

## عنوان مقاله:

A survey of the Impact of Total Quality Management (TQM) on the Performance of Automotive Manufacturing Industries (Case Study: Taha Company)

## محل انتشار:

کنفرانس بین المللی مدیریت و مهندسی صنایع در عصر نوین (سال: 1397)

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## خلاصه مقاله:

Since manufacturing companies in our country work in an environment with non-distinct products, service quality is recognized as the first competitive weapon for them. Environmental changes and increasing competition in the business world, along with the increased expectations of customers, has added to the importance of quality. The present study examines the effect of total quality management on the performance of automotive manufacturing industry (Case Study of Taha Company). This research is applied in terms of purpose and descriptive-survey design in terms of methodology. The study population in this research is the employees of Taha Company with the following inclusion criteria: university education, at least three years of work experience in this company. Based on Cochran formula 108 subjects were selected by random convenient sampling method and a questionnaire was distributed. The results of the research show that the SIG test value is related to serviceability, reliability, product aesthetics, product durability, compliance, product characteristics, quality perception and performance of the product variables is 0.000. As the calculated SIG is less than the significance level 5% ( $\alpha = 0.05$ ), with 95% confidence interval, it can be said that total quality management is effective on the performance of the automotive manufacturing industry in Taha Company.

## کلمات کلیدی:

Total Quality Management, Performance, Quality, Automotive Industry, Automobile Manufacturing Industries, Taha Parts Manufacturing Company

## لینک ثابت مقاله در پایگاه سیویلیکا:

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