

THE RELATIONSHIP BETWEEN QUALITY ASSESSMENT AND PERFORMANCE IN FOOD FIRMS IN GUILAN PROVINCE

Masoumeh Onsori Delche

Department of Business Management, Science and Research Branch, Islamic Azad University, Guilan, Iran
(Corresponding Author)

Shahram Gilaninia

Department of Industrial Management, Islamic Azad University, Rasht Branch, Rasht, Iran

Hosein GanjiNia

Department of Public Management, Islamic Azad University, Rasht Branch, Rasht, Iran

Abstract

If design and implementation of quality assessment system in organizations be based on individual circumstances; can be improved performance of organizations. In recent decades with increasing development of science and technology, development of modern technologies and community development, competition between productive and service firms has been more, and institutions and administrative organizations with each mission and objective and perspective are required to respond to customers, clients and stakeholders. This will not happen unless through implementation of duties and activities in order to achieve the objectives and development and organizational excellence. So, evaluate the results of performance is considered as an important process of strategic. Quality and performance is the critical and determinant factor of implement organizational development programs. In present research the impact of different levels of quality assessment on performance of food production companies has been studied according to David Garvin model in food industry. Based on this model; information, speed of customer service – commercial experience – firm size, product innovation in food firms in Guilan province has been investigated. Research method is correlation and for analysis of data was used from SPSS for test hypotheses. Results of research indicate that a quality dimension is effective on performance of food firms.

Keyword : Speed Customer Service, Company Size, Commercial Experience, Notices, Performance, Innovation

Introduction

Over the years especially in the last twenty years several models have been proposed to measure the performance of organizations that each of specific terms examined Performance of an organization (Tangen 2005). In 1996 literature related to performance measurement by Falaini and Nobel divided two time periods. In the first period that lasts until 1980 raised patterns focused on within organizations and examined as one-dimensional the Performance (financial situation). In the second period of from the late 1980s continues to the present in addition to the internal environment pay attention on the external environment and instead focus on one dimension will be reviewed different dimensions. (Neely1999)

The issue expression of research

One of the key questions that can be raised is Why should pay to quality? In other words, attention to quality provide what the opportunities and advantages for organizations? However, attention to product quality not only unlike many companies, will not increase the cost of mentalities, rather in two ways causing increase profitability, Through gaining market share than other companies and through savings in costs. (Amini 2009)

Provide quality services has improve the organization's ability satisfy the organization requirements as effective because Since the organization has received what have needs their customers. Reducing or eliminating unnecessary services. (Goudarzi 2005)

The most basic definition of quality is coordination and adapt with customer demands and this means organizations should attempted to identify the needs of their customers. (KandamPully 2001)

Parasouman Research in 1985 shows that amount of provided service quality is function from the difference between customer perceptions and expectations. (Stromgernan 2007)

Previous research

1. Research by Zinhal (1999) was performed with subject "Assessed the quality of provided service from government agencies in view customer in Canada". Based on results of this study dimensions of service quality from the customer perspective has been identified in 9 cases that include 1.Tangibility 2.Trustworthy 3.Responsibility 4.humility and modesty 5.Validity 6.Availability 7 .Interrelated 8.Understanding 9.Safety.
2. A study is performed by three researchers named Akim Walter, Tailemo muser, and Gabriele Halfert (2002) With the Subject of "Impact of satisfaction, trust, value and relationships on customer's loyalty and commitment in America". Results of this research shows customer satisfaction leads to customer trust and eventually increases their loyalty and commitment.
3. Valerie et al (1998) in study defines the service quality as follows :
 - a) Aspects of services tangible including the construction physical facility provider to personnel
 - b) The reliability of service means the ability to provide services under the terms of promised
 - c) Responsive means organization tend for help to customers and provide services
 - d) Competence means employees knowledge and skills and their ability to customer attract and confidence
 - e) Empathy with the customer showing attention to customer

Theoretical Research

Speed customer service : Included speed of movement and speed of reaction (Coveyr 1990). Speed of movement is the shortest interval person can be into motion whole body or part of it

in a few seconds and also speed of reaction is the minimum interval between the stimulus and motor response to it. (Aaker 1996)

