

The Study is Based on the Premise of Applying the Principles of Total Quality Management on Productivity

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Abstract. *The arrest was a certainty, not a mere possibility, demonstrating the clear effectiveness of Total Quality Management (TQM) on the dimensions of Productivity (PR), which consist of Resources (RE), Commitment (CO), and Product (PR). Most previous studies, which pointed to the same problem, were reviewed. The number of questionnaires distributed to employees at Mall of Iraq/Baghdad was 240, yet 12 were lost, leaving a net positive result of 228. We should also consider using SPSS as a statistical tool for testing the hypotheses (3). Our research has been highly successful compared to previous studies. We are working to encourage organizations to adopt the findings of our research and disregard the ideas presented in earlier studies, as those previous studies have significant gaps. Our study, however, has addressed these gaps. Therefore, the next phase begins, focusing on encouraging investment in malls based on our findings. This is not mere speculation; it is now evident to observers and analysts who are closely following our research and its implications for both readers and implementers.*

Key words: *(TQM), Productivity, Resources, Commitment, Product.*

1. Introduction

It is neither creative nor skillful to provide assurance as needed to adequately address the current needs of employees at Mall of Iraq/Baghdad [5]. We must remain vigilant at all times, without succumbing to or failing in any social, natural, or multifaceted aspect of life [1]. We must also strive to understand their way of life, as this is difficult to ignore when investigating and scrutinizing their lifestyles [3]. Our research aims to develop the right solution to address these problems [4]. The researcher is solely responsible for formulating policies, programs, and plans, as they are the key player in this process and bear primary responsibility [2]. Senior management stands out for its reliance on feedback from other employees, particularly regarding their contributions to improving the mall's operations [10]. This approach is crucial for continued development, and the firm belief in its success has been a top priority [6]. Building an integrated environmental framework for the required branches and positioning them in a way that improves their performance and popularity [9]. Technology is a field we must keep pace with, and the desire to modernize malls and adopt best practices has emerged [7]. Therefore, it is understood in our study that we seek solutions for all branches and the daily living requirements of employees without compromising accuracy [8]. The reader and follower should not assume that we have focused excessively on finding frameworks for analyzing values and positive aspects within the sample in question [11]. Attention has been paid to addressing the most significant and comprehensive points of failure that could weaken the mall if adopted [15]. Empowering and engaging employees is the primary factor in establishing a culture of adopting and implementing technology [12]. This involves developing technically sound programs that guide and guide performance growth from the outset, clarifying objectives through coordinated and planned strategies [14]. The main point, as previously mentioned, is that technology is constantly

evolving and never remains static [13]. This encourages institutions to compete with one another, leading them to adopt a specific level and objective of empowering and encouraging individuals [11]. Furthermore, we must be deliberate in selecting leadership, and this requires specialized experts [20].

2. Theoretical Research

2.1 Total Quality Management

The following lecture is aimed at introducing the discussion of the (TQM) technique in human resource management, its history, concept of TQM and its requirements. The word quality is relatively a new word; however, it is only in recent times that it has become a contemporary work of management. The quality within the new management philosophy has turned into a service just like any other significant service and has received considerable attention within the top management since the management concept has been undergoing an evolutionary state. When it comes to quality management, quality has evolved in the successive level development phases of the continuous and consistent development of quality [16]. It centers on the customer and is abreast with the constantly evolving wants and needs of the beneficiaries. This is important since the customer is the powerhouse of everything that takes place in the organization, which ultimately results to customer satisfaction. Thus, customer is the most important in setting the level of quality of products and services. In addition to the initiatives that organizations do to increase quality standards, train their employees and to incorporate quality, however, the ultimate judgment of whether it was worth making those initiatives falls on the customer. The responsibility for achieving and maintaining quality rests with the organization's senior management. This includes providing resources for the education and training of employees and managers, facilitating their work, and removing obstacles. All that is required of them is patience and consistent monitoring of the clearly defined quality control strategies [17]. They can achieve this by developing a long-term vision that empowers them to transform the organization's culture through improved quality levels. Implementing Total Quality Management (TQM) within an organization necessitates collaboration among all members across different departments, units, and administrative levels. Senior management must understand that achieving this is not solely the responsibility of managers. Others can also make valuable contributions, but only after receiving training, fostering a team spirit, and participating in collective decision-making. For senior management to witness creativity and excellence in the workplace, it is essential to focus entirely on intensive training for the workforce in Total Quality Management (TQM) to enhance performance. Respect and appreciation of employees are crucial; mutual respect and communication are essential across all management levels, regardless of job titles. Continuous and objective employee performance evaluation is vital to solidify and document the principle of rewarding excellence and innovation [18]. Continuous improvement stems from the organization's commitment to progressively and fundamentally improving all activities, services, and products. Benchmarking is often used for continuous improvement and development. Disseminating a culture of quality requires the organization to cultivate this culture among all its employees through a clearly defined organizational mission statement. This statement should emphasize quality as the cornerstone of service delivery and serve as the primary driver for administrative functions across all departments and divisions. The strategic formulation of the TQM philosophy reflects the approach adopted by senior management. Its philosophy of total quality management is in the strategic direction of the organization, and expressing the content of the organization's basic principles and objectives in the mission is important and necessary [19].

