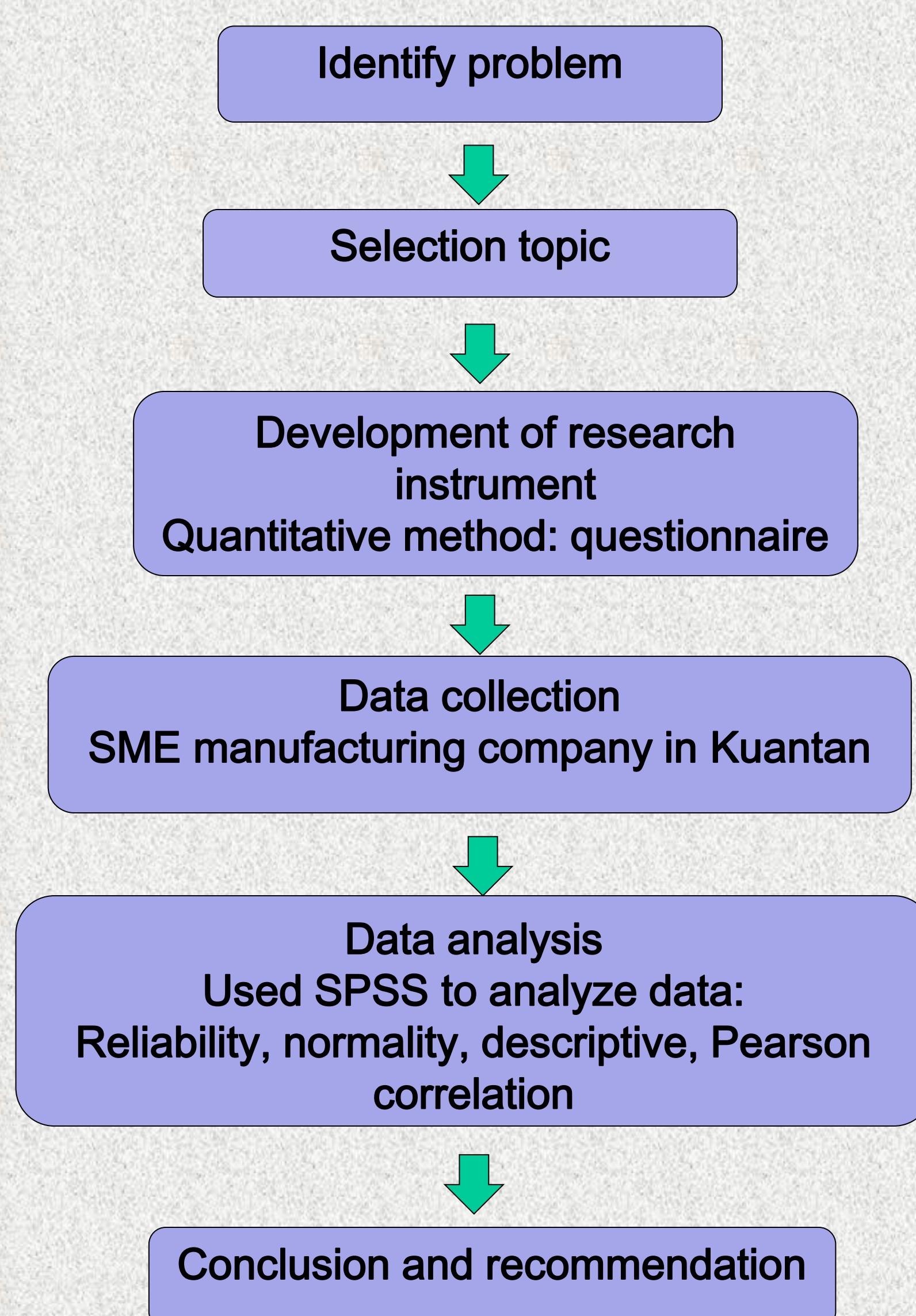
### PROBLEM STATEMENT:

- Many company attend to use TQM practices in organization. However, they are not measure the impact of TQM toward organization performance.
- Many researcher study about TQM practices but not many researchers do the research about the impact of TQM practices on organization performance.

