

**A STUDY ON TQM PRACTICES FOR ORGANIZATIONAL
PERFORMANCE IN THE VIP EQUIPMENT (INDIA)
CHENNAI**

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

MO GULFAM HASMI

Register No.41410199



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

MAY 2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MO GULFAM HASMI 41410199** who carried out the project entitled "**A STUDY ON TQM PRACTICES FOR ORGANIZATIONAL PERFORMANCE IN THE VIP EQUIPMENT (INDIA) CHENNAI**" under my supervision from January 2022 to May 2023

Dr.S Krishna Kumari,

Internal guide

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Submitted for Viva voce Examination held on 05.05.2023

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DECLARATION

I MO GULFAM HASMI (41410199) hereby declare that the Project Report entitled **“STUDY ON TQM PRACTICES FOR ORGANIZATIONAL PERFORMANCE IN THE VIP EQUIPMENT (INDIA) CHENNAI”** done by me under the guidance of **Dr. S KRISHNA KUMARI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 05.05.2023

PLACE: Chennai



MO GULFAM HASMI

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MO GULFAM HASMI



GST NO: 33BYCPR1809R1ZJ

VIP EQUIPMENTS (INDIA)

Manufacturers of : Silica Gel Breather, WTI & OTI Meter,
Marshalling Box, Oil Level Frame, Brass, Aluminum, Copper Metal Works

Plot No. 110 & 111, 1st Floor, Thirumudivakkam Main Road, Perumal Nagar, Thirumudivakkam, Chennai - 600 132.

Date: 01/02/2023

TO WHOMSOEVER IT MAY CONCERN

This is to Certify that **Mr. MO GULFAM HASMI** (REG NO: 41410199) MBA - Operations and marketing, Final Year Student of **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY**, Chennai has Successfully Completed his Internship Project in Material Handling in our organization for the period from (12 December 2022 to 01 February 2023).

PROJECT TITLE: A study on total quality management in VIP EQUIPMENTS (INDIA)

FOR: VIP EQUIPMENTS (INDIA)


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ABSTRACT

This study motive to find out the impact of Total Quality Management (TQM) practices and its performance on the output of organization over all its performance philosophy and strategy that can help improve the quality of product and production processes. Prior research highlights the importance of implementing performance measurement system in assisting the implementation of TQM practices. Incorporating contingency theory and socio-technical system theory, this study aims to examine the relationship between TQM practices and organizational performance and to determine the influence of TQM use in the relationship. Data were collected using self- administered questionnaire survey on a sample of vip equipment india manufacturing companies. Our results support the view that more extensive TQM benefits performance as we find that, firms implementing TQM with more advanced especially those that include financial and nonfinancial measures have higher performance. The results revealed that the relationship is more significant for companies using more advanced tqm practices and its performance in the firm Increased competition in business and the market has opened the door to better production of products and services than before. The need for a quality management approach has provided a means for organizations to develop and upgrade their quality measures. Thus, this study presents the investigation of the impact of total quality management practice on organizational excellence and performance on organization in Chennai. The research is going to shed light on different dimensions of TQM, its implementation, and factors in its adoption and how well it is impacting on the organization's performance. This study was carried out based on quantitative method and the collected data was analyzed using correlation statistic. The findings have shown that there is positive relationship between total quality management (TQM) practices and organizational performance.

LIST OF TABLES

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LIST OF CHARTS

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CHAPTER 1

INTRODUCTION

1.1. INTRODUCTION:

In today's business world, the focus on quality has increased and is being used as a competitive tool. In organizations, directors and pioneers secure vitality through fulfilling client needs and organizational survival, which is the fundamental logic of quality management [1]. Quality management is an all-encompassing way to improve quality with firms to improve quality and development performance over the last two decades. Organizations that have used total quality management (TQM) create numerous advantages, such as higher quality items, progressively satisfied customers, reduced costs, improved related money, and quality and development performance, and despite these improved representative performance [2]. In addition, if TQM is effectively implemented, it also gives a competitive preference. A number of reviews have shown a positive relationship between the organizational results and the TQM. TQM is one of the quality-arranged methodologies suggested by many organizations [3]. In view of the development of dissemination and recognition in the business world, TQM has drawn on researchers.. TQM consists of a number of exercises, such as management authority, quality division work, preparation, worker relations, quality information and disclosure, provider quality management, item service configuration, process management, key organization, customer focus, data innovation and investigation, individual management [4]. Quality management is an act of managing the tasks, projects and firm business that the company can compete with other companies in the system [5]. Quality management has many dimensions and involves the supervision of all tasks, activities and lines of work performed by employees in order to gain influence and improvement in all fields related to the company. It may involve making different policies, developing different strategies for improvement, interacting with the market and eliminating errors to improve productivity [6]. Quality management techniques are used for future policies on business and work objectives. Project teams are mostly seen to

implement this act in order to get the upper hand. The long-term success of a company depends on quality management and the different factors that affect the company's performance [7]. If the management of the company wants to improve the production line, business ventures, sales revenue and profit, then all entities must submit their information and the management should apply quality management. In recent years, competition has sparked a war of progress in the world, and international companies are implementing this act to improve their productivity [8]. The most important part of quality management is to work towards the elimination of those processes which, in any event, hinder the progress of the business. Products manufacturing may experience many defects and problems, and these defects must be addressed in order to enable the rapid production line [9]. The main objective is to ensure that the work done or the product is better and that there will be no flaws in the future assembly line [9]. There are many principles of quality management that depend on the field and category in which quality management is implemented [10]. Quality management leadership is a single entity that defines the whole process of quality management and its impact on the firm's performance. Furthermore, the quality objectives are very important to set, as they will provide the basic structure of what they actually want to achieve and how they will be achieved at the managerial level [11]. In the same way, quality management leadership will provide a breakdown in order to gain more understanding of each and every process involved, and improve the overall quality of the company [11]

1.2 INDUSTRY PROFILE

VIP Equipment's India Pvt Ltd was started in 2020 by Mr. Rajesh, an alumni of SRM IST. They supply and manufacture the internal parts of transformer including casting, assembling, packaging, and testing of the parts, oil temperature monitor of transformer. Around 300 products is being supplied in a month. "Series Silica gel Breather, Silica Gel Breather, Silica gel, WTI OTI Meter, Marshalling Box, RTCC Panel, OIL level Frame and Brass Aluminium Copper Metals casting works."

the Company is poised to attain further enviable achievements in the near future. We are one of the well-known entrepreneurs, engaged in the manufacturing and repairing power and distribution transformers.

1.3. OBJECTIVES OF THE STUDY

This project is designed mainly to identify and evaluate the TQM practices and organizational performance

1.4.1 Primary objective:

A study on tqm practices for organizational performance in the vip equipment
(india) chennai

1.5.2. Secondary objectives:

1. To measure the contribution of TQM implementation on overall company's performance
2. To identify the critical success factors of Total Quality Management in VIP equipment
3. To suggest strategies for successful implementation of Total Quality Management for enhancing overall employee engagement.

1.6. NEED FOR STUDY

1. the need for an empirical study through examining the most commonly recognized elements of TQM in different researchers Top Management Commitment, Customer Focus, Supplier Quality Management, People Management, Process Management and Continuous Improvement
2. This study will also serve to highlight areas lacking in implementation among the TQM practices
3. theory of the effects of total quality management on overall organization performance in manufacturing sector.

