

# **Survey Role of Customer Orientation and Innovation in Relation in Between Total Quality Management and performance in small and medium enterprises producing food in Guilan**

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**Abstract** The total purpose of this study was Survey Survey Survey Role of Customer Orientation and Innovation in Relation in Between Total Quality Management and performance The research purpose is applications, data collection method is descriptive and Correlation. Data collection tool is questionnaire. The validity of the content and its reliability was confirmed by Cronbach's alpha coefficient. The population studied in the present investigation is small and medium enterprises producing food in Guilan with 150 Company. The number of 112 companies the sample using simple random sampling was ed as sample. The data was gathered by SPSS 22 software and v.pls1.04b1 was analyzed. The results of the study showed that the average score of all variables descriptive statistics of the average expected a little more variety. Also The data analysis showed that the 95% level of There is relation between Total Quality management with performance, Customer orientation, Innovation. Also There is relation between Customer orientation and Innovation and performance in small and medium enterprises producing food in Guilan and finally Customer orientation and Innovation orientation Moderate Relation between Total Quality management and Performance **Keywords:** Total Quality management, Customer orientation and Innovation

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