

THE RELATIONSHIP BETWEEN TOTAL QUALITY MANAGEMENT AND FIRM PERFORMANCE AT KULIM
TECHNOLOGY PARK CORPORATION SDN. BHD. AND ITS SUSIDIARIES

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ABSTRACT

This study investigate the relationship between Total Quality Management and firm performance at Kulim Technology Park Corporation (KTPC) Sdn. Bhd and its subsidiaries. The objectives of this study were to identify the most contributing factors of Total Quality Management towards firm performance at Kulim Technology Park Corporation (KTPC) Sdn. Bhd. and its subsidiaries and to examine the relationship between Total Quality Management and firm performance at Kulim Technology Park Corporation (KTPC) Sdn. Bhd. and its subsidiaries. This study only focus on the three elements of Total Quality Management which were training, customer focus and leadership. The findings of this study indicates that training and leadership had strong, positive relationship towards firm performance. Meanwhile, customer focus had a moderate, positive relationship towards firm performance. This study also found that Total Quality Management had strong, positive relationship towards the firm performance.

Keywords: Total Quality Management, Firm Performance, Training, Leadership, Customer focus

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