Company Size : Considers the range of employees less than 50, small companies and also from 50 employees to 500 employees, big company. (Gilaninia 2011)

Commercial Experience : Amount of years organization is working in business. (Gilaninia 2012)

Notices : Related to Gathering, organized, Save, Recovery, Translation, Transfer, convert, and data application. (Mehregan 2011)

Performance : intended the evaluation criteria of performance measurement system, as Coordination, compliance with the organization's strategy, carried out the systematically of operation, capabilities use in different organizations, system dynamic, having important aspect of the organization, compliance with performance relations, and having benchmarks. (Anderson & Jordon 2007)

Innovation : Innovation is The process of getting a creative idea and turning it into products and services and new methods of operation (Alanby 1998). Innovative is Adopt new ideas for the organization, so innovation is a change based on new ideas. (Bourne 2003)

Models of Research

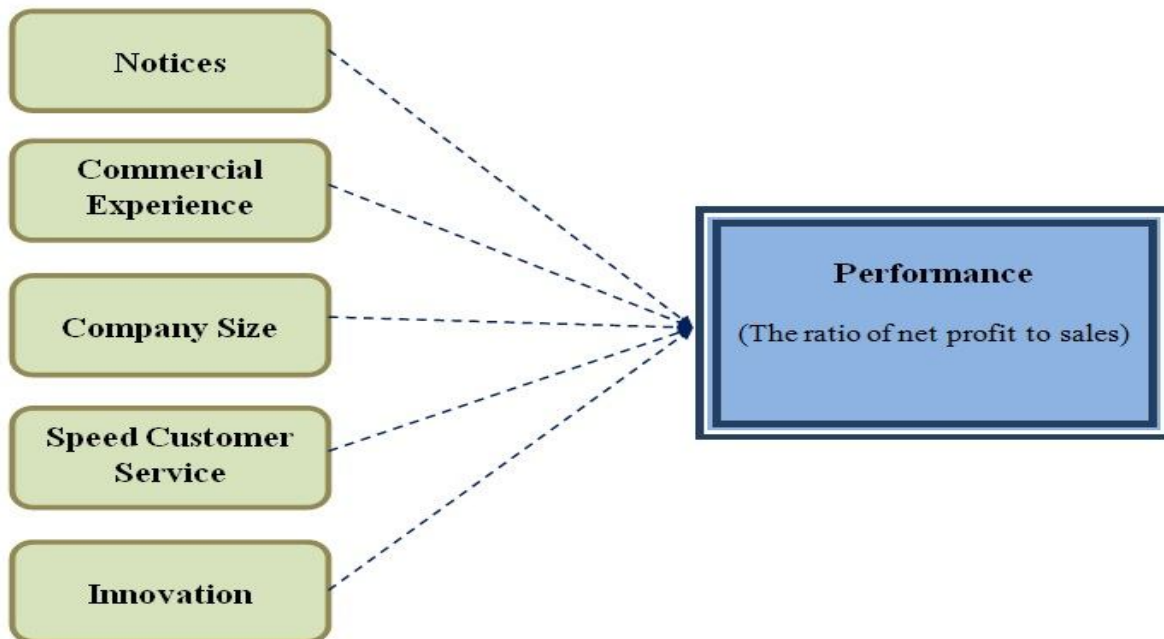


Figure 1 : Research model based on efficiency model of Neely et

The research hypotheses

The first main hypothesis : There are relation between output quality and performance in a food manufacturing companies in the Gilan

The first sub-hypothesis : There are relation between notices and performance in a food manufacturing companies in the Gilan

The second sub-hypothesis : There are relation between speed customer service and performance in a food manufacturing companies in the Gilan

The third sub-hypothesis : There are relation between commercial experience and performance in a food manufacturing companies in the Gilan

The fourth sub-hypothesis : There are relation between company size and performance in a food manufacturing companies in the Gilan

The fifth sub-hypothesis : There are relation between innovation and performance in a food manufacturing companies in the Gilan

Research Methodology

This study in terms of research design is causal - comparison and in terms of aim is applied and a type of Field - descriptive research. Statistical Population this study includes all food manufacturers in the Gilan, the 168 company. Using the formula determined sample size from unlimited population The sample size was estimated 118 individuals. Data gathering tool in this study is designed questionnaire by the researcher and also the data are being analysis by using structural equation modeling and spss software.