1.7. SCOPE & SIGNIFICANCE OF THE STUDY

1. The scope of this study is confined to VIP equipment's manufacturing company
2. The focus is only on the VIP equipment's manufacturing firms which are comprised of meanly medium and large size manufacturing companies
3. To suggest a framework for assessing the performance level of select service organizations and formulate a TQM implementation model

CHAPTER 2

REVIEW OF LITERATURE

In this Chapter, the researcher has tried to study and understand the concepts of TQM practices and organization performance. This attempt includes, understanding the basic concepts of TQM practices in the organization analyzing research studies made by earlier researchers in respect of Customer Satisfaction of the smart watch for this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer Satisfaction in respect of smart watch user

- **Mudit M. Saxena, Oct 2021**

In this study the focus is principally on the implementation of TQM in the Indian industrial sector. The population studied covers 280 Indian manufacturing companies. In examining the relationship between TQM and Organizational Performance primary and secondary data was used. We consider ISO 9000 As per the result the correlations among the six investigated TQM elements were positive and significant. It is set up in this study whether the level of TQM implementation is influenced by contextual factors including company size and ISO 9000 certification

- **KRUPA K. ALEX Feb 2016**

through the research, the researcher is able to understand the great relevance of TQM in the service sector, especially in Hospitals and is convinced of the fact that if systematically implemented, TQM results in the enhancement of business performance and helps the concerned healthcare entities to gain competitive advantage in business. Therefore, it can be concluded that TQM is vital for healthcare entities to ensure continuous progress and enable them to the dizzy heights. And as such the model developed in this research can be used to guide its effective implementation

- **LAKSHMI JAGANNATHAN APRIL 2007**

TQM is a holistic philosophy not a piecemeal approach. Quality certification had a significant impact on all the TQM critical success factors and outcomes. It had the highest impact on how supplier quality was managed with supplier relationship having the highest mean difference value. In certified companies, employee satisfaction was highly influenced by top management commitment and leadership. Customer satisfaction was highly influenced by training, emphasizing the fact that training has to be explicitly v linked to TQM to build customer loyalty. Supplier relationship was most influenced by Strategic planning.

- **HAILE YESHANEW BAYE 2016**

It is found in the survey that Ethiopian manufacturing firms have practiced total quality management programs. Some manufacturing firms in Ethiopia are well on the journey of total quality management practices, especially those firms classified as ISO9000 certified firms. This means they are generally conscious of the importance of TQM. However, some of the firms were not practiced the complete, and comprehensive components of TQM as their original proponents (American and Japanese TQM gurus) had conceived them. Next, to investigate the levels of adoption TQM philosophies mean for individual question and over all mean for each 6 dimensions were calculated.

- **RAMNANI GULAB ARJUNDAS 2022**

The concept of quality has not evolved overnight but has come over a period of time as need arises from organizational benefits to customer focus. Thus, QUALITY started getting attention and business organizations have started realizing the importance of quality which leads to further customer SATISFACTION. Moreover, satisfied customers have maximum potential to become loyal customers and loyal customers are the real customers of the organization who keeps on making companies' top line and bottom line stronger. Hence customer is the focal point of every TQM implementation programs in an organization. Thus the present study tried to find out the most prominent critical success factors that led to total quality management implementation in Bharuch region manufacturing companies.

- **JYOTI PRAKAS MAJUMDAR 2017**

the implementation of Total Quality Management (TQM) concept has become an essential business culture and a key survival tool, both for the manufacturing and the service industries, from the large scale sector to the small scale sector, for achieving the commendable business competitiveness and also the cost reduction. TQM has been adopted by most of the large scale industries, however very few of the Small and Medium Enterprises (SME) in India has implemented TQM. The SMEs are the backbone of the economic growth of the country,

- **SYED AFTAB HAIDER RIZVI 2015**

Under the shadow of the economic liberalization of India, almost all-industrial sectors have exhibited positive gains and textile sector is no exception. Not only the demand in the domestic market has gone up but also the fact remains that Indian textile sector has entered the global market in a big way. In today's competitive environment, quality has been accepted as more than just a dimension of operations management. Indian textile industries have already entered into the drive of implementation of TQM philosophy with special emphasis on ISO-9000 QMS. This drive is the basic route to success of Total Quality Management (TQM) plan. The quality based philosophy now being adopted throughout the world is primarily due to Deming and is termed as TQM.

- **DARSHANA S. SHIROYA 2015**

Finally based on the findings of the study, the overall conclusion of the study can be made that adoption of quality planning and policy at strategic level, proper documentation of customer focus and process improvement lead to improvement of quality, business and organizational performance. The other critical TQM practices include quality culture/system especially for organizational and business performance and techniques for design of the products for quality performance, whereas employee involvement through quality program for employee performance. Total quality management is very important management system that helps the manufacturing organizations to improve their performance.

- **N. VENKATESHWARLU 2013**

Quality has become one of the most important drivers of the global competition today. To meet the challenges of this global competition, many companies have invested substantial resources in adapting and implementing Total Quality Management strategies. In this endeavor of research on TQM practices, our research focused on identifying critical success factors related to quality improvement and customer satisfaction of auto companies. The several critical factors have been identified through literature review process. The case study and questionnaire research methodology/ were adapted to find the impact of these critical success factors of TQM on auto company's performances.

monitoring and communication platform may be of help to the caregiver and their patients, elderly or with disability, particularly a speech-impaired person,

- **Ehsan Jabbarzare, Najla Shafighi 2019**

The purpose of this study is to assess the extent of soft Total Quality Management implementation amongst hotels in Malaysia and its effect on organizational performance. A quantitative approach has been used via a self-administrated questionnaire. The result of investigation on the level of TQM implementation amongst 22 hotels indicated that Malaysian hotels have an acceptable level of TQM implementation. In addition, based on the regression analysis, it is concluded that all of the selected TQM practices (continuous improvement, customer focus, and employee involvement) are significantly correlated with organizational performance of hotels. In this process continuous improvement was considered as the most important TQM factor in terms of affecting organizational performance.

- **Jacob Cherian 2020**

The globalization capability, the vivid competition, the continual technological evolution imposes on organizations to provide quality services and products in highly competitive prices preferably in an economic decline environment. Survival and evolution of the organizations are based on a tool called quality. To achieve quality, a well-known and effective system used in organizations is Total Quality Management (TQM). In order to survive in the modern economy, the performance level of each and every organization is highly significant, which can be implemented through TQM. Recent studies on TQM have declared that it is capable of fostering improvement in service or product, in financial performance, and in reducing costs, whilst providing high satisfaction to customers and employees. In spite of the fact

that the favorable advantages of TQM are huge, its execution is supported only when it has an important and significant effect on the financial performance of the organization. The major motive of this research is to establish TQM practices employed by Royal Jet, UAE, and examine their own financial performance by adapting TQM. The ultimate objective of this research is to find out the impact of TQM on the financial performance of Royal Jet. The financial performance of Royal Jet is considered a dependent variable. The top management involvement, employee performance, and customer satisfaction are considered as independent variables. The relationship between the dependent and independent variables is analyzed through a case study to find the impact of total quality management on financial performance.

- **Anu P. Ani, K.P. Satish Dr.2016**

Previous TQM studies have been inconclusive in resolving the validity of the universalistic standard for TQM implementation in the organization. The past TQM literature reported mixed and ambiguous relationship between TQM practices and organization's performance. The purpose of this study is to develop and propose the conceptual framework and research model of TQM implementation in relation to organization performance particularly in Indian context. This paper investigates impacts of TQM practices on multiple performance measures as well as the obstacles confronted by Indian organizations. To examine the link more closely the relationship between individual TQM practices and various performance measures were investigated explicitly. A comprehensive review of literature on TQM and quality performance was carried out to accomplish the objectives of this study . The adoption of such a conceptual model on TQM and organization's performance would help managers, decision makers, and practitioners of TQM in better understanding of the TQM practices and to focus on the identified practices while implementing TQM in their companies. Further, the scope for future study is to test and validate this model by collecting the primary data from Indian organizations by using Structural Equation Modeling (SEM) approach for hypotheses testing and to find out the effect of mediators in between TQM practices and organization performance.

