



## Addressing Challenges to Increase the Application of Total Quality Management Standards in Enhancing Service Performance Management

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**Abstract:** Focusing on a specific point, or a number of points or observations, in the practices of Total Quality Management (TQM) and the clear ability to reflect the impact on service performance (SP), which is evident in our improvement of performance and preventing a significant gap that could undermine the effectiveness of this research. We also focused extensively on employee skills (EM), which were highly skilled, as a mediating factor between the variables. The number of employees at Al-Qadisiyah University is large. However, we were able to obtain a total of 162, with 4 missing, resulting in a net of 158. The number of responses to each question item was calculated using a Likert scale of 7. Three hypotheses were selected, all positive and innovative, worthy of emulation in any organization. Therefore, all data results were accurate and of a quality that cannot be easily compared to other organizations without relying on continuous development, as keeping pace with scientific advancements is a requirement we encourage.

**Key words:** (TQM), (EM), (SP), Comprehensive, Culture.

### 1. Introduction

TQM is not limited to a single objective but rather continuously seeks technological innovation that supports all aspects necessary for performance [13]. Employees were selected as the intermediary factor [24]. Based on the successful data from the sample, this research continued, and with the available resources, our plans to eliminate gaps were successfully implemented [40]. We hope for the adoption of our research steps, aspiring to excellence and responsibility [3]. The data was gathered and compiled in order to classify the results [34]. Despite the dedication and accuracy with which services were provided using the latest and most diverse modern methods, and despite the indefinite duration of the staff, the available data came from employees at Al-Qadisiyah University/Iraq [28]. The expansion of services is ongoing and fundamental, driven by the adoption of new and advanced technologies and performance methods that propel government departments to differentiate themselves from other institutions [8]. This expansion is temporary, not permanent, as diversity is essential and there is no need to cling to a single, binding approach [2]. Given the role of employees and the necessity of transferring information from (TQM) to (SP), obtaining the consent of all employees within their organizations is mandatory and obligatory for everyone without exception. The set of work duties must be monitored by supervisors, who should listen to the opinions expressed by subordinates that benefit the company [27]. TQM will remain the fundamental framework that must be implemented [32]. It is also understood that any changes occurring within the organization must be monitored and tracked at any time. The responsibilities of (TQM) are clearly defined in preparing successful planning methods [23]. This study should be expanded as much as possible to demonstrate its benefits to clients. Both professional and non-professional employees can contribute their skills according to their respective roles [26]. Regular meetings between managers and subordinates are essential, respecting the proposals presented by both parties, studying them in detail,



and implementing them after their usefulness has been established [39]. The relationship between (TQM) and (SP) grows stronger in terms of data collection and the extraction of information that benefits performance [35]. This helps both technicians and laypeople, regardless of their field [14]. Based on the amount of data collected from respondents, it's possible to test two-sided observations and select the most accurate one [9].

## 2. Problem statement

Developing reliable and effective solutions to address any problem. Preventing any shortcomings in companies and relying fundamentally on Total Quality Management (TQM) as it is the only truly effective approach in the world of technology and the cornerstone for eliminating any negligence [7]. Don't assume that any development comes without pain or effort to invest in service performance with dedication and to impress the institutions that are trying to compete with the company where you are conducting your research [1]. Relying on skills and creativity is inseparable; that is, adopting them after conducting a suitable evaluation [11].

## 3. Literature review

Our fieldwork continued, reviewing and examining the literature that established TQM as the ultimate and truly inherited factor for avoiding pitfalls and revitalizing organizations by positioning employees as intermediaries [10, 31, 36]. We do not dispute the importance of the information we relied upon in this research; (TQM) in its approach and methodology, is among the most committed to the new profitability model and keeping pace with modern information. TQM remains a significant influence on all aspects of (SP) [38]. Continuously reviewing previous studies is essential, as it ensures ongoing research and the identification of gaps in those studies [29]. This is where our ability to resolve complex issues begins, not just in one area, whether within the organization or in the context of environmental conditions [33].

