THE EFFECTS OF TOTAL QUALITY MANAGEMENT PRACTICES ON BUSINESS PERFORMANCE IN THE TELECOMMUNICATION SECTOR

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Abstract

Total Quality Management (TQM) has arisen as a reliable quality and performance method that can meet or even surpass the expectations of stakeholders. This technique is anticipated to improve organizational performance, and has received considerable attention in recent times. Previous studies have not tied effectiveness of overall quality management techniques in business of the Ghanaian telecommunication sector, hence the need for this research. This study investigates the influence of total quality management strategies on the telecommunications industry’s business performance. Questionnaires were used in the study as survey instruments to collect information about the impact of TQM methods on business performance. To assess the situation, eight hundred (800) responses were received from employees and top management of MTN Ghana Ltd. The study established that principles applied to total quality management have a significant bearing on business performance. It is therefore, recommended that employees in the telecommunication industry need to be well enlightened on the practices of total quality management to increase performance.