

Abstract

Total quality management contributes a significant role on companies and corporation performance and their productivity. In addition, the top management undertaking to total quality management (TQM) provides the condition of the successful practice of quality administration. Present research study investigates the relation between total quality management principles and top management commitment with stress on staff satisfaction, human resources, and loyalty in Malaysian DRB-HICOM industrial sector. This paper is a causal and functional in purpose, a questionnaire research method is of field study as well as research tool. The questionnaire reveals 31 questions, on the base of a five-point Likert rating system. Following the validity determination, 25 questionnaires were distributed and evaluated using Cronbach's alpha, its reliability, and the result indicates the value of 0.863 that is appropriate. The senior and middle positioned administrators, managers, supervisors and workers in Malaysian DRB-HICOM Industry, such as Proton Companies, were employed for the study population and results showed that Total quality management has positive effect on staff satisfaction and loyalty in Malaysian DRB-HICOM group of industry and confirmed the whole research assumptions.

Keywords: TQM, Staff Satisfaction staff, Loyalty, Performance evaluation, Commitment of Management, Employee Training