- **Shatha Suleiman Abu-Mahfouz 2019**

Total Quality Management (TQM) is a continuous process improvement by improving work processes to achieve the quality products and its influence in the

organizational performance. The implementation of TQM in an organization is one of the most difficult tasks for a company, as it has consequences for employees. The fact that all quality management awards have included personnel management as one of the crucial aspects to follow is clear evidence of the importance it has for the world of quality management. Innovation plays a critical role in predicting the long-term survival of organizations, determining an organization's success and sustaining its global competitiveness, especially in an environment where technologies, competitive position and customer demands can change almost overnight, and where the life-cycle of products and services are becoming shorter. The purpose of this study is to develop and propose the conceptual framework and research model of TQM Practices about Organizational Performance, by exploring the expected role of HRM Practices and Innovation as mediators to enhance this relationship. A comprehensive review of the literature on TQM, Organizational Performance, HRM Practices, and Innovation were carried out to accomplish the objectives of this study

- **Amrik S. Sohal , Daniel I. Prajogo 2002**

This paper examines the multidimensionality of TQM in association with organizational performance. The primary proposition examined in this study is that TQM embodies two different models of practices, mechanistic and organic, with each showing a different role in the association with two different types of performance, quality and innovation. Using empirical data gathered from 194 middle/senior managers in Australian firms, the findings support the proposition in pairing the mechanistic elements of TQM with quality performance and the organic elements with innovation performance. Further results, however, fail to support the proposition that organizations need to configure TQM practices in different ways for achieving different type of performance.

- **Lassaad Lakhel 2017**

There is no consensus among the research community about the relationship between ISO 9000 certification and total quality management (TQM). Some researchers suggest that ISO 9000 certification be implemented first to create a favorable environment for TQM implementation next, while others believe TQM provides a good starting point for ISO 9000 certification. The effect of each of these quality management practices on organizational performance is still debated. This

paper developed a conceptual model to study the relationships between ISO 9000 certification, TQM practices, and organizational performance. The model was tested with data collected from 176 certified firms in various industrial sectors in Tunisia. Data analysis indicated considerable support for the conceptual model. The results indicated that, in the case of Tunisian firms, implementing ISO 9000 first before embarking on TQM leads to better organizational performance, although both ISO 9000 certification and TQM practices directly affect organizational performance

- **Thomas Y Choi, Karen Eboch 2018.**

We empirically examine a mediational model of TQM, in which TQM practices have a direct impact on customer satisfaction and an indirect impact mediated through plant performance. We adopt a survey approach using the data from 339 manufacturing companies. We first establish convergent validity, discriminant validity, and reliability of the constructs. We then examine the model using LISREL 8.10. The results suggest paradoxical relations among TQM practices, plant performance, and customer satisfaction. TQM practices have a stronger impact on customer satisfaction than they do on plant performance. Further, the plant performance, as described in the mediational model, fails to show a significant impact on customer satisfaction. This observation is explained based on an institutional argument that states that loose coupling may occur between TQM practices designed for customer demands and the activities on the plant floor designed for plant performance.

- **Amani Said Hassan ^a, Ayham A.M. Jaaron 2021**

Owing to the rapidly deteriorating environment in developing countries caused by practices of manufacturing organizations and lack of adequate studies that can help manufacturing organizations to counter this issue, this paper aims to investigate the underlying relationship between total quality management (TQM) and the level of green manufacturing (GM) practices implementation in Palestinian food manufacturing companies (PFMC). The paper also investigates how GM practices mediate the relationship between TQM and Organizational Performance (OP) of PFMC. A quantitative research method using a survey instrument collected data from senior, quality, and human resources (HR) managers from 250 PFMC. The statistical data analysis indicated a significant positive correlation between TQM practices and overall OP ($r = 0.605$; $p \leq 0.01$). This indicates that TQM practices significantly supports achieving overall OP objectives.

- **M. Mar Fuentes-Fuentes, Carlos A. 2004**

One recurrent theme within the literature on total quality management (TQM) is the study of its effect on organizational performance. Nonetheless, most research has focused on analyzing the relationships between the implementation of different elements and several types of performance. This paper incorporates the effect of organizational environment as a variable for explaining the impact of TQM on business results. The model is tested using structural equations, employing a survey of quality managers in 273 Spanish firms. The causal analysis results show that dynamism, munificence and complexity influence the degree of implementation of the main TQM principles. The most relevant effects emerge as a result of the environmental dynamism, and the least effects are due to munificence. Similarly, the dimensions of TQM have an impact on different types of performance. The model can be used by organizations to assess their level of TQM success depending on specific environmental characteristics.

- **Voon-Hsien Lee 2011**

The purpose of this paper is to examine the relationship between total quality management (TQM) practices and product innovation performance as perceived by managers in electrical and electronics (E&E) organizations in Malaysia. This study is based on empirical data collected from a survey of 125 managers of E&E firms. Structural equation modeling analysis is conducted to test the research questions presented in this paper. Results reveal that leadership, strategic planning, customer focus, information and analysis, human resource management, and process management are positively associated with product innovation performance. Information and analysis is perceived as a dominant TQM practice in improving firm's performance on product innovation. This analysis is especially vital for senior managers of E&E companies who want to establish innovation capability. Senior managers can focus their efforts on TQM practices as means of maximizing organizational gains via product innovation in the context of a competitive environment.

- **Chen, Shiang-Heng 2007**

this paper, the authors examine the relationship between TQM-based organizational culture, organizational characteristics, IS department characteristics, and the modified software maturity process (MCMM). The result shows that the use of data, continuous improvement, customer-orientation, and the job challenges are significantly correlated with the MCMM levels. The size of the organization, IS department size, and IS department roles also have impacts on MCMM level.

- **Abedalfattah Z. Al-abadallat 2013**

Quality management practices (QMPs) have been proposed to improve organizational performance and received substantial attention in recent researches. This study empirically examines the extent to which QMPs and Organizational performance are correlated and how QMPs impacts on organizational performance. In this study, a QMPs framework is developed according to a comprehensive literature review and represents a relationship between QMPs and Organizational performance through examining the effects of the six QMPs constructs on Organizational performance. Questionnaire using for collected data from the banking sector in Jordan and tested proposed model. The results of this study supported a model proposed.

- **Anu P. Anil , K.P. Satish Dr.2016**

Previous TQM studies have been inconclusive in resolving the validity of the universalistic standard for TQM implementation in the organization. The past TQM literature reported mixed and ambiguous relationship between TQM practices and organization's performance. The purpose of this study is to develop and propose the conceptual framework and research model of TQM implementation in relation to organization performance particularly in Indian context. This paper investigates impacts of TQM practices on multiple performance measures as well as the obstacles confronted by Indian organizations. To examine the link more closely the relationship between individual TQM practices and various performance measures were investigated explicitly. A comprehensive review of literature on TQM and quality performance was carried out to accomplish the objectives of this study

- **Esin Sadikoglu, Hilal Olcay 2013**

Previous studies reported mixed and ambiguous results of the relationship between TQM practices and performances. This study investigated impacts of TQM practices on various performance measures as well as the reasons and the barriers of the TQM practices of firms in Turkey. We used a cross-sectional survey methodology in this study, and the unit of the sample was at the plant level. The sample was selected from the member firms to Turkish Quality

Association and the firms located in the Kocaeli-Gebze Organized Industrial Zone. We obtained 242 usable questionnaires, with a satisfactory response rate of 48.4 percent. We conducted exploratory factor analysis and multiple regression analysis. This study has shown that different TQM practices significantly affect different performance outcomes. Results revealed that primary obstacles that the firms in Turkey face were lack of employee involvement, awareness and commitment of the employees, inappropriate firm structure, and lack of the resources. It is recommended that firms should continue implement TQM with all variables to improve performance. Firms should improve employees' involvement/commitment/awareness to TQM, enhance firm structure, and provide resources to overcome the barriers that prevent effective implementation of TQM practices.

