

IMPACT OF TOTAL QUALITY MANAGEMENT ON OPERATIONAL PERFORMANCE IN MEDIUM-SIZED FOOD MANUFACTURING COMPANIES IN RATHNAPURA DISTRICT

Erawaththa, E.P.K.^{1*} and Gunasekara, K.R.H.L.²

^{1,2}*Department of Tourism Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka*
**epkerawaththa@std.mgt.sab.ac.lk*

1. Introduction

Total Quality Management practices such as leadership, strategic planning, customer focus, information analysis, people management, process management and green technology enable managers to expand the customer base through quality products and services, speeding the delivery, and maintaining flexibility across the entire business process. Hence, total quality management can be considered as a key instrument to achieve success within today's competitive business environment. Therefore, the major objective of this study is to evaluate the impact of Total Quality Management practices on operational performance with relevance to the medium-sized food manufacturing companies of the Rathnapura district in Sri Lanka.

2. Research Methodology

This study was conducted as a quantitative study and 146 executive and above employees in the food manufacturing industry of the selected district were selected as the sample. Therefore, eight hypotheses were developed and tested employing regression analysis.

3. Findings and Discussion

The findings confirmed that Total Quality Management practices have a positive impact on operational performance i.e., cost, speed, delivery, flexibility and dependability.

4. Conclusion and Implications

This study provides solid evidence supporting the relationship between TQM practices and enhanced operational performance matrices filling a gap in existing literature. Moreover, the current study contributes to the body of knowledge confirming TQM as a key tool to compete among the medium-scale food manufacturing industry in the selected geographical area.

Keywords: Medium-sized food manufacturing companies, Operational performance, Total quality management