

Chanadda Sakuma 2014: Total Quality Management and Performance of Small and Medium Enterprise (SMEs). Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Assistant Professor Tipparat Laohavichien, Ph.D. 150 pages.

The objectives of this study were to 1) rank the importance level of total quality management; 2) rank the level of TQM implementation; 3) compare the importance level and implementation level of TQM; 4) study the relationship between TQM implementation and financial performance; 5) study the relationship between TQM implementation and non-financial performance; and 6) study the influence of TQM implementation on overall performance.

Tool used in this research was questionnaire. The statistics used for data analysis were frequency, mean, standard deviation, paired T-test, correlation coefficient and multiple regression. Sample in this study consisted of 45 Thai companies which were on the final list of SMEs National Awards.

The results showed that the first three factors of TQM which have maximum average of the importance level and implementation level were leadership, customer focus and process management respectively. In addition, the mean of TQM importance level was more than the mean of TQM implementation level in overall and in each factor. TQM implementation in particular and overall was related to financial performance. TQM implementation in overall was not related to non-financial performance but there are two of TQM elements were related to non-financial performance which are strategic planning and process management. Finally, process management had influence on performance in overall performance, both financial performance and non-financial performance.

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Student's signature

Thesis Advisor's signature