UNIVERSITY OF NAIROBI

FACTORS AFFECTING IMPLEMENTATION OF TOTAL QUALITY MANAGEMENT IN PUBLIC HOSPITALS
(A Case Study of Othaya District Hospital)

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A Research Project Report Submitted To The University of Nairobi In Partial Fulfilment For The Requirement for a Diploma in Public Relations

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DECLARATION

This research project is my original work and has not been presented in any other institution of learning.

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Date 28/7/2013

The research project has been submitted for defence with approval as the student’s appointed supervisor.

Name: Mrs. Emily Kagwiria

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ABSTRACT
This study was undertaken to determine the factors affecting the successful implementation of total quality management in public hospital. Four areas were identified to assist in the study, which include, top management, steering group, training and customers. Research questions and literature review were done in relation to the four areas.

The study adapted a case study of Othaya District Hospital. The targeted population included four top management, fourteen TQM steering group, twenty three employees and a twenty four customers. A sample size was derived using sampling method where a hundred and eighty respondents were picked. The researcher used open and closed questionnaires to capture information from the targeted respondents.

The data was analyzed quantitatively and qualitatively and it was presented using tables, figures, pie charts, bar graphs and literature where necessary. The study found that there was real need for the implementation of total quality management principles in the organization which help it improve on its services.

The study also found that more efforts were to be put on the training of employees about the total quality management principles. It was also found that the response of the customers was more important in the successful implementation of Total Quality Management.

The research recommended that more efforts need to be put on the training of the employees on Total Quality Management principles. It was also recommended that a clearly visible suggestion box be put in place and it have a fixed attendant to take the customers feedback.