- **Jawad Abbas, Kalpina Kumari 2021**

The current study probes the multi-dimensional link between total quality management (TQM) and knowledge management (KM) and investigates how different TQM's dimensions impacts KM processes and how this nexus impacts organizational performance (operational and financial performance) by considering KM as an intermediating variable between TQM and organizational performance

- **Abd Rahim Romle, Ana HayatiSalleh 2016**

In order for companies to survive and grow in the future, it is essential for them to deliver high quality goods and services. This study aims to investigate the relationship between Total Quality Management (TQM) and the moderating variable organizational culture (OC). In the relevant literature, many theories have emphasized the necessity to establish the fit between organizations and intended strategies as the first and key success factor. Hence, this article examines on the relationship between TQM and organization culture. As we known, TQM is a comprehensive and structured approach for organizational management that seeks for the quality of products and services improvement through ongoing refinements in response to continuous feedback. TQM can be applied to any type of organization; it originated in the manufacturing sector and adapted in almost every type of organization imaginable, including schools,

highway maintenance, hotel management and more. Therefore, it is strongly suggested that supportive OC should be developed for any planning strategy.

- **Marina Godinho Antunes, Joaquín Texeira Quirós, 2017**

The findings indicate that companies that adopt strategies of process innovation get improvements in their performance, both operationally and financially, while product innovation only provides improvements in the financial performance of organizations. It was also found that TQM practices encourage the definition of innovation strategies of products and processes. On the other hand, it was found that only companies that adopt innovation strategies of their processes promote the adoption of TQM practices, and there is a statistically significant relationship between product innovation and the implementation of TQM practices.

- **Faisal Al-Madi, Tasneem Alfalah, Ata Al Shraah 2021**

The study aimed at determining the extent to which Jordanian medical devices adopted the supply chain practices and to investigate the impact of those practices on organizational performance of the Jordanian medical devices' firms. A cross-sectional approach was used to meet the purpose. A robust questionnaire was designed and used to collect primary data from the study sample. 200 questionnaires were completed and returned by the participants. SPSS version 21 and SEM were employed, with the use of (AMOS:21) to analyze and explain the collected data and to validate the research framework. The results demonstrated that medical devices firms in Jordan have adopted the supply chain practices and revealed a significant impact of those practices on the performance of the medical devices in Jordanian context.

- **Richard Yu Yuan Hung 2010**

Many scholars have suggested that both total quality management (TQM) and organizational learning can individually and effectively promote innovation. However, the question remains as to whether a relationship exists between TQM and organizational learning. This study has three main goals: (1) to determine the relationships between TQM, organizational learning, and innovation performance; (2) to determine if organizational learning fosters innovation performance and plays a mediating role between TQM and innovation performance, and (3) to test a proposed model explaining the relationships

among TQM, organizational learning, and innovation performance through empirical examination.

- **Thomas J. Douglas ,William Q. Judge, Jr. 2021**

The authors explored the relationship between the degree to which total quality management (TQM) practices were adopted within organizations and the corresponding competitive advantages achieved. They found relatively strong support for this relationship. In addition, their data showed some support for the moderating influence of organizational structure on TQM implementation effectiveness. Specifically, two measures of organizational structure, labeled “control” and “exploration,” were found to offer independent and interdependent influences on the financial performance of firms implementing TQM programs.

- **Fazil idrish 2011**

This paper investigates the relationship between Total Quality management (TQM) elements and sustainable company performances. TQM models prescribe several important factors: starting with effective leadership that executes brilliant strategies, emphasizing best practices in quality improvements while recognizing the stakeholders’ needs. This research employs TQM as the research framework while also taking into consideration the resource-based views (RBV) on the arguments concerning internal capabilities. An instrument is developed to measure the related TQM constructs and is found to be reliable. Using exploratory factor analysis, it is found that the items clearly fall into six factors: leadership, best practices, customer focus, employee focus, community focus and productivity focus. Another factor analysis on measures of company sustainable performance has resulted in a single factor. The study proceeds with the multiple regression analysis to test the relationship between the dependent, sustainable company performances and the independent factors, the dimensions of TQM. The percentage of variance explained by the three factors is 77 percent with leadership values obtaining 55 percent. In terms of the relationship with performances, all are significantly influenced by customer focus which assumes the highest coefficient of 0.46. It is therefore argued that the leadership within the TQM constructs is the most influencing factor; while to impact on company

performance, best practices and stakeholder focus must be implemented. Theoretical and practical implications are discussed

CHAPTER 3

RESEARCH METHODOLOGY

3.1. METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the organizational performance based on TQM practices This time research methodology is framed for the purpose of finding the level of **STUDY ON TQM PRACTICES FOR ORGANIZATIONAL PERFORMANCE IN THE VIP EQUIPMENT (INDIA) CHENNAI**

3.2. RESEARCH DESIGN:

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study

3.3. SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.4. SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 110 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.5. STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about employee and the second part contained the **respondent's opinions about TQM practices in their organization**

Basic Introduction

In this questionnaire we follow basic and simple way. Hence it is easy for respondents of the questionnaire without delay or confusion. Set of questions prepare in questionnaire constructed on the based questions. In structure of questionnaire used in this project as follows

Personal Details

In this questionnaire begins with participants are asked about their personal details like name of the company, position in the company, age, gender, and educational qualification, area of domain

Likert Scaling Questions

Scaled-response questions are questions that have a predefined answer list with options that are incrementally related to each other with the purpose of measuring

the intensity to which a respondent feels toward or about something. In this we interpret the questions towards TQM practices and its impact on the organizational performance

1.6. SAMPLE SIZE:

A Survey is collected as a questionnaire as size of containing 120 samples through Google forms.

1.7. PERIOD OF STUDY:

The period of time taken to conduct the survey and preparation of the research paper is 1 Month

3.8.LOCATION & TARGETED PEOPLE OF STUDY:

Chennai, employee of the VIP equipment India pvt. Ltd

3.9.HYPOTHESIS:

- **ANOVA T TEST** There is no significant difference between Gender of respondents and TQM practices and performance of organization
- **CORRELATION** There is no significance in the background and TQM practices in the organization performance
- **REGRES**

3.10. TOOLS FOR ANALYSIS:

- Percentage analysis
- ANOVA test
- Regression Analysis
- Correlation

3.10.1. Percentage analysis

Percentage refers to a special kind of ratio in marketing comparison between two or more data to describe Relationships. Percentage can be used to compare the relative terms. The distribution of two or more series of data.

3.10.2 ANOVA test

Chi-square test is a statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution. The formulae used to calculate the chi – square value is $\chi^2 = \text{Pearson's cumulative test statistic}$, when asymptotically approaches a χ^2 distribution. O = an Observed Frequency. E = an expected frequency, asserted by the null hypothesis n = the number of cells in the table
Percentage analysis = $(\text{No. of Respondents} / \text{Sample size}) * 10$

3.10.3 CORRELATION:

This is one of the statistical tools used to measure the relationship between two or more than two variables. The measure of correlation is coefficient of correlation. Of the several mathematical methods of measuring correlation, Karl's Pearson method popularly known as Pearson coefficient of correlation, is most widely used in practice. The correlation coefficient is popularly denoted as R. The correlation coefficient R value should be between -1 to +1. The value is 0 means there is no relationship between the variables. The values + ve means there is a positive relationship between the variables. The value is – ve means there is a negative relationship between the variables. Mathematically solved by using this equation

