

الملخص باللغة الإنجليزية

Abstract

The Effect of Total Quality Management Practices Application on Service Quality

A Field Study in Telecommunications Compaines in Jordan

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The study aims at investigating the effect of Total Quality Management Practices Application on Service Quality of Jordanian Telecommunications Compaines. The study population consisted of all employees working at Jordanian Telecommunications Compaines, while the sample of the study consisted of (150) Managers, heads of departments and managerial supervisors working at Jordanian Telecommunications Compaines. The researcher used the quantitative statistics (descriptive analytical) through many statistical tools most notably multiple regression analysis to examine the collected data and test the study hypotheses.

The results of the study suggest that: there is a significant effect of Total Quality Management Practices (operations management, strategic planning and leadership) on Service Quality of Telecommunications Compaines in Jordan; there is a significant effect of Total Quality Management Practices (operations management and leadership) on Technical Service Quality of Telecommunications

Compaines in Jordan. Finally, there is a significant effect of Total Quality Management Practices (Strategic planning and leadership) on Functional Service Quality of Telecommunications Compaines in Jordan.

Relying upon the obove mentioned results, the study recommends that: the companies' under study need to adopt customer focus approach to be able to response positively to customer needs and wants.