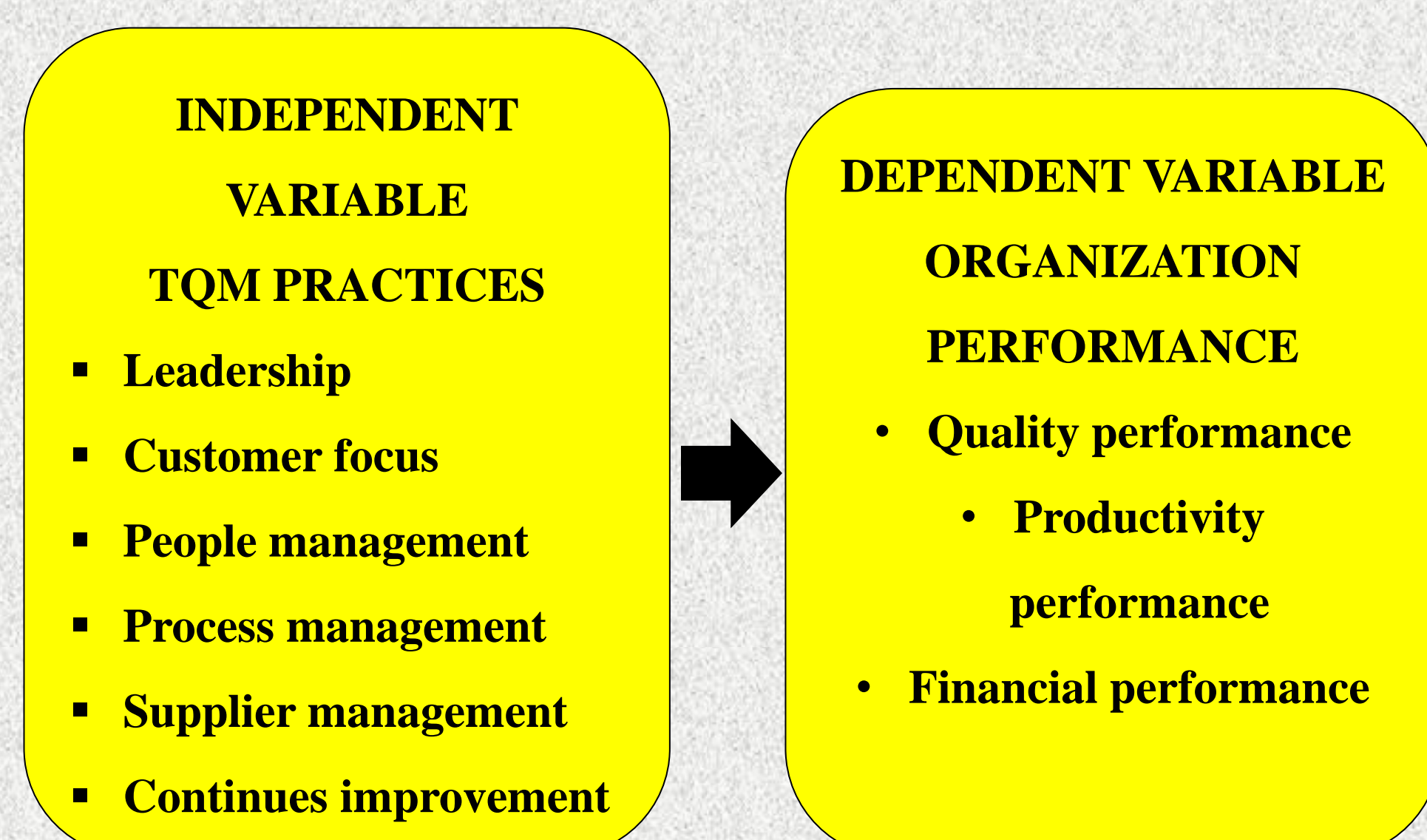
## OBJECTIVES

- To identify the implementation of Total Quality Management practices in manufacturing company.
- To analyze the impact of Total Quality Management practices toward organization performance.

