

## IMPLEMENTATION OF TOTAL QUALITY MANAGEMENT AND MONITORING DEVOTEE SATISFACTION IN TEMPLE SRIPURAM, VELLORE



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### Abstract

**Objective:** The Objective of this research is to provide an intermediate step to understand the relationship between total quality management and devotee satisfaction. This study presents research which examines the structural relationship between quality management and devotee satisfaction in Worship place - Indian Temple -Sripuram Golden

Temple. Particularly, the effects of quality management, Sevarthies engagement, continuous improvement, and devotee satisfaction are tested. We examined the research model and the research hypotheses basis for applying TQM techniques.

**Keywords:** Worship Place, Indian Temple, TQM, Sevarthy Engagement, Continuous improvement, Devotee satisfaction.

### Introduction

Temples like Sripuram today attracts huge number of devotees and in turn face incredible pressure to continually improve the quality of their services to the devotees visiting temples not only from within India and also from Overseas, while simultaneously reducing maintenance costs to meet ever-increasing legal and environmental requirements and to meet changing devotee needs and remain competitive. These days, the economic position of India has weakened. The main cause of this problem is the prevailing system of management. Head of the Institutions and Executive Officers usually address the optimization of a system that would offer improvement and excellence in service. A system must have an aim. “Without an aim, there is no system” To attract more people to visit, Temples try to adopt quality management programs and productivity improvement programs. “Quality has always been an important issue for people as well as for Temples. Quality of Experience is a measure of a devotee’s experiences with a service. It focuses on the entire service experience, and is a more holistic evaluation than the more narrowly focused user experience.” As transition from a service economy to the new experience economy, “Profound Affection means that devotees’ hearts are moved and their souls are touched. Profound affection is a very comprehensive state, which is a result of a combination of sensing, intellectual/cognitive, emotional, social, behavioural and spiritual experiences.” “Total Quality Management is a management philosophy with a vision aiming by increased devotee satisfaction through continuous improvement in which all sevarthies actively participate”.

Total Quality Management (TQM) is the business world’s leading management method. Temples employ this to improve their service quality with the hopes of improving typical measures of Seva performance.

**Theoretical Background:** Quality Management consists of three factors. These three factors are quality leadership, process management, and devotee focus. In a temple, the Head of the institution establishes the mission, vision, and core value of the organization.

A quality leader should create and maintain the internal environment in which people can become fully capable in achieving the quality objectives. "Successful implementation of quality oriented management requires effective change in an organization's culture, and it is almost impossible to change an organization without a concentrated effort by management aimed at continuous improvement, open communication, and cooperation throughout the value chain." Process Management represents how the work in an organization is accomplished and leads to successful results. "Process management entails taking a preventive approach to quality improvement such as designing processes that are fool-proof and that provide stable production schedules and work distribution to reduce process variation by building quality into the product during the Service stage. Devotee focus begins with sevarthies' minds. This requires an attitude of putting devotee first and a belief that this principle is the object of one's work or service.

**Quality Management:** Framework Quality is based on competitive priorities. Quality management includes items such as Quality leadership, Process management, and devotee focus. Such items are also referred to as capabilities.

**Sevarthy Engagement:** is rooted in the psychology of human need. Engagement begins with involvement. Sevarthy Engagement is the origin of competitiveness. "Sevarthy engagement simply means that sevarthies have a strong emotional bond to temple administration. Then they actively involve themselves in the decision making process and feel more committed to their seva, feeling that their sevas are important

**Continuous Improvement:** Temple authorities should try to and adapt to a continuous improvement program. Temple Authorities' Job is to provide the leadership for continuous improvement and learning. "Continuous improvement should be a part of the management of all systems and processes." Improvement and learning need to be embedded in the way an administration operates.

Improvements in quality will result in more satisfied devotees with greater loyalty and increased devotees inflow not only from various part of India, but also from various countries of the World.

**Devotee Satisfaction:** "Today, most Executive Officers agree that the main reason to pursue quality is to satisfy the devotee." The quality effort requires a new way of thinking about the devotee, and thinking as well about new devotees. The view of quality as the satisfaction of devotee needs is often called fitness for use. Merely satisfying devotee needs will not achieve success. To attract the devotees to visit again and again to the temple quality must often exceed devotee expectation. The reason for this definition of quality is meeting or exceeding devotee expectations. Devotee satisfaction is fundamental to a high performing temples like Sripuram.

