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FACULTY OF ECONOMICS

MARKETING AND BUSINESS MANAGEMENT

MASTER THESIS

APPLICATION OF TOTAL QUALITY MANAGEMENT IN MOBILE TELEPHONE IN KOSOVO

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In this research, the practice of total quality management (TQM) on mobiles (mobile operators) in Kosovo was investigated. For the analysis of TQM components, we have used three statistical procedures for analyzing the impact of independent variables on the dependent variables. The steps that were followed in this research are: use of descriptive statistics, product-moment, correlation matrices and ANOVA. The generated results suggest that TQM practices have a positive effect on the company's benefits. The results generated show that the focus of companies on continuous improvement and innovation is of utmost importance for companies to achieve their goals in increasing market share; potentially increase profits.

Key words: TQM (Total Quality Management), mobile telephony, Kosovo.

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Conclusion and recommendations

Total Quality Management is considered as the management philosophy or thinking way that helps the business achieve a desired status. Companies that apply TQM are inclined to offer products/services that affect or exceed customers' needs and expectations. TQM helps create a culture of trust, continuous improvement, teamwork, and contributes to the success and existence of the company.

In conclusion, it is important to address the pitfalls or limitations of the research. The research constraints are that data/surveys are conducted only with client and employee located in Pristina and do not include clients of other cities. Also, the largest number of respondents is the largest mobile operators and do not include the two smallest operators. This research can not be generalized and give conclusions as to the TQM elements for other industry whether it be services or manufacturing. TQM practices and implementation of these practices requires energy, high cost and care by management. Although this research has been conducted for the telecom industry in Kosovo, this research framework can also be applied to other service industries. The hypotheses presented have been verified by the data in the communication of results from the regressions performed by SPSS. This shows that TQM practices have a positive effect on the company's benefit. The results generated show that the focus of companies on continuous improvement and innovation (adaptation of new technologies, 3G and 4G internet, wider internet territorial involvement, and communication network) can have a positive impact on increased participation of companies in the market, increased competitiveness, potentially increasing profits. There is also a positive effect on the concentration of companies towards customers and employees. However, based on the results, the latter are perceived to have a lesser effect than continuous improvement and innovation.

The results generated by this research serve mobile telephony companies in setting priorities in terms of TQM application because the TQM's full application is a high cost and not always affordable for companies. The results also support theories that emphasize that the TQM application is of high importance for maintaining continuity and achieving company goals in the long run.