

**TOTAL QUALITY MANAGEMENT INFLUENCE THE
LOGISTICS PERFORMANCE OF PHARMACEUTICAL
INDUSTRY IN CHINA**

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Master of Science (Management)

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**TOTAL QUALITY MANAGEMENT INFLUENCE THE
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INDUSTRY IN CHINA**

By

SU HANG

**Thesis Submitted to the
Othman Yeop Abdullah Graduate School of Business,
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Master of Sciences (Management)**

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ABSTRACT

One of key issues of china pharmaceutical industry is inefficient logistics. Logistics plays an important role in organization operating. Therefore, organization requires seeking the method to improve logistics performance. The purpose of this study was to investigate the relationship between total quality management and logistics performance in pharmaceutical industry in china. The sample of this study was the 121 employees of Furen pharmaceutical industry in Henan province, China. For this purpose survey method was used by questionnaire as instrument for data collection. In this study, regression analysis method and correlation analysis method are used to analysis the correlation between independent variables and dependent variable. The research results have shown that Furen pharmaceutical industry has high implementation in total quality management at current stage. Meanwhile, employee involvement, customer focus, leadership and continuous improvement as items of total quality management are significantly influence logistics performance. The study faced several limitations such as time constraints and budget constraints which limited this study only have one pharmaceutical industry. The finding of this study has some contributions for future research and organization's logistics development.

Keywords: Total quality management; Logistics performance; Pharmaceutical industry; China

ABSTRAK

Salah satu isu utama dalam industri farmasi di negara China adalah ketidakcekan logistik. Logistik memainkan peranan yang penting dalam operasi sesebuah organisasi. Oleh itu, organisasi perlu mencari kaedah untuk meningkatkan prestasi logistik. Tujuan kajian ini adalah untuk mengkaji perhubungan diantara pengurusan kualiti menyeluruh dengan prestasi logistik dalam industri farmasi di negara China. Sampel untuk kajian ini adalah 121 orang pekerja di Furen iaitu industri farmasi di wilayah Henan, China. Instrumen yang digunakan untuk mengumpul data dalam kajian ini adalah kaedah soal selidik. Dalam kajian ini, kaedah analisis regresi dan kaedah analisis korelasi telah digunakan untuk analisis korelasi antara pembolehubah bebas dan pembolehubah bersandar. Hasil daripada kajian ini menunjukkan bahawa industri farmasi Furen mempunyai pelaksanaan yang tinggi dalam pengurusan kualiti menyeluruh pada peringkat semasa. Oleh itu, penglibatan pekerja, pelanggan fokus, kepimpinan dan penambahbaikan yang berterusan adalah pembolehubah pengurusan kualiti menyeluruh yang mempengaruhi prestasi logistik secara ketara. Pelaksanaan kajian ini menghadapi beberapa batasan seperti kekangan masa dan bajet yang terhad telah menyebabkan kajian ini hanya tertumpu pada satu industri farmasi sahaja. Hasil daripada kajian ini telah membuat beberapa sumbangan untuk penyelidikan masa depan dan pembangunan logistik organisasi.

Kata kunci: Pengurusan kualiti menyeluruh; Prestasi logistik; Industri farmasi; China

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LIST OF ABBREVIATIONS

EI	Employee Involvement
MBNOQ	Malcolm Baldrige National Quality Award
QC	Quality Control
QI	Quality Inspection
QM	Quality Management
RMB	Chinese Yuan
R&D	Research and Development
SPSS	Statistical Package for the Social Sciences
TQM	Total Quality Management

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In today competitive world, enterprises need to rapidly realize customer needs and fulfill the customer demands, as well as logistics industry needs to efficiency carry the material and product. Manufacturer need to receive material from supplier and send the finished goods to customer. There is no longer of manufacturing and marketing independently existed of each other (Ngwainbi, 2008). Therefore, to reduce operation cost and improve the customer satisfaction as important functions of logistics management. Nowadays, both locally and globally manufacturing industry and service industry were implementing quality management system (Adnerson, Jerman & Crum, 1998). Because the quality of product comes from customer demand and end with customer satisfaction. On the other hands, leadership as main aspect of quality management program, leaders provide the direction of the organization; therefore, good relationship is significantly to enhance quality through organization.

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