## 4. Theoretical framework

### 4.1 Total quality management

Maturity in professional performance, integrated work, and beginning to rise to the highest level for all relevant departments [30]. TQM is not limited to a single objective when used in companies [25]. The effort we are making is intended to achieve its successful goal on all levels, with the aim of starting to benefit from it by the establishments. [13]. However, the great efforts will ultimately reflect the achievement of the goal of this research. [24]. Companies rely on competition at all times and despite the environmental conditions they face, as it is the basis for providing the best. [3]. One of the applications of this study is that it will raise the skill level of the workers. [2] (TQM) supports improving performance for all departments without discrimination, i.e. equally, in order to prevent any existing gap [34, 28].

### 4.2 Performance of Service

According [8, 2]. It is crucial to constantly grasp the evolving nature of service delivery and develop strategies to address these changes, regardless of any lingering issues [27]. Before the widespread adoption of the internet, service delivery was tailored to specific customer segments [32]. All types of internet technologies have provided significant opportunities to clarify competitive strategies and deliver services with the necessary space for administrative innovation, faster and better via the internet. Service performance has continuously improved, never stagnating, but rather constantly seeking positive changes within the company. Organizations don't rely on a single technology but utilize the latest methods in service delivery. The internet has created thousands of job opportunities worldwide and is considered one of the most important and indispensable technologies in all fields. Many of the advanced methods used in providing services via the Internet have brought great benefits to their users [27].

### 4.3 Employee

A number of people perform their duties continuously, in both temporary and permanent ways, in various service and industrial establishments of all kinds, whether public or belonging to a specific person [32]. The internet refers to various systems that emulate it using all technological means, some even employing human-centered methods by building an extensive and advanced database containing complete employee information [4]. This ensures the preservation of employees' rights and privileges without compromising or diminishing their legitimate entitlements, thus fostering positive and diligent work. It is essential that the internet serves as a database for the best tangible and intangible information. This empowers and empowers productive organizations, freeing up time to provide, maintain, and deliver the necessary and beneficial services [5]. The internet provides up-to-date information that overcomes all obstacles and delivers it quickly and efficiently. The use of the internet can be confirmed in many ways that are highly beneficial to employees [16]. Multiple communication networks are available to deliver the required data in real time and to clients and customers in general, and to identify their preferred methods through direct or indirect support until their needs are met [12]. Implementation Total Quality Management on Dimensions Investment Portfolio by Stakeholders as a Mediator: General Company for Textile Industries / Babylon [12]. Library Progress International. For example, there are various uses for the internet in essential and core products those used continuously and exclusively [19]. Therefore, the employee factor was a distinctive driving force forward, and it is an intermediary factor that strongly contributes to the widespread expansion of establishments [6].

### 5. Hypothesis research

This research carefully formulates hypotheses (3) and tests them using quantitative methods, extensively reviewing previous studies to identify gaps that have not been addressed before. Therefore, we will demonstrate, through calculations, more rigorous and useful results, and implement service delivery across all aspects of life [23].

H1: TQM impact on (SP).

H2: TQM impact on (EM).

H3: EM impact on (SP).

