

**Title :**

Effect of TQM on performance and customer satisfaction (Case Study: Isfahan Selected manufacturing companies)

**Abstract :**

The present study was conducted in 1396 to investigate the effect of comprehensive quality management on production performance and customer satisfaction. The statistical population of this research is senior executives, middle managers, operational managers and quality control staff of selected manufacturing companies in Isfahan province, whose number was 157 at the time of the research. Due to the small size of the statistical population, the statistical sample is considered to be a statistical society and all people were included in this study by census method. In this research, a questionnaire was used to collect the data. The questionnaire consisted of 39 questions and the reliability of the questionnaire was confirmed by Cronbach's alpha coefficient. Linear regression was used to test the research hypotheses and answer the questions in the research. In this research, two main hypotheses were considered. After statistical analysis, the results showed that both hypotheses of the research were confirmed. Accordingly, comprehensive quality management with a coefficient of 0/933 affects production performance. Also, the results indicate that total quality management with a coefficient of 0/368 affects customers' satisfaction.

**Keywords :**

Quality, Total Quality Management, Performance, Production Performance, Customer Satisfaction.