QM=Quality Management, SE=Sevarthy Engagement, CI=Continuous Improvement, CS=Devotee Satisfaction. In quality management and operation management, "quality is very important operation activities." (Sevarthy engagement, continuous improvement, devotee satisfaction, "excellence in quality management has an impact on sevarthy engagement, devotee satisfaction, and continuous improvement." A synthesis of these findings leads to our next three model hypotheses. A .Quality management is positively related to employee engagement. B .Quality management is positively related to devotee satisfaction. C. Quality management is positively related to continuous improvement.

Devotee satisfaction refers to an integrated approach to temple's performance management results in the delivery of ever-improving value to devotees. Devotee satisfaction is a characteristic of today's most outstanding temple and is a requisite for providing high quality

services. In the context of the social exchange theory, “Severities will be loyal to their management and devotees by being committed to putting extra effort into offering services with a high level of quality as a means of reciprocity to their organization.” The literature reveals “strong links between quality management and devotee satisfaction.”. The findings provide the theoretical basis for hypotheses. D. Employee engagement is positively related to devotee satisfaction. E. Continuous improvement is positively related to devotee satisfaction. Method Survey instrument Development of the measurement scales for each construct in the research model proceeded through a series of steps. The measures used in this study were drawn from a well-established instrument in operation, marketing and service operation management. Quality Management Quality Management (QM) is concerned with the overall perception of the performance of the quality offered by the Temple.

Continuous improvement should be a part of the management of all system and process. Continuous improvement refers to both incremental and breakthrough improvement. Excellence in quality is possible through repetitions of the PDCA (Plan Do Check Act) cycle. Once a problem is solved, another opportunity is identified for a new round of improvement. Devotees as Respondents were asked to rate four items on a five-point scale with points, 1=Poor, 2 = Average, 3 = Good, 4= Very Good and 5=Excellent

Devotee satisfaction, We referred to devotee satisfaction as the overall emotional state of a devotee from his and her experience with the Temple. Devotee satisfaction is fundamental to a high performing organization. “Devotee satisfaction is an important performance outcome for industrial operations and is one of the most viable means of influencing devotee loyalty.” Devotees as respondent were asked to rate four items on a five-point scale with points,1=Poor , 2 = Average , 3 = Good, 4= Very Good and 5=Excellent- Sample. We obtained 100completed questionnaires out of 120 after dropping 20 with any questionnaires which were not properly returned or those questionnaires which were not duly completed.

**Findings:** This research revealed that the benefit of establishing total quality management emerges from leadership and sevarthies commitment so that temples are able to gain a sustainable performance excellence. High levels of TQM have a significant, positive impact on devotee-satisfaction.

**Methodology/Approach:** This study examined a research model for quality management. A questionnaire was developed and survey data was collected. The sample was chosen from the total devotees visiting the temple from various places. Feedbacks were collected from 100 Devotees visiting from various places. The study adopts the Input-Process - Output concept model to construct a variable research model.

**Research Limitation:** We have evaluated the devotee satisfaction level using limited devotees’ feed backs. This may lead to statistical error. Upon examining this research, organizations should focus on TQM orientation thinking and execution.

**Value of paper:** In the past, the relationships between total quality management (TQM), total quality activities, and devotee satisfaction were not clear. In this study however, the researcher data satisfaction survey based on TQM theories. Many temples have not considered TQM to be an appropriate tool for creating value and do not recognize its potential for detailed plan. The study presents that the basic principle (TQM) and provides strategic implications.