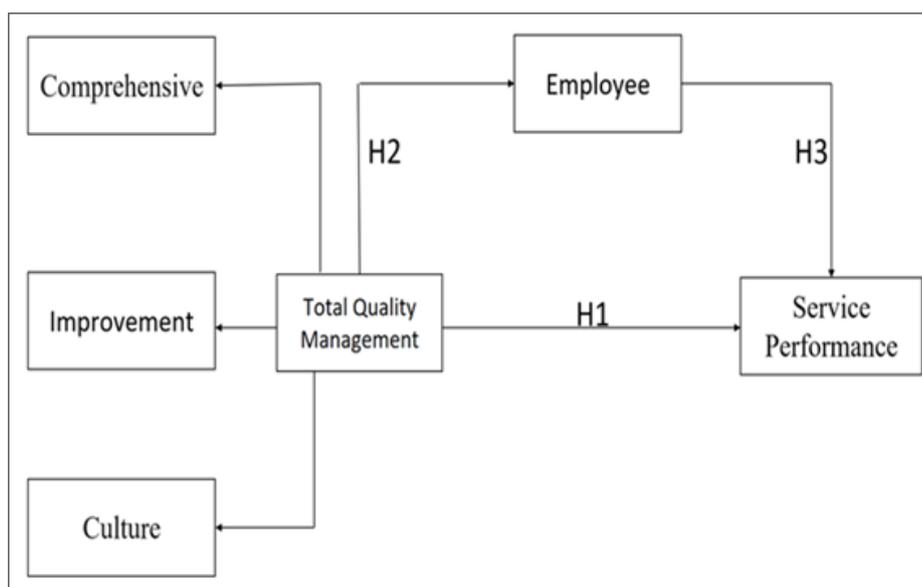


Figure 1: Framework

### 6. Method Study

The application of (TQM) to Special Education (SP) is evident in a number of systematic methods and approaches. The organization relies on the most diligent and serious techniques for optimal



growth and to keep pace with the current evolving approach adopted by the most advanced countries [16]. Therefore, it is imperative that we adopt TQM standards to ensure the continuous dissemination and use of these standards for the growth of learning and training among employees in all departments and divisions, and to enroll them in courses on programming and global governance [17].

### 7. Analysis Results

This research was carefully prepared, taking into account the diverse information collected, then analyzing this information mathematically using the appropriate statistical system (SPSS). The number of questions was calculated according to the seven-point Likert scale [15]. Therefore, the analysis of the results will begin as follows: Table 1.

**Table 1: Reliability validity**

Items	Cronbach's alpha	Composite reliability	Average variance extract
TQM	0.957	0.853	0.597
SP	0.875	0.931	0.754
EM	0.868	0.752	0.631

The above results achieved what the researcher hoped for in terms of supporting results for his study.

### 8. Descriptive Statistics

These results, within the framework of various mathematical principles, most importantly the median for most of the diverse samples, contribute to the continuous and sustained improvement achieved [20]. This, in turn, motivates the establishment to maintain its production levels and prevents other establishments from competing with it. Table 2.

**Table 2: Mean and std. Deviation**

	No	Mean	Std. Deviation
TQM	158	5.632	1.442
SP	158	5.491	1.431
EM	158	5.544	1.529

Table 3, Ability to discriminate yielded the highest results, with the highest output exceeding the output below it. This is a significant gain for us in this important study, which yielded entirely superior and reliable results. The study relied on three supporting hypotheses, the results of which were obtained through the exertion, fatigue, and travel between institutions [18].

**Table 3: Discriminant validity**

	TQM	SP	EM
TQM			
SP	0.8121		
EM	0.327	0.827	

### 9. Conclusions

1. Strong and fundamental relationship between (TQM) and service performance is confirmed.
2. Here we have a relationship between the factor (TQM) and the second factor, which is the employees as an intermediary.
3. Proof that the samples used gave us supportive results through their answers.



4. Giving full guidance on the duties of the variables, of which service performance is one and the cornerstone that we urge and encourage.
5. The success of establishments cannot be depicted without taking into account the great benefit of encouraging the utmost importance of (TQM) in giving advice to organizations using quality standards that work to prevent failure.

#### 10. Recommendations

1. Companies should adopt Total Quality Management (TQM) standards in their production operations. This will generate profits that will eliminate all the bottlenecks they previously faced.
2. Increase the number of advertisements, whether on electronic devices or large posters distributed in multiple places or areas, to attract investors and customers to them.
3. This research recommended and focused on important matters, including training and participation with superiors in shaping and formulating administrative decisions.
4. All employees must commit to keeping up with science, knowledge, and progress, monitoring everything new, and not being satisfied with only certain information.

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