Validated of Questionnaire

To calculated questionnaire validated coefficient used Cronbach's alpha method. Cronbach's alpha results is provided below :

Table 1 : Cronbach alpha coefficients

No	Variable	Alpha
1	Notices	0.704
2	Commercial Experience	0.694
3	Speed Customer Service	0.732
4	Company Size	0.731
5	Innovation	0.763

Methods of data analysis

In This study For the analysis the data and hypothesis, been used descriptive statistics included frequency tables and column diagram and also inferential statistics included Pearson correlation and regression.

Test results

The first main hypothesis : There are relation between output quality and performance in a food manufacturing companies in the Gilan

H_0 : There is relationship
 H_1 : There isn't relationship

Table 2 : Correlation output of quality and performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.598 ^a	.358	.352	1.86603	
2	.647 ^b	.418	.408	1.78402	1.722

a : Commercial experience

b : Notices, Commercial experience

c : Performance

Table 3 : Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	225.070	1	225.070	64.636	.000 ^a
Residual	403.922	116	3.482		
Total	628.992	117			
Regression	262.979	2	131.490	41.314	.000 ^b
Residual	388.012	115	3.183		
Total	628.992	117			

a : Commercial experience

b : Notices, Commercial experience

c : Performance

Table 4 : Excluded variables

Model	Beta	t	s	Partial	Coliniarity
-------	------	---	---	---------	-------------

				Correlation	Statistics
					Tolerance
Notices	.338a	3.451	.001	.306	.527
Speed Cystomer Service	.219a	2.457	.015	.223	.671
Company Size	.152a	1.351	.179	.125	.435
Innovation	.201a	2.203	.030	.201	.643
Speed Cystomer Service	.098b	.989	.325	.092	.518
Company Size	-.0005b	-.043	.988	-.004	.358
Innovation	.115b	1.226	.223	.114	.577

Table 5 : Residual statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5.8052	13.2484	9.9915	1.49923	118
Residual	-3.89404	4.32814	.00000	1.76870	118
Std. Predicted Value	-2.792	2.171	.000	1.000	118
Std. Residual	-2.183	2.426	.000	.991	118

Based on Obtained beta commercial experience and notices variables have respectively strongest relationship with performance.

The first sub-hypothesis : There are relation between notices and performance in a food manufacturing companies in the Gilan

According to the results amount of sig was 0.000 and this value is less than 5%, Thus H0 rejected and can be said in 0.01 level there are relation between notices and performance in a food manufacturing companies in the Gilan, and also and the correlation coefficient is equal to 0.590

The second sub-hypothesis : There are relation between speed customer service and performance in a food manufacturing companies in the Gilan

According to the results amount of sig was 0.000 and this value is less than 5%, Thus H0 rejected and can be said in 0.01 level there are relation between speed customer service and performance in a food manufacturing companies in the Gilan, and also and the correlation coefficient is equal to 0.490

The third sub-hypothesis : There are relation between commercial experience and performance in a food manufacturing companies in the Gilan

According to the results amount of sig was 0.000 and this value is less than 5%, Thus H0 rejected and can be said in 0.01 level there are relation between commercial experience and performance in a food manufacturing companies in the Gilan, and also and the correlation coefficient is equal to 0.598

The fourth sub-hypothesis : There are relation between company size and performance in a food manufacturing companies in the Gilan

According to the results amount of sig was 0.000 and this value is less than 5%, Thus H0 rejected and can be said in 0.01 level there are relation between company size and performance in a food manufacturing companies in the Gilan, and also and the correlation coefficient is equal to 0.516