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

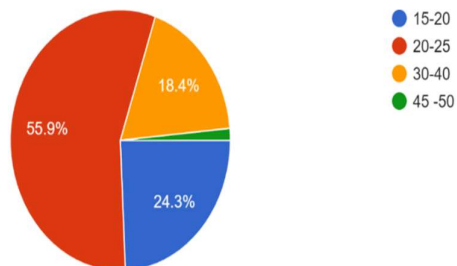
4.1. PERCENTAGE ANALYSIS

Table 4.1.1: Table indicating Age of the respondents

S.NO	AGE	NO.OFRESPONDENTS	P ERCENTAGE
1.	15- 20	33	24.3
2.	20-25	76	55.9
3.	30-40	25	18.4
4.	45-50	2	1.5
TOTAL		120	100

Source: Primary data

Chart 4.1.1: Chart represents Age of the respondents



Interpretation

From the above table it is interpreted that the number of respondents 15-20 age of respondents are 24.3%, between 20-25 age of respondents are 55.9%, between 30-40 age of respondents 18.4%, between 45-45 age of respondents 1.5 %

Inference

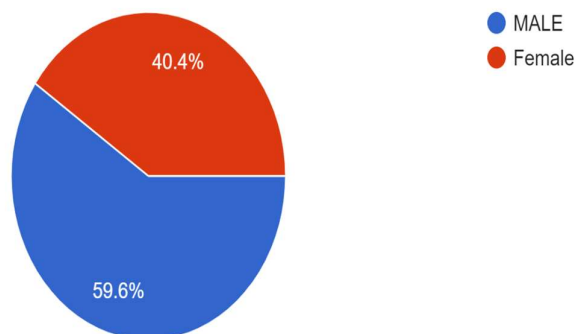
Majority (55.9 %) of the respondents are age between 20 to 25 years.

Table 4.1.2: Gender of the respondents

S NO	Gender	No. of Respondents	Percentage
1.	Male	81	59.9
2.	Female	55	40.4
TOTAL		136	100.00

Source: Primary data

Chart 4.1.2: Gender of the respondents



Interpretation

From the above table it is interpreted that the number of male respondent is 59.9% and female respondent is 40.4%.

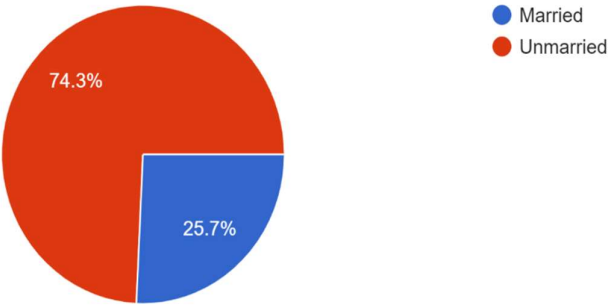
Inference

Majority (59.9%) of the respondents are Female.

Table 4.1.3: marital of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Unmarried	80	66.6
2.	Married	40	33.4
TOTAL		120	100

Chart 4.1.3: marital of the respondents



Interpretation

From the above table it is interpreted that the number of respondents were 66.6% is unmarried

33.4 % married

Inference

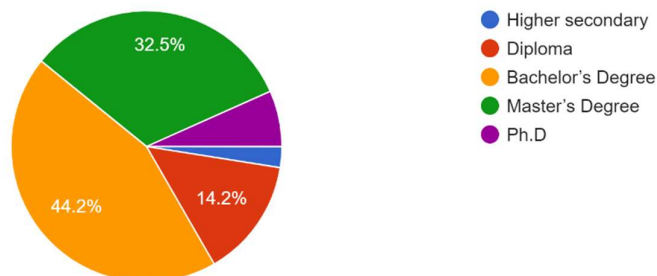
Majority 66.6% of the respondents are unmarried

Table 4.1.3: Your highest education levels

S NO	Particulars	No. of Respondents	Percentage
1.	Bachelor's degree	53	44.2
2.	Master degree	39	32.5
3.	Diploma	17	14.2
4.	High secondary	8	2.5
5.		8	6.7
TOTAL		120	100

Chart 4.1.3: Your highest education levels

Your highest education levels
120 responses



Interpretation

From the above table it is interpreted that the number of respondents were using 44.2% bachelor degree

Inference

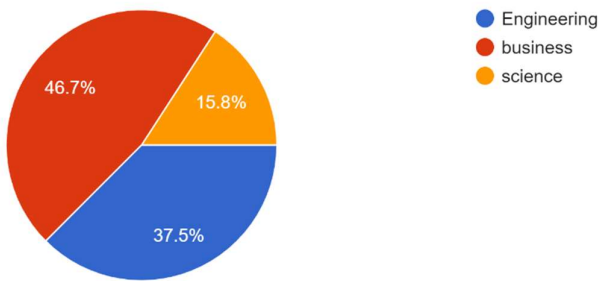
Majority of the highest education in the company 33.8% of the respondent are the bachelor degree

Table 4.1.3: your background

S NO	Particulars	No. of Respondents	Percentage
1.	Business	56	46.7
2.	Engineering	45	15.8
3.	Science	13	37.5
TOTAL		120	100

Chart 4.1.3: your background

your background
120 responses



Interpretation

From the above table it is interpreted that the number of respondents is 46.7% business background a year 37.6% business and 15.8% is science

Inference

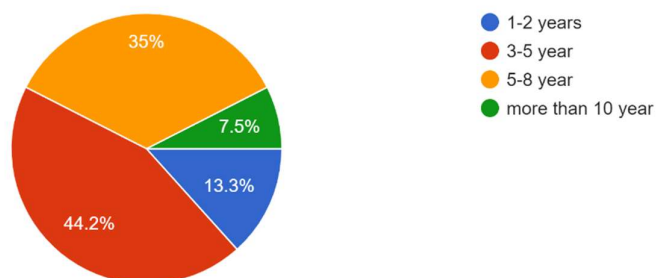
Majority of the business background are 46.7% of the respondent

Table 4.1.3: How long have you been with this company

S NO	Particulars	No. of Respondents	Percentage
1.	3-8 year	53	44.2
2.	5-8 year	42	35
3.	1-2 year	16	13.3
4.	More than 10 year	9	7.5
TOTAL		120	100

Chart 4.1.3: : How long have you been with this company

How long have you been with this company
120 responses



Interpretation

From the above table it is interpreted that the number of respondents 44.2 %are with the company 3-8 year ,5-8 year are 35%,

Inference

Majority of the people are 44.2% online

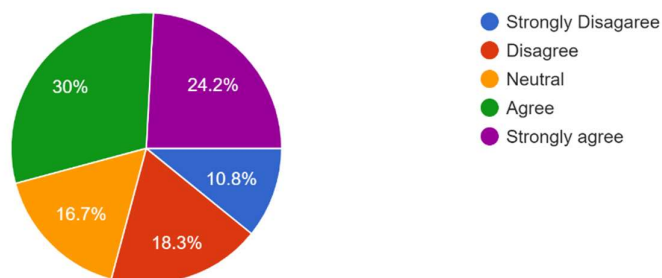
Table 4.1.3: Market research is carried out on regular basis to assess customers' needs, expectations and satisfaction.

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly disagree	13	10.8
2.	Disagree	22	18.3
3.	Neutral	20	16.7
4.	Agree	36	30
5.	Strongly agree	29	24.2
TOTAL		120	100

Chart 4.1.3: Market research is carried out on regular basis to assess customers' needs, expectations and satisfaction

Market research is carried out on regular basis to assess customers' needs, expectations and satisfaction.