Result Analysis

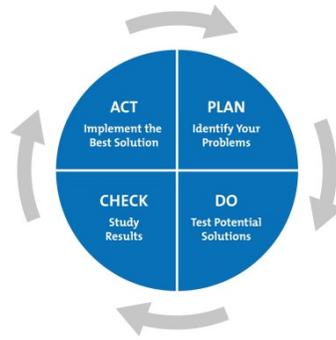


Figure 1: Plan Do Check Act Cycle

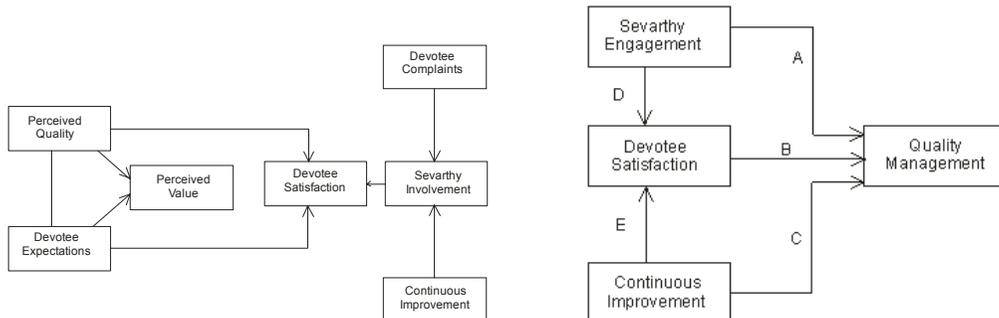


Figure 2 : Devotee Satisfaction through Sevarthy Involvement and continuous improvement

Figure 3 : Relativity between key factors

Dear Devotee,

Greetings to you .Thanks for the excellent opportunity and continued patronage shown on us. To serve you better and to understand YOUR OPINION on US, we kindly request you to spend some valuable time of yours to rate us thru this Devotee satisfaction Survey Form.

Sl.No	Parameter	Rating				
		1 Poor	2 Average	3 Good	4 Very Good	5 Excellent
1	Seva details furnished by the temple is	8	2	10	16	64
2	The Parking facility is	2	5	6	70	17
3	Deposition of your personnel belonging is	0	10	14	26	50
4	Scanning area inside the temple is	0	2	10	75	13
5	Snacks and beverages available inside the temple is	5	10	50	30	5
6	Toilet facilities of the temple is	0	0	35	40	25
7	Provision of Wheel Chair facilities are	0	0	67	13	20
8	Cleanliness maintain in the temple is	0	0	10	80	10
9	Helpful Sign Boards	0	0	10	70	20
10	Deity Dharsahan is	0	0	10	85	5

Figure 4: Devotee Satisfaction Survey Form

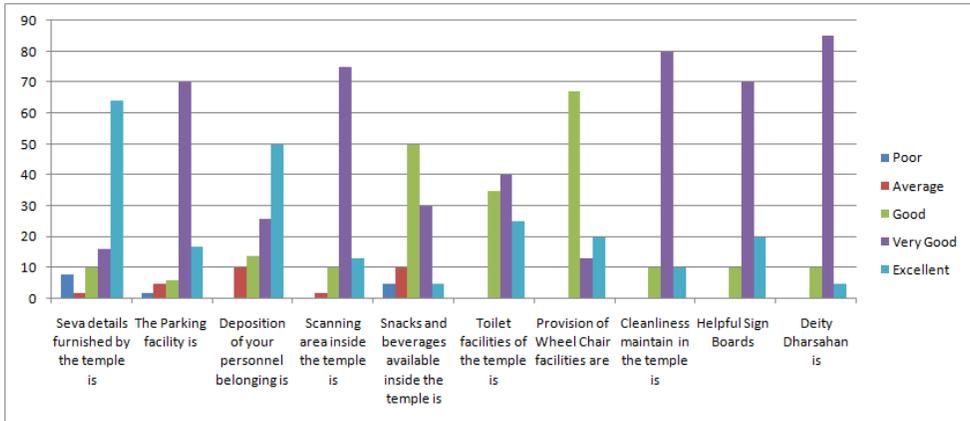


Figure 5: Devotee Satisfaction Survey - Bar Chart

**Conclusions**

Lack of quality is a vital issue in every one’s and every Institution’s life. Devotee-driven quality is fundamental to high-performing temples. In this study we developed and tested the relationships between quality management, sevarthy engagement, continuous improvement, and devotee satisfaction. The results lend strong support for the assertion that quality management is an important determinant of devotee satisfaction. The results are consistent between (SI)Sevarthy involvement and (DS)Devotee Satisfaction was slightly lower than expected. Quality based on strong leadership is an essential goal for management activities. Sevarthyengagement and continuous improvement (CI) are mediating factors to boost devotee satisfaction. It seems essential that sevarthyoriented management by such means as facilitating employee (sevarthy ) training, empowerment, compensation and so on be strengthened. To meet temple’s mission and attain its vision, senior leaders have built a culture that encourages high performance and satisfaction by engaging in their respective staff forces. In a temple , to increase quality activities, Temple Authorities should sustainably stress quality. Quality is not only a basic factor of work but also the origin of competency. Quality management can be started through quality leadership, devotee focus, and process management. High quality offered by a temple would lead to devotee satisfaction. Excellence quality was shown to be positively related to devotee satisfaction in Temple.

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