## METHODS



## RESEARCH FRAMEWORK

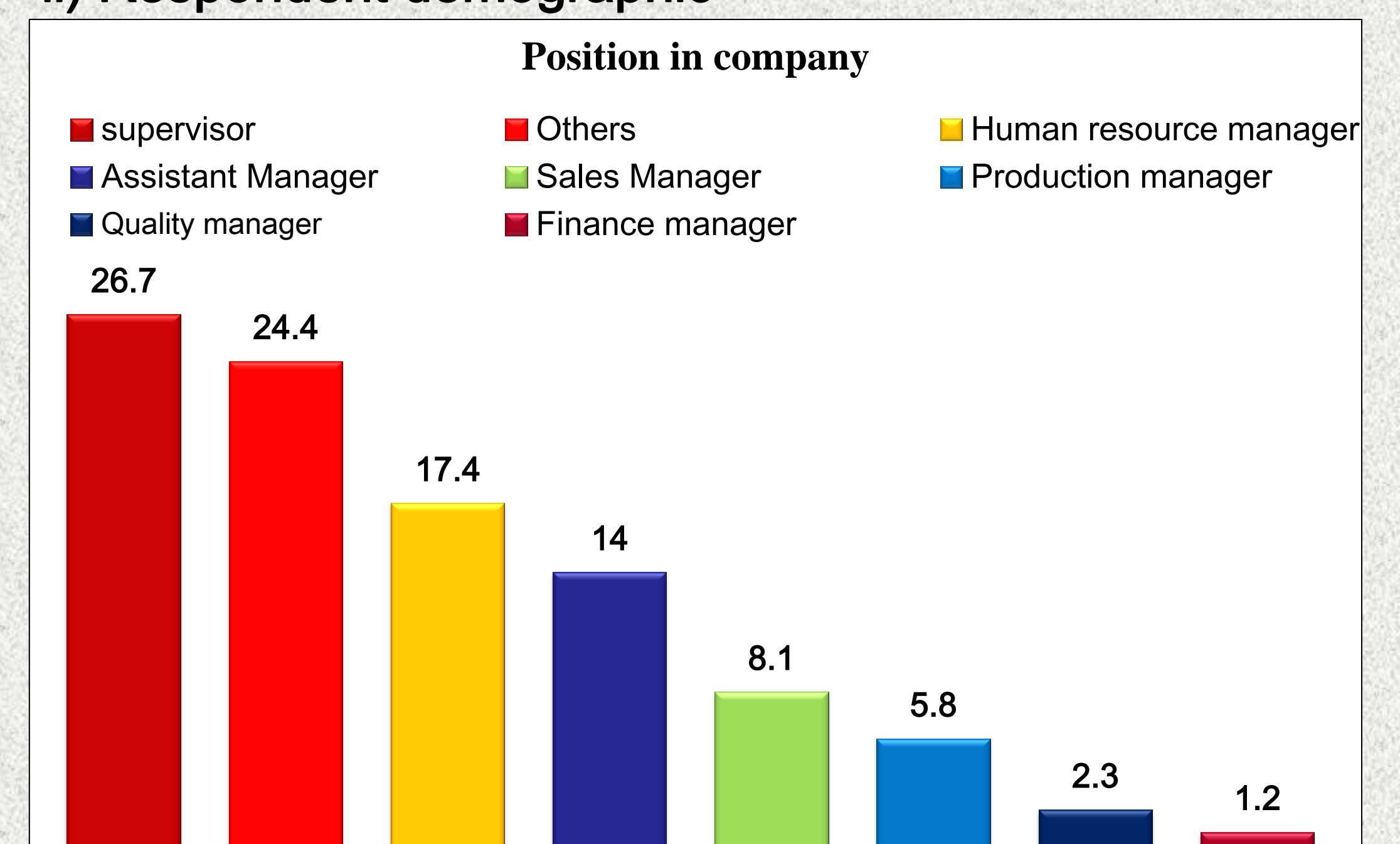


## RESULTS

### i) Research tool validation

Variable	Cronbach's Alpha
Leadership	0.945
Customer focus	0.947
People management	0.947
Continues improvement	0.948
Supplier management	0.946
Process management	0.947
Quality performance	0.929
Productivity performance	0.813
Financial performance	0.858

### ii) Respondent demographic



### iii) The implementation of TQM practices

TQM practices	Mean
Supplier Management	3.8023
Customer Focus	3.7907
Continues Improvement	3.7636
Leadership	3.7064
People Management	3.6744
Process Management	3.6240

the result showed the summary from descriptive analysis to answer the first objective.

- ❖ Supplier management : supplier involvement, supplier quality management.
- ❖ Customer focus :customer satisfaction, customer involvement.
- ❖ Continues improvement : long-term strategic planning, quality strategy,
- ❖ Leadership: support of top management, role of top management, quality leadership.
- ❖ People management :human resources management, training, employee relation, reward.
- ❖ Process management :product and service design, knowledge, tool and techniques.

### iv) Impact of TQM Practices towards organization performance

Total quality management practices (IV)	Quality performance (DV)	Productivity performance (DV)	Financial performance (DV)
Leadership	0.582 (moderate)	0.676 (moderate)	0.702 (strong)
Customer focus	0.703 (strong)	0.699 (moderate)	0.740 (strong)
People management	0.472 (moderate)	0.511 (moderate)	0.541 (moderate)
Continues improvement	0.662 (moderate)	0.664 (moderate)	0.710 (strong)
Supplier management	0.764 (strong)	0.730 (strong)	0.754 (strong)
Process management	0.689 (moderate)	0.736 (strong)	0.749 (strong)

## CONCLUSIONS AND RECOMMENDATION

The research found that Total quality Management Practices that implemented in organization is leadership, customer focus, people management, continues improvement, supplier management and process management and the organization performance measure in quality, productivity and financial. All 6 independent variable is highly practices is organization based on the result from descriptive analysis because the average result is from moderate and agree. For the impact of practices towards organization performance showed that all the independent variable have positive correlation between moderate and strong correlation when analyses with the organization performance so management should focus on all the variable.

Managerial Implication is organizations should implement TQM practices in organization to improve their organization performance by focusing on people management and process management. The recommendation for the future research is find more references to identify the best practices of TQM to make sure the researcher have more knowledge about this topic and expand the area of research for example all manufacturing company in Pahang and other states.