
ROLE OF COMPREHENSIVE TOTAL QUALITY MANAGEMENT IN ENHANCING THE IMPORTANCE OF THE INSURANCE COMPANY-AN APPLIED STUDY IN THE NATIONAL GENERAL INSURANCE COMPANY/IRAQ

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Abstract

This study focuses on examining the impact of the dimensions of Total Quality Management (TQM)-(Customer Focus (CF), Customer Needs (CN), Acquiring Clients (AC)) on the dimensions of Insurance Company (IC)-(Regulator Trust (RT), Information Trust (IT)) In organizations. This study relied on studying the dimensions of variables to increase the productive efficiency of organizations. A sample of employees in an applied study in the insurance company/Iraq. The researcher in this study adopted a questionnaire form to collect the required data by distributing it to the employees. The number was (136), and (8) forms were incorrect. Valid questionnaires were obtained (128). This study relied on the statistical analysis of the results on the SPSS & Smart-PLS 4 program. The researcher reached a number of results and conclusions that were necessary in his work and were highly efficient. This study focused on the importance of the dimensions of total quality management in achieving the required goals. In this study, the researcher emphasized a number of recommendations that were reached and documented the important relationship between the dimensions of comprehensive quality management and the dimensions of the insurance company.

Keywords: dimensions of comprehensive quality management, dimensions of the insurance company, Iraqi insurance company, planning, organization.

Introduction

The dimensions of comprehensive quality management (Customer Focus (CF), Customer Needs (CN), Acquiring Clients (AC) are among the variables that are considered essential in influencing the dimensions of the insurance company (Regulator Trust (RT), Information Trust (IT) (Kadhim & Ahmad, 2019; Alshurideh, 2022; Taghinezhad et al., 2021). The basic results reached in this study Khaund, (2023) encouraged the development of insurance companies in the use of modern technology (Meseguer et al., 2020). Expanding the organizational sector for other organizations to benefit from the required results and regarding

preparing the necessary strategies (Baig et al., 2021; Malik et al., 2020). The adopting the necessary plans for the work of organizations to develop them and raise the production of various organizations (Fonseca et al., 2021; Gajewska et al., 2020). The adopting continuous improvement for companies in developing their performance compared to other organizations (Haber et al., 2020; Nicaise et al., 2021). Therefore, it is necessary to spread the application of comprehensive quality management standards to organizations to gain the satisfaction of their employees and constantly raise their performance (Kadhim & Ahmad, 2021; Slack et al., 2020).

1. Research problem

Focusing on the role of the impact of the dimensions of total quality management on the dimensions of the insurance company/Iraq (Ajina et al., 2023; Nomonov, 2022). To improve highly efficient production, and continuous competition between organizations to develop their organizational performance (Ali et al., 2020; Ghani & Obeidat, 2020). The question is what is the role of the impact of the dimensions of comprehensive quality management on the insurance company (Abbas, 2020b; Abbas, 2020a; Akdere et al., 2020). The researcher relied on identifying the necessary samples to obtain results necessary for his research, which would support him in obtaining samples with important and useful results (Faraj et al., 2021; Olimjonovich, 2022).

2. Research hypotheses

There are a number of hypotheses in this study (6), which explain the effect of the dimensions of total quality management on the dimensions of the insurance company (Saragih et al., 2020). It has a fundamental and major role in developing and improving the work of companies and determining the measurement of the impact of the dimensions of the variables used in this research (Al Shraah et al., 2022). These hypotheses are:

1. There is a significant effect of Customer Focus (CF) on Regulator Trust (RT) from the point of view of the study sample.
2. There is a significant effect of Customer Needs (CN) on Regulator Trust (RT) from the point of view of the study sample.
3. There is a significant effect of Acquiring Clients (AC) on Regulator Trust (RT) from the point of view of the study sample.
4. There is a significant effect of Customer Focus (CF) on Information Trust (IT) from the point of view of the study sample.
5. There is a significant effect of Customer Needs (CN) on Information Trust (IT) from the point of view of the study sample.
6. There is a significant effect of Acquiring Clients (AC) on Information Trust (IT) from the point of view of the study sample