120 responses



Interpretation

From the above table it is interpreted that the number of respondents 30 % agree and 24.2% strongly Agree and 16.7% neutral and disagree 18.3% strongly Disagree 10.8%

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly disagree	13	10.8
2.	Disagree	22	18.3
3.	Neutral	20	16.7
4.	Agree	36	30
5.	Strongly agree	29	24.2
TOTAL		120	100

Inference

Majority of the people are 30% Agree

Table 4.1.6: Customers' complaints are taken seriously, and considered

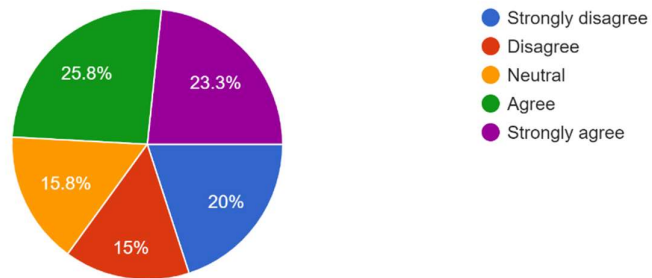
SA-Strongly Agree, A- Agree, N- Neutral, DA – Disagree, SDA- Strongly Disagree

S NO	Particulars	No. of Respondents	Percentage
6.	Strongly disagree	24	20.00
7.	Disagree	18	15.00
8.	Neutral	19	15.8
9.	Agree	31	25.8
10.	Strongly agree	28	23.3
TOTAL		120	100

Source: Primary data.

Charts 4.1.6 Management allows employees to participate and make suggestions in solving problem in their own departments

Customers' complaints are taken seriously, and considered
120 responses



SA-Strongly Agree, A- Agree, N- Neutral, DA – Disagree, SDA- Strongly Disagree

S NO	Particulars	No. of Respondents	Percentage
1.	Strongly disagree	24	20.00
2.	Disagree	18	15.00
3.	Neutral	19	15.8
4.	Agree	31	25.8
5.	Strongly agree	28	23.3
TOTAL		120	100

Interpretation:

From the above table it is interpreted that

- 56.6% respondents strongly agree, 13.2% respondents agree, 11.2% respondents are neutral, 2% respondents disagree and, 1% of the respondents strongly agree that problem solve in the own problem in the department
- 19.1% respondents 33.8% and ,9.50% respondents are neutral, 3.50% respondents disagree and, 1% of the respondents strongly disagree user responds

- 53% respondents strongly agree, 40% respondents agree, 3.00% respondents are neutral, 2.50% respondents disagree and, 1.50% of the respondents strongly disagree
- 60% respondents strongly agree, 33% respondents agree, 7.00% respondents are neutral towards the influence of quality improvement and customer focus
- 64% respondents strongly agree, 28.50% respondents agree, 4.50% respondents are neutral, 1.50% respondents disagree and, 1.50% of the respondents strongly disagree that TQM practiced and performance of the organization

Inference

- Majority (56%) strongly agree that customer focus is very important in TQM practices in the organization performance
- Majority (49.50%) strongly agree on customer complaints taken seriously
- Majority (53%) strongly agree quality direct contacts between customers and employees are systematically encouraged and organized
- Majority (34%) strongly agree that Complaints are properly recorded.
- Majority (64%) strongly agree that program aimed at finding time and cost losses in all internal processes.
- Majority (33.3%) strongly agree that We frequently measure the product and process quality

1.2. STATISTICAL ANALYSIS

Hypothesis:

H_0 (Null hypothesis) =: There is no significant difference between age of the respondents and their source of funding buying.

H_1 (Alternate hypothesis): There is no significant difference between age of the respondents and their source of funding for doing business.

Tables no 1 Demographic analysis

Cross tabulation					
AGE	Engineer	Business	Science	Other	TOTAL
3-8 year	3.6	.6	12.1	7.7	25.0
5- 10 Years	7.9	1.1	23.3	14.8	48.0
15-20 years	7.6	1.0	20.4	12.9	42.0
More than year	2.8	.3	7.3	4.6	15.0
TOTAL	24.0	3.0	63.0	30.0	120.0

Table no.2 ANOVA TEST

Model	Sum of Square	df	Mean Square	f	Sig.
Regression	1776.579	3	592.193	44.739	.0000
Residual	1508.989	114	13.237		
Total	3285.568	117			

Dependent Variable: Summation of Organizational Performance Predictors: (Constant), Employee Involvement, Continuous Improvement, and Customer Focus
In above, ANOVA table is provided in order to displays the significant of overall predicted regression model of this study. Since the P value is 0.000 and is less than 0.05 (P

Table no.2 Regression results

Variable	Coefficient	Std. Error	t-stat	Sig.
Constant	6.517	2.631	2.477	.015
Continuous Improvement	.650	.163	3.976	.000
Customer Focus	.443	.176	2.515	.013
Employee Involvement	.412	.163	2.527	.013

Dependent Variable: Summation of Organizational Performance From the table above it can be seen that all variables are significantly affect the organizational performance. Hypothesis testing for this study is done through using regression results of all the variables which assumes that there is a significant relationship between the independent variables and dependent variable. The summary of hypothesis testing is reported in table 7.

Table 7. Hypothesis testing.

Statement	Findings	Results
H1: There is a significant correlation between continuous improvement and organizational performance.	P (0.000) ≤ 0.05	The hypothesis is accepted
H2: There is a significant correlation between customer focus and organizational performance	P (0.013) ≤ 0.05	The hypothesis is accepted
H3: There is a significant correlation between employee involvement and organizational performance	P (0.013) ≤ 0.05	The hypothesis is accepted

4.2 CORRELATION

Correlations

		Dimensions look up for satisfaction	Reasons for not selecting the other TQM practices Organization performance of the firm
Dimensions look up for satisfaction	Pearson Correlation Sig. (2-tailed) N	1 160	.862** <.001 160
Reasons for not selecting the TQM practices and organization performance while selecting Watch	Pearson Correlation Sig. (2-tailed) N	.862** 160	1 160

** . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

R= .862

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. FINDINGS (copy the inference from each table)

- Majority (55.9 %) of the respondents are age between 3-8 years.
- Majority (59.6%) of the respondents are male
- Majority (35.7%) of the respondents are students
- Majority (74.3%) of the respondents are unmarried.
- Majority (60.3%) of the respondents' monthly income is between other
- Majority (56.5%) strongly agree of the respondents with TQM practices and firm performance
- Majority (43.50%) strongly agree of the respondents with the customer focus
- Majority (36.8%) strongly agree of the respondents with the TQM
- Majority (37.4%) strongly agree of the respondents with the quality
- Majority (64%) strongly agree of the respondents with sales service
- Majority (37%) strongly agree of the respondents with the packaging,
- Majority (44.2%) of the respondents are highly satisfied

5.2 FINDINGS

As per the study researcher also need to identify that employee engagement is related with total quality management in an organization. This is achieved by when she focused on the impact of critical success factors of TQM practices in reference with employee engagement. Based on the above identified critical success factors we take all the thirteen factors named i.e Quality standardization, supplier quality management, quality check and assurance, benchmarking, employee education, top management leadership, process quality ,continuous improvement , customer focus, employee focus, process improvement, executive engagement, human resource management as independent variables and a computed variable of employee related constructs from the questionnaire "Employee Engagement" as dependent variable. Regression analysis (step wise method) was used to explore the relationship between TQM practices and performance measures. Result shows that out of 13 identified only 11 critical success factors of TQM practices are having a impact on employee engagement they are: quality standardization, supplier quality management, quality check and assurance, benchmarking, employee education, top management

leadership, customer focus, employee focus, process improvement, executive engagement, human resource management. The finding of regression analysis shows the value of the adjusted $R = 0.862$ which gives an inference about the model fit hence model fit up to 86%

5.2 SUGGESTIONS & RECOMMENDATIONS

Through comprehensive survey responses, the 120 participating were classified into two categories: high-level and low-level Total Quality Management accomplishment. Nearly 45% were high- Total Quality Management firms. 50 % were firms with a high- 3 level of continuous improvement; Over 44% were firms with a high-level of customer focus and people management; 41 % were firms with a high-level of top management commitment; About 38 % were firms with high-level of process management; and 34 % were firms with high-level of supplier quality management. Nearly 9% of the 280 partaking firms showed a high-level of each Total Quality Management element; 14% showed a low-level of each Total Quality Management constituents. The majority (68%) of the firms with a high-level of Total Quality Management, and were small & medium sized (84%), mainly from the Food, Chemical, and Mineral Industries; 72% of the low-level Total Quality Management and its organizational performance of the VIP equipment in Chennai

5.3. LIMITATIONS OF STUDY

- The study is confined to Chennai district only
- The study is based upon the organizational performance towards TQM practices
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true
- Due to storage of time and other constraints, the study has been limited 120 Respondents only.

