

Phatthra Thepthai 2006: Total Quality Management Perception of Management Level of The Siam Cement Group's Cement Business. Master of Business Administration, Major Field: Business Administration, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Preeyanuch Apibunyopas, Ph.D. 158 pages, ISBN 974-16-2331-3

The objectives of this research were as follows: to study the level of Total Quality Management perception, factors affecting the perception relating to 3 aspects: customer focus, process improvement and total involvement, and performance of the Siam Cement Group's Cement Business from using Total Quality Management. The samples used were 316 personnel in management level of the Siam Cement Group's Cement Business: administrator, director and manager. The research instruments used for collecting the data were sets of questionnaire. The data was analyzed by frequency, percentage, mean, standard deviation, F – test and Scheffe.

The findings were management level of the Siam Cement Group's Cement Business had highest level in customer focus perception (average score = 2.65), high level in process improvement perception (average score = 2.27), middle level in total involvement perception (average score = 2.06) and high level in Total Quality Management perception (average score = 2.33), job position and source of data statistically affected the perception but work experience had no statistically affected. The study of business performance was that The Siam Cement Group's Cement Business had good level of profit margin, high current ratio, decreased trend of debt, increased trend of return on equity and almost all key performance indicators were above industrial average. When compared with perception of Total Quality Management. It found that business performance was on the same direction with the level of Total Quality Management perception by the management level.

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