2.2 Productivity

2.2.1 Resources

Resources are of paramount importance to both individuals within society and companies that rely on products and services. They contribute to the development of numerous aspects of public life, leading to increased well-being for individuals through the production of various products and services that provide a range of useful items, such as computers and mobile phones. They have also contributed to the emergence of global industrial development, which has led to the growth of many types of industries, particularly emerging ones. They provide appropriate support for economic

development by supplying the gross domestic product (GDP) with a range of resources that aid its growth. In addition, they sustain numerous professional and agricultural industries that initially depended on manual labor but over the years, they have embraced machinery and equipment to improve their businesses [21]. They have also helped in the growth of trade which formerly relied on the traditional means and which has tremendously expanded with the utilization of maritime and air transportation. A production model refers to a strategy or a plan that is put in place by a production organization in order to help in the production objectives. Studying and understanding the nature of products involves identifying consumer demands or determining the options available to suppliers who control the specific aspects of production. Building the production system relies on the final selection of the production model, which requires a prior understanding of the need to focus on the quality of the materials produced. This contributes to reshaping the production model to align with any new developments in the production process, which may include the emergence of new production ideas or the use of modern tools and equipment [25].

2.2.2 Commitment

The work environment is one of the most important factors affecting organizational commitment. For example, providing amenities and safety within the workplace enhances employee satisfaction. A supportive and collaborative environment between employees and management also fosters organizational commitment. Recognizing employee efforts through rewards and professional benefits increases their sense of belonging. Providing clear training programs and career paths contributes to strengthening job commitment. The higher the quality of the work environment, the higher the level of organizational commitment, which contributes to achieving the organization's goals more effectively. Organizational commitment is linked to improved organizational performance. Committed employees demonstrate greater motivation to perform tasks with high quality, and organizational commitment positively impacts the quality of work and its outputs. It also reduces absenteeism and employee turnover: employees who are engaged with their organizations are less likely to leave or be absent. A positive work environment stimulates creative thinking among employees. Leaders who can support employees contribute to strengthening organizational commitment by providing a motivating environment that helps increase attachment to the organization. Clarifying rights and responsibilities reduces dissatisfaction and enhances commitment. Giving employees a greater role in administrative processes increases their sense of belonging to the organization. Organizational commitment is a key factor in the success and sustainability of institutions, as it is linked to a work environment that provides support and motivation for employees. Fostering commitment within the workplace helps achieve organizational goals more efficiently, contributing to improved organizational performance and increased job stability [26].

2.2.3 Product

Most marketing studies indicate that a product cannot remain unchanged for an extended period, ideally no more than ten years [30]. This is because consumers inherently crave change and variety in satisfying their needs, and new products contribute to potential profits for the companies that produce or market them [29]. The term "new product" is somewhat flexible and can have different meanings. A new product is one that was not previously available on the market and was invented or developed for the first time [28]. An existing product that has undergone modifications or improvements to meet buyer needs and enhance its performance is also considered a new product [27]. These modifications or improvements often involve significant changes in composition or design, which is the fundamental difference from the original product [26]. These changes might include eliminating imitations, changing customer perceptions of the product (especially if there were negative reviews), or entering new international markets [31]. Generally, an organization's strategy for developing new products can be categorized as follows: When technology and its applications are advanced, product development will be based on the contribution that technology can make to product development and market launch [35]. The relationship between technology and marketing is inherent and interconnected, as processes rely on a technology-driven strategy exist [37]. This means that technology has contributed to the development of new products for use in the market [32]. This approach is more difficult than a technology-driven strategy because it may require the use of multiple

technological models and coordination among them [33]. Furthermore, satisfying consumer needs and aligning with their values is extremely challenging [34].