5.4. CONCLUSION

A study on TQM practices for organizational performance in the vip equipment (india) Chennai This research the objective is framed on the basis of organizational TQM practices which being performed in the company and in this I have taken the primary as well as secondary objectives for the formation of the questionnaire and it has been given in the company for the response via email in the company and after that I have done analysis whereas I used the spss software to perform the analysis and I used the percentage analysis and correlation where I focused on the three practices responses for the analysis that are continuous improvement, quality improvement , customer focus these are the contributes an important finding for manufacturing industry for successful implementation of TQM, the use of TQM practices play a significant role to improve the organizational performance. From the study, the results conclude that firms may need to adopt TQM philosophy and practices as the technique can improve organizational performance Additionally, this research also shows that with appropriate, management accounting practices such as TQM practices will be able to help firms to improve the quality of their products and production process leads to enhance organizational performance. This finding is aligned with who found enhanced organizational performance by companies implementing more advanced TQM There are a few limitations to the study. The major limitation of this study is the use of a questionnaire survey for data collection Indeed, this research is carried out in a very small sample size which only contained 120 respondents. Indeed, more attention should be paid to the continuous improvement due to the more effective impact which it has on dependent variable. Continuous improvement, customers focus and employee involvement can explain just a little more than half of the variations in organizational performance . Clearly, there are more free rooms in this field of study which needs to be full filled by more researches. Further researches should be carried out in this field in order to discover what other soft or hard TQM factors are which can explain the rest of variation in organizational performance in organization. This research can be beneficial to all of the organization and Chennai for creating improvement in their performance through assisting VIP equipment managers in having a better and clearer understanding from organizational performance in firm and different TQM factors which can have significant impact on organizational performance.

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ANNEXURE – I QUESTIONNAIR

STUDY ON TQM PRACTICES FOR ORGANIZATIONAL PERFORMANCE IN THE VIP EQUIPMENT (INDIA) CHENNAI

Dear

Sir/Madam

You are kindly requested to answer the following questionnaires based on the instructions provided.

The aim of this research is to investigate the current status of TQM implementation and its impact on the organizational performance within the organization,

We assure you that the data given will be kept strictly confidential and used only for academic purpose and therefore will not cause you any inconvenience

Please put a (v) against the appropriate column based on how you rate yourself for the following statements.

Complete the following statements as truthfully as you can. Do not spend too much time on each statement.

It is expected that the company or the Quality person will provide answer to the questionnaire. Recognizing the respondent's valuable time, this questionnaire should require not more than 15 minutes to complete.

PART A

General Company information:

Name of the company

Your position in the company

Your highest education levels

(3) GENDER

☐ MALE

☐ FEMALE

(4) Marital status

1. ☐ Married

☐ Unmarried

Your highest qualification

- ☐ Higher secondary ☐ Diploma ☐ Bachelor's Degree
☐ Master's Degree ☐ Ph.D

2. Your Background

- ☐ Engineering ☐ Business
☐ Science ☐ Others (Please specify)

3. How long have you been with this company?

- ☐ 1-5 years
☐ 5-10 years
☐ More than 10 years

PART B

The current status of TQM implementation

Customer focus						
Sr.No		1	2	3	4	5
1	Market research is carried out on regular basis to assess customers' needs, expectations and satisfaction.					
2	Customers' complaints are taken seriously, and considered					
3	Direct and indirect contacts between customers and employees are systematically encouraged and organized					
4	Direct and indirect contacts between customers and employees are systematically encouraged and organized					
5	A complaint process and guidelines are established / Complaints are properly recorded.					
Continual improvement						
6	This organization encourages continual study and improvement of all its products, services and processes					
7	Our company uses 7 QC tools extensively for the process control and improvement.					
8	We have a program aimed at finding time and cost losses in all internal processes.					
9	Our decisions regarding quality improvement always are based on objective data					
10	We frequently measure the product and process quality					
Quality improvement						
1	Employees are involved in decision making concerning their specialization					

2	Employees are trained in quality improvement skills					
3	Trainers and advisors are available to help new recruits					
4	Employees are trained in problem identification and problem-solving techniques.					
5	Management allows employees to participate and make suggestions in solving problem in their own departments					

_1, Agree 2, Disagree,3 Neutral ,4 Strongly Agree 5, Strongly Disagree

ANNEXURE – II ARTICLE

A STUDY ON TQM PRACTICES FOR ORGANIZATIONAL PERFORMANCE IN THE VIP EQUIPMENTS (INDIA) CHENNAI DR. S KRISHNA KUMARI & MO GULFAM HASMI

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ABSTRACT:

Increased competition in business and the request has opened the door to more product of products and services than ahead. The need for a quality operation approach has handed a means for associations to develop and upgrade their quality measures. Total Quality Management (TQM) has proven to be the stylish practice that associations have enforced in recent times in order to gain significant request influence. therefore, this study presents the disquisition of the impact of total quality operation practice on organizational excellence and performance on association in Chennai. The exploration is going to exfoliate light on different confines of TQM, its perpetration, and factors in its relinquishment and how well it's impacting on the association's performance. This study was carried out grounded on quantitative system and the collected data was anatomized using correlation statistic. The findings have shown that there's positive relationship between total quality operation (TQM) practices and organizational performance.

KEYWORDS:

TQM practices, customer focus, quality improvement, organizational performance, quality management, continuous improvement

INTRODUCTION:

In today's business world, the focus on quality has increased and is being used as a competitive tool. In organizations, directors and pioneers secure vitality through fulfilling client needs and organizational survival, which is the fundamental logic of quality management [1]. Quality management is an all-encompassing way to improve quality with firms to improve quality and development performance over the last two decades. Organizations that have used total quality management (TQM) create numerous advantages, such as higher quality items, progressively satisfied customers, reduced costs, improved related money, and quality and development performance, and despite these improved representative performance [2]. In addition, if TQM is effectively implemented, it also gives

a competitive preference is the integration of all functions and processes within an organization in order to achieve continuous improvement of the quality of goods and services to provide long-term success by providing customer satisfaction through the constant delivery and quality of the products to them TQM expands the scope of quality of every department from top management to lower level employees

OBJECTIVES OF STUDY:

PRIMARY OBJECTIVES:

1. To investigate the implementation levels of the current TQM practices in VIP Equipment (India)

SECONDARY OBJECTIVES:

2. To measure the contribution of TQM implementation on overall company's performance
3. To investigate to what extent TQM has been implemented within the company
4. To suggest strategies for successful implementation of Total Quality Management for enhancing overall organization performance

REVIEW OF LITERATURE

1. Mudit M. Saxena, Oct 2021

In this study the focus is principally on the implementation of TQM in the Indian industrial sector. The population studied covers 280 Indian manufacturing companies. In examining the relationship between TQM and Organizational Performance primary and secondary data was used. We consider ISO 9000 As per the result the correlations among the six investigated TQM elements were positive and significant. It is set up in this study whether the level of TQM implementation is influenced by contextual factors including company size and ISO 9000 certification

2. KRUPA K. ALEX Feb 2016

through the research, the researcher is able to understand the great relevance of TQM in the service sector, especially in Hospitals and is convinced of the fact that if systematically implemented, TQM results in the enhancement of business performance and helps the concerned healthcare entities to gain competitive advantage in business. Therefore, it can be concluded that TQM is vital for healthcare entities to ensure continuous progress and enable them to the dizzy heights. And as such the model developed in this research can be used to guide its effective implementation

3. 3.AKSHMI JAGANNATHAN APRIL 2007

TQM is a holistic philosophy not a piecemeal approach. Quality certification had a significant impact on all the TQM critical success factors and outcomes. It had the highest impact on how supplier quality was managed with supplier relationship having the highest mean difference value. In certified companies, employee satisfaction was highly influenced by top management commitment and leadership. Customer satisfaction was highly influenced by training, emphasizing the fact that training has to be explicitly v linked to TQM to build customer loyalty. Supplier relationship was most influenced by Strategic planning.

