

Measuring the Effect of Total Quality Management on Balanced Scorecard in Asia Insurance Branches in Guilan Province

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The purpose of this study was to investigate the effect of comprehensive quality management on performance the viewpoint of balanced scorecard in the insurance branches of Asia in Guilan province. In this research, is it examined whether comprehensive management of performance on the performance of Balanced Scorecard Viewpoint affects the active branches of Asia Insurance in Guilan province? And the main hypothesis of the research is the impact of overall quality management on performance the perspective of a balanced scorecard. The statistical population of the study consisted of representatives of insurance branches of Asia in Guilan province. The sample size is 56 departments and agencies estimated to have been used. The research method is descriptive-survey, the type of research is applied and the method of data collection is a comprehensive quality management questionnaire and a balanced scorecard. Validity of the questionnaires was confirmed by the management professors and the reliability coefficients of the questionnaire after collecting 56 questionnaires the community using Cronbach's alpha coefficient for total quality management of 90% and for the balanced scorecard 88 % Was obtained . Data analysis was carried out at two descriptive and inferential levels using SPSS 22 and PLS Smart software. The results showed that all components of comprehensive quality management in performance the point of view of balanced scorecard affect the insurance branches of Asia in Guilan province at the level ($P \leq 0.01$). Also, structural analysis was performed for hypotheses and theoretical test. The results showed that the components of comprehensive quality management have a good effect on the balanced scorecard .

Keywords : TQM , BSC , Performance , Asia Insurance.

