

**EFFECTS OF TOTAL QUALITY MANAGEMENT ON LOGISTICS PERFORMANCE IN
HUMANITARIAN ORGANIZATIONS IN KENYA: A CASE OF WORLD FOOD PROGRAM
KENYA CHAPTER**

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ABSTRACT

Logistics plays a key role in supporting organizations as they strive for more efficient management systems in business practices. To Humanitarian organizations, logistics is as crucial, these organizations have a vital role to play in alleviating the suffering of vulnerable people in natural and man-made calamities like famine arising from prolonged periods of drought, earthquakes and tsunamis, floods, civil conflicts and more recently in Kenya terrorist attacks. The WFP delivers food aid to drought stricken areas and to refugees in camps yet it continues to face logistical challenges leading to late deliveries. The main objective of this study was therefore to investigate the effects of TQM on logistics performance at WFP Kenya chapter.

The specific objectives were to determine if continuous improvement has an effect on logistics performance, to find out if team involvement was a factor affecting logistics performance, to establish whether customer focus affects logistics performance and to investigate if fact-based decision making affects logistics performance at WFP Kenya. The study adopted a descriptive research design. This design was preferred because it allows an in-depth study of the subject. The population of the study was staff at WFP involved directly or indirectly with logistics activities. The sampling frame of this study was a staff list from WFP human resources department. Self-administered questionnaires were dropped and picked so as to collect both qualitative and quantitative data. Qualitative data was analyzed using content analysis while quantitative data was analyzed using descriptive statistics and inferential statistics in the Statistical Package for Social Sciences (SPSS) version 22 to generate information which was presented using tables, frequencies and percentages multiple regression model was used to show the relationship between the dependent variable and the independent variables. The response rate of the study was 83.3%. The findings of the study indicated that continuous improvement, team involvement, customer focus and fact-based decision making have a positive relationship with logistics performance at WFP Kenya. Finally, the study recommended that humanitarian organizations should embrace data collection and analysis so as to be able to make fact-based decisions to improve on their logistics performance. Further research should be carried out on in other humanitarian organizations to find out if the same results can be obtained.

Key Terms; Critical Success Factors, Extended Delivery Point, Final, Delivery Point, Humanitarian Aid supply chain

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