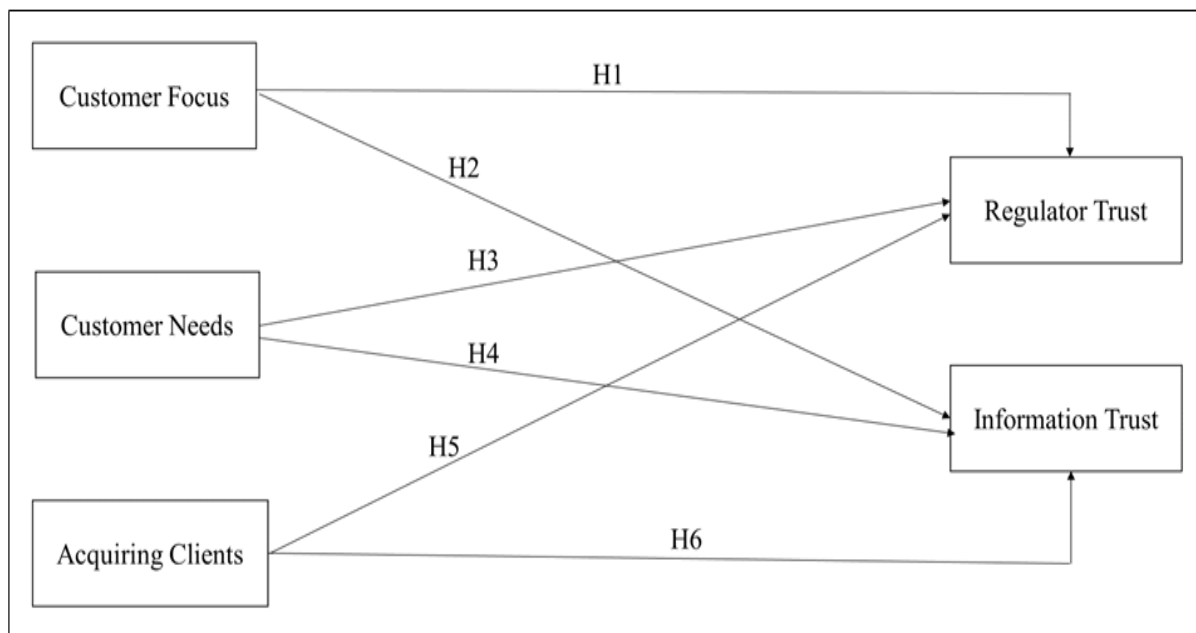


Figure 1: Framework

4. Methodology

This research was approved by the Iraqi government to help the researcher complete his work on November 4, 2023. This study used quantitative methods for the dimensions of total quality management and the insurance company, like previous studies, and a lot of research related to this topic was studied by the researcher (Kadhim & Ahmad, 2022; Ngeh, 2023). The researcher focused his work on empirical research and collecting data from the insurance company in Iraq (Lilly & Jehovah, 2023; Xolmamatovna, 2023).

5. Results

The statistical measurement consists of: the standard model that demonstrates validity and reliability (Ogunode, 2023; Isumaila, 2022; Tulanov, 2023). The structural model, which confirms the relationship between variables (Momaday, 2023; Big-alabo, 2023). The data is evaluated through statistical analysis SPSS & SmartPLS 4, to arrive at a standard model analysis, and then the reliability and validity of the study are verified (Abubakar et al., 2023; Strategies & Group, 2014). Table 1 shows that all factors exceed 0.757, and Table 2 shows that the sample values of the obtained data are positive. Thus, verification of the validity and reliability of the desired results is obtained (Závodská & Závodský, 2020).

Table 1: Reliability validity

Items	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
AC	0.802	0.863	0.563
CF	0.817	0.875	0.594
CN	0.758	0.830	0.500
IT	0.837	0.888	0.623
RT	0.757	0.840	0.523