3. Hypothesis Research

H1: Effect (TQM) on Resources (RE)

H2: Effect (TQM) on Commitment (CO)

H3: Effect (TQM) on Product (OR)

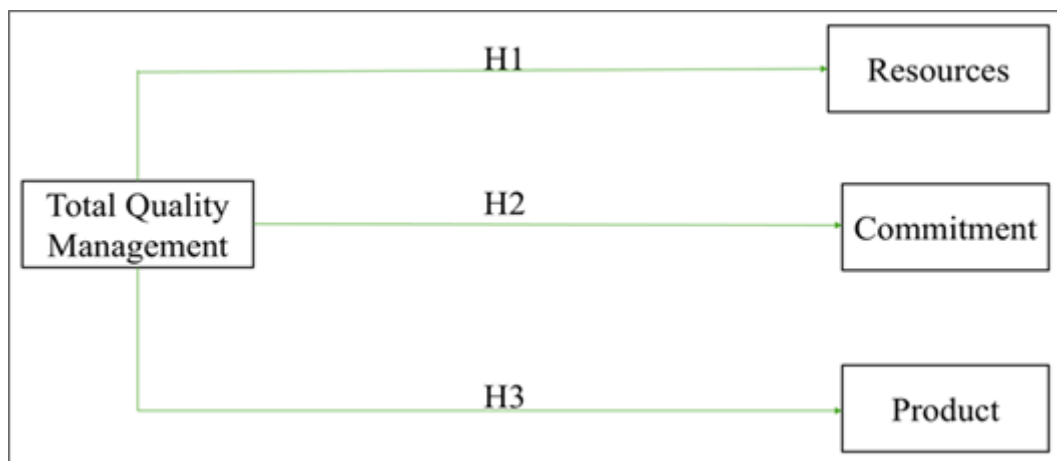


Figure 1: Framework

4. Method Study

The performance of implementing Total Quality Management (TQM) in the field of productivity is crucial, and a number of methodologies have been developed. The organization believes in a comprehensive set of the most effective methodologies for optimal expansion, supporting and keeping pace with developments according to the modern approach adopted by larger and more advanced factories [38]. Those responsible for this include adopting clear points in TQM. Disseminating these points effectively, when used consistently, fosters positive relationships among employees across all organizations and provides them with training in programming, implementation, and building global governance [39].

5. Analysis Results

After collecting the necessary data, the second stage involves entering it into SPSS for the three hypotheses. Further details can be found in Table 1.

Table 1: Reliability validity

	Cronbach's alpha	Composite reliability	(AVE)
TQM	0.803	0,962	0.662
RE	0.902	0.971	0.573
CO	0.772	0.850	0.642
PR	0.863	0.805	0.561

Table 2 shows the results of the work done using the known methods. The results were as required, i.e., in descending order and according to the lowest value.

Table 2: Discriminant validity

	TQM	RE	CO	PR
TQM				
RE	0.863			
CO	0.304	0.972		
PR	0.253	0.273	0.942	

Table 3 examines the results regarding the determination of the standard deviation and the mean of the variables, through theories which had a positive factor.

Table 3: Mean and std. Deviation

	Nambour	Mean	Standard Deviation
TQM	171	5.531	1.295
ET	171	6.533	1.189

6. Conclusions

1. The audit examines the effectiveness and role of Total Quality Management (TQM) and its impact on productivity. Data is carefully collected from targeted samples to improve organizational quality.
2. The data collection in the analysis included the results for the variables, as well as the differentiation and emphasis of the required benefit.
3. The necessity of the benefit built and within the framework of total quality management in laying the foundations in an accurate manner, in addition to conducting realistic studies in growth and providing what individuals need.
4. Moving towards the modern method of expanding factories of all kinds and improving and training individuals to keep pace with the developments of modern technology.

7. Recommendations

1. The constant advancement and guidance towards a comprehensive explanation of the role with regard to quality standards, which has given a model of certainty in the sure contribution to the progress of the output of the fingers.
2. The absolute need to agree on a specific opinion and avoid dispersion of opinions, in order to provide customers with a larger quantity.
3. Encouraging and drawing the necessary structure in the modernization of organizations in a way that pushes them towards the right path, and ensuring that the structure is correct in training because that works to develop their skills.
4. It is possible to compare with other factories the skills available to all individuals and to address any crises that arise.

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