

## **The impact of implementation TQM practices on Innovation in the Palestinian service companies in Ramallah and Al Bireh Governorate.**

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### **Abstract**

This study provides useful insights on the impact of implementation TQM practices on Innovation in the Palestinian service companies in Ramallah and Al Bireh Governorate.

Descriptive approach was utilized in this study, by designing a questionnaire consisting of (65) paragraphs distributed over (13) dimensions divided into two parts: The first include TQM **practices (Management Leadership, Employee relations, Training, Customer focus, Supplier Management, Quality data and reporting, Service design, Process Management)**, the second part includes the dimensions of Innovation ( Radical Service, Criminal Service, Radical Process, Criminal Process, and Administrative Innovation).

The questionnaire was distributed to all members of the study population in service companies in Ramallah and Al-Bireh governorate. A complete surveying of 220 employees of the service companies was taken in the study, which include (general managers, executive director, deputy general manager, and quality, management, and productivity directors).

The results showed that TQM practices are higher in service companies than other ones, and a high degree of appreciation. In addition, the innovation dimensions in the service companies were high, which confirms that quality management practices are working in a balanced manner to achieve innovation in service companies.

Results also showed a statistically significant impact of the Soft TQM practices on service innovation, process innovation and administrative innovation. In addition, results showed a statistically significant impact on the Hard TQM practices on service innovation, process innovation and administrative innovation.

The results showed that there were significant differences at the level of statistical significance ( $\alpha \leq 0.05$ ) in the attitudes of the respondents in the study sample towards the effect of TQM practices on the innovation in the service companies in Ramallah and Al Bireh Governorate due to the variable of service sector, number of employees.

According to the results the researcher recommendations: involve the senior management of all beneficiaries in their guidance and future aspirations, give employees the opportunity to participate in implementing the changes encourage continuous improvement and improvement to achieve excellence, and dissemination of its culture through specialized publications. The need to continuously improve the operations of companies and follow-up implementation of TQM to spread the culture of quality among employees with the importance of focusing on meeting the needs and wishes of customers, by collecting timely and comprehensive information on these needs, and use in the service design, to retain existing customers and gain new customers.