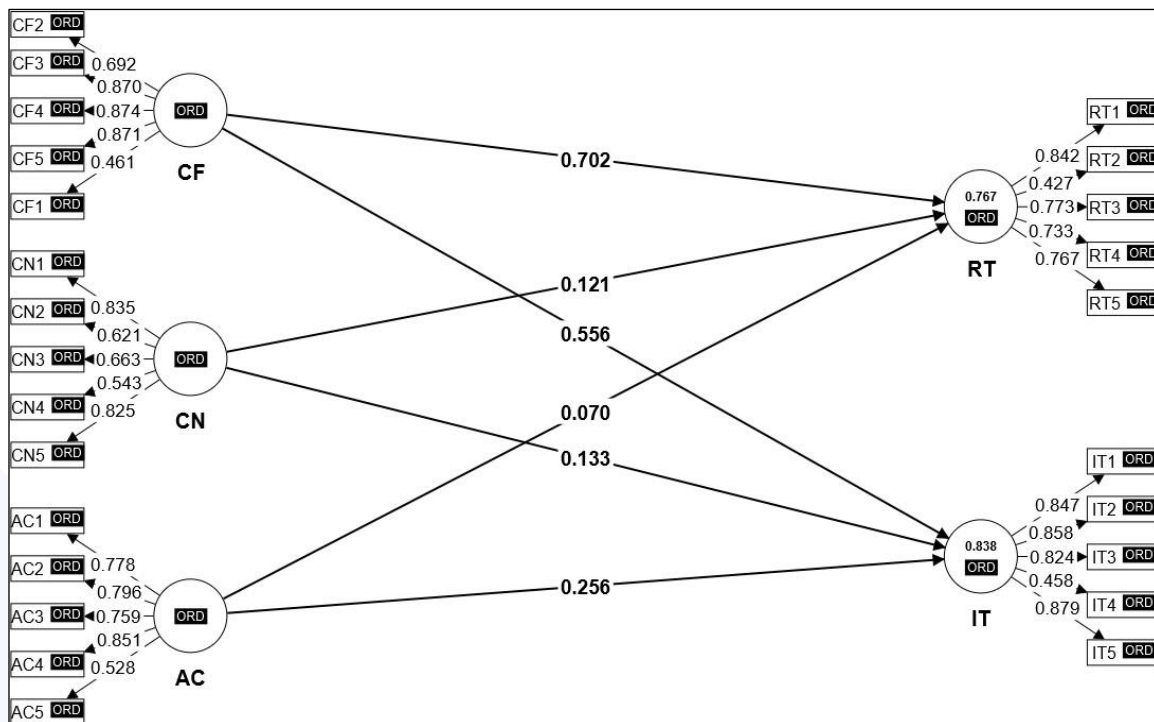
Discriminant validity (Mukhitdinovna, 2022). Table 2 shows the extent of difference between the targeted samples (Kadhim & Ibrahim, 2024; Ahmad et al., 2020). The measurement model determines the required results (Albadry et al., 2020). Figure 2 shows that the results obtained for the Sunnah hypotheses are positive (Influence et al., 2020; Haque et al., 2020).

Table 2: Discriminant validity

ITEMS	AC	CF	CN	IT	RT
AC					
CF	0.965				
CN	0.034	0.862			
IT	0.026	0.034	0.976		
RT	0.120	0.121	0.201	0.875	

Results were obtained by the researcher regarding the relationship between the target variables and the measurement model through the results of the six hypotheses, all of which were positive. Figure 2 shows that CF has a positive effect on RT, and this relationship is significant at 0.702, while the relationship between CF and IT is positive and significant at 0.556, and the relationship between CN and RT is positive and significant at 0.121, and the relationship between CN and IT is positive and significant at 0.133. The AC on RT is positive and significant at 0.070, and AC on IT is positive and significant at 0.256, and Figure 2 shows that the structural relationship for all hypotheses is positive (Franco et al., 2020).

Figure 2: Measurement model



Results were obtained by the researcher regarding the relationship between the target variables and the measurement model through the results of the six hypotheses, all of which were positive (Process & Subjects, 2023). Figure 2 shows that CF has a positive effect on RT, and this relationship is significant at 6.513, while the relationship between CF and IT is positive and significant at 4.982, and the relationship between CN and RT is positive and significant at 1.266, and the relationship between CN and IT is positive and significant at 1.295. The AC on RT is positive and significant at 0.675, and AC on IT is positive and significant at 2.487, and Figure 2, and Table 3: Relationship for measurement model and structural model and, shows Table 3: Relationship for measurement model and structural model, that the relationship for all hypotheses is positive (Bozorovych, 2023).

