

Construct validity of Malcolm Baldrige TQM Questionnaire based on Bohrnstedt Model in Payame Noor University

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Abstract: The aim of the current study was to evaluate the construct validity of the TQM in Payame Noor University. The method of the study was measuring construct validity of Malcolm Baldrige Questionnaire using Bornstat methodology. A sample of 326 faculty members of Payame Noor university were selected using Morgan and Krejcie 's table by stratified categorical sampling method. The results of item's factor analysis shows that the TQM is a 7 dimensional construct with the following dimensions: Leadership, the use of technology, planning, human resources, education, the results of institute performance, and costumer centricity. To assess the relationships between latent variables with the theoretical structure of Baldrige's TQM, at the first, using factor analysis the above 7 dimensions were confirmed. Then for assessing the fit of the model, Jorskag and soriom statistics and indexes were used. From 60 items of the questionnaire, 9 items were deleted due to their low levels of factor loadings and 51 items confirmed.

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1. Introduction:

The development of higher education in Iran and the successful implementation of Total Quality Management (TQM) in the industry have caused the development of TQM in education. TQM is a new approach that is conveyed from industry to higher education. As the scientific management has impacted the higher education since the start of the 20th century, the industry also has impacted the implementation method of TQM in Universities (Callahan, 1962). From the Cornesky's point of view, the important trends in the higher education are three categories: 1- the discussion sessions for implementing TQM in higher education, 2- the competition of big industries (such as IBM) in universities for gaining or developing their market share, 3- the creation of Baldrige award in higher education based on Malcolm Baldrige model. Baldrige award introduced in 1987 and helped to thousands of American companies to develop their profitability and performance based on it. The first applications of Baldrige award applied by National Institute of Standard and Technology and American Society for Quality Control in 19 volunteer institutions such as Babson College, Belmont University, and North West University (Cornesky, 1996).

Most of the scholars believe that the universities are changing after some decades of preservation and fixation. Some universities are seeking new ways for high rates of registration fees

and low quantity of students (MC Williams, 1991). The different researches that have been done on the application of TQM in different institutions shows that although the level of success is not as high as business enterprises but, the Baldrige award created the opportunity for comparing quality standards specifically in higher education (Rohan and Luthy, 1996). Hansen (2003) believes that educational environments want to apply TQM due to its executive applicability. Although some of experts such as Ho and Wearn (1996), Salis (2002), Chadwick (1995) attempted to use TQM in learning and educating processes. So, the current research uses items of MBNQA as a framework for evaluating TQM tool based and Malcolm Baldrige model and construct validity stages of Bohrn-stat in Payame Noor University.

2. Research Methodology:

Stratified categorical sampling method were employed and 326 individuals selected based on suggestions provided by Krejcie and Morgan (1970) Table. This sample size is sufficient for casual investigations.

The research instrument is TQM questionnaire that is introduced based on Baldrige suggestions by and Thomas (1997).

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