The fifth sub-hypothesis : There are relation between innovation and performance in a food manufacturing companies in the Gilan

According to the results amount of sig was 0.000 and this value is less than 5%, Thus H0 rejected and can be said in 0.01 level there are relation between innovation and performance in a food manufacturing companies in the Gilan, and also and the correlation coefficient is equal to 0.487

Conclusions

After the Pearson correlation testing was determined that in 0.01 error level there are significant relationship between variable performance and variables notices, commercial experience, speed customer service, company size, innovation and the correlation coefficient for this variables is the respectively equal to 0.590, 0.598, 0.490, 0.516, and 0.487

Suggestions

1. Companies can enhance their performance through provide innovative and effective and appropriate advertising and with design strategy and smart and accurate and timely informing to target customers
2. Companies always keep in mind their operation and analysis of feedback in order to improve performance in future periods and Relying on commercial experience and updating knowledge will be improve company performance
3. Companies in different ways and speed up the whole process of production and selection effective and agile distribution channels have higher performance than competitors
4. In order to develop effective units such as R&D and enlarge sized companies and increase production according to understanding of consumer's tastes and interests through units of research and development addition increasing market share achieve to higher performance
5. Take tall and effective steps in order to improve the performance through innovation and updating process and updating the technology and techniques used and also methods of new and optimized in attracting sources in comparison with competitors

Suggestions for future research

1. Assessment of the relationship between organization excellence model
2. Assess the relationship between food manufacturers' continuous improvement and performance
3. Conducting similar research in other industries and companies accepted on the Stock Exchange and compare it with foreign companies stock

Limitations of Research

1. Difficulties obtaining information from companies, especially financial information
2. New research subject and the lack of sufficient study

References

1. Aaker, D. (1996). Measuring brand equity across products an markets d.California Management Review, 38, 102-120
2. Akim Walter, Tailemo muser, and Gabriele Halfert. 2002. Impact of satisfaction, trust, value and relationships on customer's loyalty and commitment in America
3. Alanby, L. (1988). A decision support system for the selection of computerintegratedmanufacturing technologies. Robotics and Computer-IntegratedManufacturing, 14(10), 45-53.
4. Amini, Mohammad Taghi. Fajam, Saeid. 2009. Study service quality providing in the public sector

5. Andersen, B., and Jordan, P., "Setting up a performance Benchmarking Network", The Norwegian University of science and Technology, 20
6. Bourne, M.; Franco, M. and Wiles, J. "Corporate performance measurement", *Measuring Business Excellence*, 7(3), (2003).
7. Coveyr. Stephen, 1990, "The Seven Habits of highly Effective People", Simon Schuster INC. U. S. A. FE.
8. Gilaninia, Shahram. Et al. 2011. Impact of Social Marketing on Consumption Reduction. *Journal of Applied Business and Economics*. Fifth years. No. 12. Pages of 111-124.
9. Gilaninia, Shahram. Et al. 2012. Evaluation of Effective Factors to Improve Productivity Transport System in Domestic Manufacturing Companies. *Kuwait Chapter of Arabian Journal of Business and Management Review*. First year. No. 5. Pages of 55-65
10. Goudarzi, Gholamreza. Rezvani, Mehran. 2005. Strategic analysis of key paradigm cost in Iran chain costs
11. Kandampully, J, Mok, c & Sparks, B 2001, *Service quality management in hospitaly tourism, and leisure*, Haworth Press, New York, p. 162.
12. Neely, A. "The performance measurement revolution: why now and what next?", *International Journal of Operations & Production Management*, 19 (2), (1999).
13. Stromgern, O 2007, *Analyzing service quality*, Department of Business Administration and Social Science, Lulea University Technology, pp. 16
14. Tangen, S. Evaluation and revision of performance measurement system", Doctoral Thesis, Royal Institute of Technology, Stockholm, Sweden, ISBN 91-7283-860-4, (2005).
15. Valerie et al. 1998. Service quality
16. Zinhal. 1999. Assessed the quality of provided service from government agencies in view customer in Canada