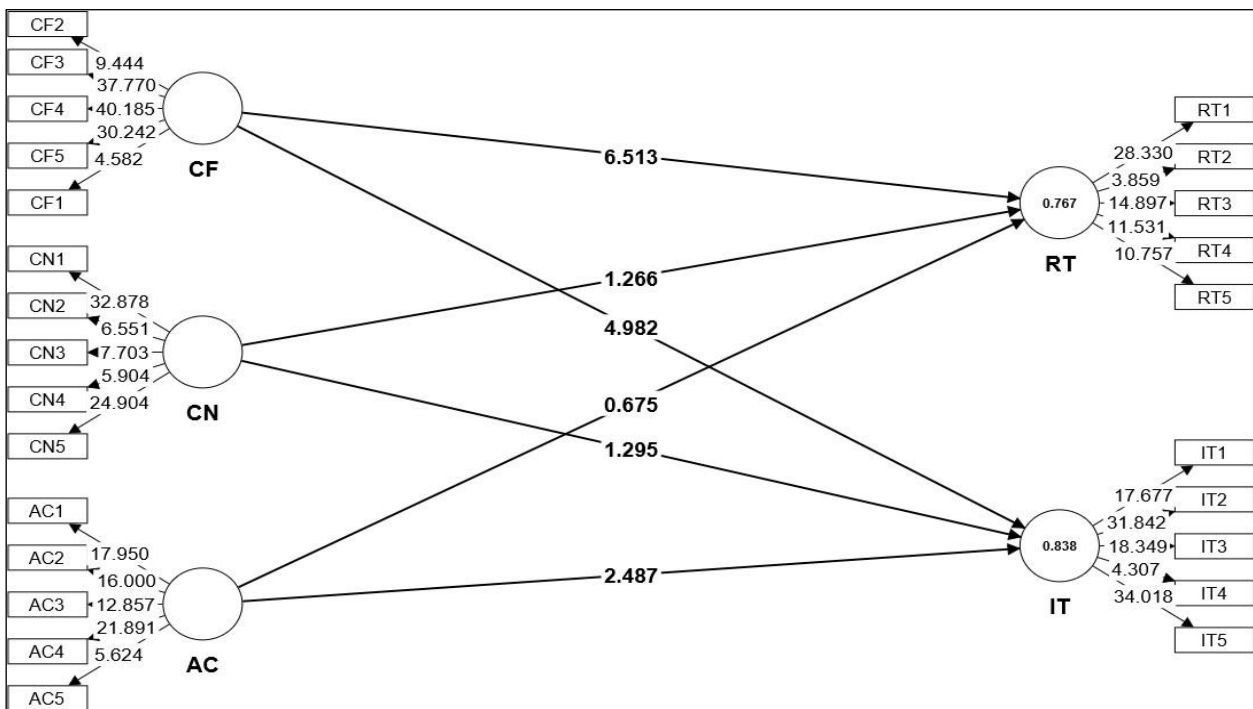


Figure 3 Structural model

Table 3: Relationship for measurement model and structural model

Hypothesis	Relationship	p-value	t-value	Results
H1	CF → RT	0.702	6.513	Accepted
H2	CF → IT	0.556	4.982	Accepted
H3	CN → RT	0.121	1.266	Accepted
H4	CN → IT	0.133	1.295	Accepted
H5	AC → RT	0.070	0.675	Accepted
H6	AC → IT	0.265	2.487	Accepted

Conclusions

1. The results of the statistical analysis of the study show that there is a positive relationship between the dimensions of total quality management and the dimensions of the insurance company.
2. Analysis of statistical samples of the dimensions of comprehensive quality management confirms its impact on the insurance company, and thus we prove the six research hypotheses on the existence of achieving an impact on the insurance company in Baghdad / Iraq.
3. The sample analysis of the variables presents in the study obtained the desired results regarding the importance of applying total quality management to organizations.
4. Focusing on the importance of the dimensions of comprehensive quality management for insurance companies to deal with organizations in the best ways and to continue competition between organizations.
5. Using total quality management to continuously improve organizations to raise their organizational efficiency and gain employee satisfaction.

Recommendations

1. Emphasizing the impact of the dimensions of comprehensive quality management on organizations as a basis for achieving high quality in organizational performance.
2. Using the necessary samples in research in order to raise the awareness of organizations, such as using advertisements that encourage the use of quality standards.
3. Using modern technology to develop employees working in companies, and making dealing with them according to the standards of comprehensive quality management dimensions is the incentive to reach the desired goals.
4. Developing the skills of employees to face the difficult tasks they face and outperform them to achieve the highest possible profits.

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