TOTAL QUALITY MANAGEMENT (TQM) IN RELATION TO SUPPLY CHAIN AND ORGANIZATIONAL OVERALL PERFORMANCE "CASE OF FAST-MOVING CONSUMER GOODS SECTOR"

BY

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Abstract

Purpose – To determine the relationship between the total quality management and operation performances. Secondly the impact of operations performance on organization practice. Then, supply chain practices impact on operations performance. Then last, total quality management on supply chain practices.

Methodology and Design – Literature review from the previous researches and articles. My research is primary and collected the data from 350 respondents. Also different statistical tools were applied on Smart PLS3 software.

Findings – TQM influence positively on SCP and OP and SCP have positiv3 influence on OP and OP has positive influence on ORP.

Limitations - Time constraint, gathering of data from respondents.

Recommendation – Focus on technological advancement. Need to increase the standard of maintaining quality.

Key words – total quality management, supply chain practices, operations performances, organization performances

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