



Analysis of the impact of soft quality management on quality performance with the mediating role of hard quality management

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Abstract

Hard and soft quality management are known as the dimensions of total quality management that can improve the quality performance of the organization. The aim of this study to investigate the mediating role of hard quality management in the relationship between soft quality management and quality performance. This Practical research was done by using descriptive-correlation method. The statistical population of the study consisted managers of SMEs in Oshtorjan industrial town. The sampling method was simple random and 137 companies were determined to determine the sample size by Sample Power software. The validity of the questionnaires was confirmed using content validity and construct validity and their reliability was obtained by cronbach's alpha. The data was analyzed by structural equation modeling in SMART_PLS software. The research findings showed that soft quality management has significant effect on hard quality management and quality performance. Also the effect of hard quality management on quality performance is meaningful and positive. In addition the findings showed that soft quality management has a significant effect on quality performance through hard quality management as a mediator variable. According to the results, hard and soft quality management can be effective in improving quality performance in SMEs.

Keywords: Total quality management, hard quality management, soft quality management, quality performance, SMEs.