

Wansajee Nernprom 2011: Total Quality Management and Business Performance:  
A Case Study of The TQM Organizations or The Organizations that Won The Thailand  
Quality Award or Thailand Quality Class. Master of Business Administration,  
Major Field: Business Administration, Interdisciplinary Graduate Program.  
Thesis Advisor: Assistant Professor Tipparat Laohavichien, Ph.D. 119 pages.

The objectives of this research were to study the business performance by organization factors, to study the relationship between the Total Quality Management (TQM) and business performance, to prioritize the factors of TQM and to study the application of quality tools techniques and methods of TQM. The population of this study consisted of the organizations in Thailand that had applied to the TQM or organizations that had won the Thailand Quality Award / Thailand Quality Class. Data were collected by questionnaires survey. Descriptive statistics such as frequency, percentage, mean, standard deviation, One-Way ANOVA and Multiple Regression Analysis, at the 0.05 level of significance were analyzed by computer program.

The results of this research showed that 1) organization factors, the number of employees have an effect on the business performance, 2) the customer and market focus and the process management were related to business performance in the same direction, 3) the three most important factors of TQM are as follows customer and market focus, information and analysis and business result, 4) the application of quality tools, techniques and methods, the basic quality tools were applied in most organizations. The result also showed that 5-S technique was a tool that was applied the most.

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