4. 4.HAILE YESHANEW BAYE 2016

It is found in the survey that Ethiopian manufacturing firms have practiced total quality management programs. Some manufacturing firms in Ethiopia are well on the journey of total quality management practices, especially those firms classified as ISO9000 certified firms. This means they are generally conscious of the importance of TQM. However, some of the firms were not practiced the complete, and comprehensive components of TQM as their original proponents (American and Japanese TQM gurus) had conceived them. Next, to investigate the levels of adoption TQM philosophies mean for individual question and over all mean for each 6 dimensions were calculated.

5. 5.RAMNANI GULAB ARJUNDAS 2022

The concept of quality has not evolved overnight but has come over a period of time as need arises from organizational benefits to customer focus. Thus, QUALITY started getting attention and business organizations have started realizing the importance of quality which leads to further customer SATISFACTION. Moreover, satisfied customers have maximum potential to become loyal customers and loyal customers are the real customers of the organization who keeps on making companies' top line and bottom line stronger. Hence customer is the focal point of every TQM implementation programs in an organization. Thus the present study tried to find out the most prominent critical success factors that led to total quality management implementation in Bharuch region manufacturing companies.

RESEARCH DESIGN:

DESCRIPTIVE RESEARCH DESIGN: Qualitative data includes respondents' opinions and ideas. It is also applied in order to describe current conditions or to investigate relationships.

SOURCES OF DATA:

- Primary Data – Questionnaire was given to 120 respondents
- Secondary Data – Websites and online journals, Published reports & Review of literature from published articles

HYPOTHESIS:

H1: There is a significant correlation between continuous improvement and organizational performance. $P(0.000) \leq 0.05$ The hypothesis is accepted

H2: There is a significant correlation between customer focus and organizational performance $P(0.013) \leq 0.05$ The hypothesis is accepted

H3: There is a significant correlation between employee involvement and organizational performance

TOOLS FOR ANALYSIS:

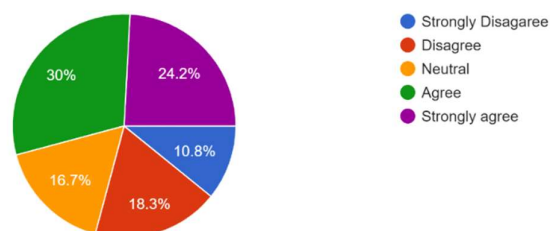
Research questions are always answered with a descriptive statistic: generally, either a percentage and ANOVA, regression . The percentage is appropriate when it is important to know how many of the participants gave a particular answer. When the responses have discrete categories, percentage is reported.

Percentage Analysis

Table 1.: Market research is carried out on regular basis to assess customers' needs, expectations and satisfaction.

S NO	Particulars	No. Respondents	Percentage
6.	Strongly disagree	13	10.8
7.	Disagree	22	18.3
8.	Neutral	20	16.7
9.	Agree	36	30
10.	Strongly agree	29	24.2
TOTAL		120	100

Market research is carried out on regular basis to assess customers' needs, expectations and satisfaction.
120 responses



Interpretation

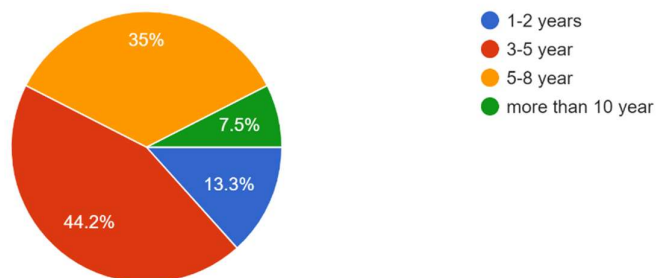
From the above table it is interpreted that the number of respondents 30 % agree and 24.2% strongly Agree and 16.7% neutral and disagree 18.3% strongly Disagree 10.8%

Table 4.1.3: How long have you been with this company

S NO	Particulars	No. of Respondents	Percentage
5.	3-8 year	53	44.2
6.	5-8 year	42	35
7.	1-2 year	16	13.3
8.	More than 10 year	9	7.5
TOTAL		120	100

Chart 4.1.3: : How long have you been with this company

How long have you been with this company
120 responses



Interpretation

From the above table it is interpreted that the number of respondents 44.2 %are with the company 3-8 year ,5-8 year are 35%,

Inference

Majority of the people are 44.2% is the 3-5 year

STATISTICAL ANALYSIS

ANOVA TEST

H0: There is a significant correlation between continuous improvement and organizational performance.

H1: There is a significant correlation between customer focus and organizational performance

Table no.2 ANOVA TEST

Model	Sum of Square	df	Mean Square	f	Sig.
Regression	1776.579	3	592.193	44.739	.0000
Residual	1508.989	114	13.237		
Total	3285.568	117			

Dependent Variable: Summation of Organizational Performance Predictors: (Constant), Employee Involvement, Continuous Improvement, and Customer Focus In above, ANOVA table is provided in order to displays the significant of overall predicted regression model of this study. Since the P value is 0.000 and is less than 0.05 (P

Table no.3 Regression results

Variable	Coefficient	Std. Error	t-stat	Sig.
Constant	6.517	2.631	2.477	.015
Continuous Improvement	.650	.163	3.976	.000
Customer Focus	.443	.176	2.515	.013
Employee Involvement	.412	.163	2.527	.013

Dependent Variable: Summation of Organizational Performance From the table above it can be seen that all variables are significantly affect the organizational performance. Hypothesis testing for this study is done through using regression results of all the variables which assumes that there is a significant relationship between the independent variables and dependent variable

INTERPRETATION:

The result in the above table shows that there is no significant association between the experience of the respondents and their level of motivation as $p = 0.670$ which is more than 0.05. This finding doesn't support the hypothesis

INFERENCE:

There is no significant association between the experience of respondents and their motivation level.

SUGGESTIONS AND CONCLUSION

- Majority (44.2 %) of the respondents are age between 3-5 year
- Majority (56.5%) strongly agree of the respondents with TQM practices and firm performance
- Majority (43.50%) strongly agree of the respondents with the customer focus
- Majority (36.8%) strongly agree of the respondents with the TQM
- Majority (37.4%) strongly agree of the respondents with the quality

LIMITATIONS OF STUDY

- The study is confined to Chennai district only
- The study is based upon the organizational performance towards TQM practices
- The data collected for the research is fully on primary data given by the respondents.
- There is chance for personal bias. So the accuracy is not true
- Due to storage of time and other constraints, the study has been limited 120

Respondents only.

CONCLUSION:

A study on TQM practices for organizational performance in the vip equipment (india) Chennai This research the objective is framed on the basis of organizational TQM practices which being performed in the company and in this I have taken the primary as well as secondary objectives for the formation of the questionnaire and it has been given in the company for the response via email in the company and after that I have done analysis whereas I used the spss software to perform the analysis and I used the percentage analysis and correlation where I focused on the three practices responses for the analysis that are continuous improvement, quality improvement , customer focus these are the contributes an important finding for manufacturing industry for successful implementation of TQM, the use of TQM practices play a significant role to improve the organizational performance

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