

OPERATIONAL EFFICIENCY OF SELECTED MICRO-ENTERPRISES IN NOVALICHES, BAYAN, QUEZON CITY

ABSTRACT

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This study investigates the relationship between operational efficiency and quality management practices (QMP) in selected micro-enterprises in Novaliches Bayan, Quezon City. It aims to assess how QMP influences business success, focusing on factors such as customer satisfaction, resource utilization, and internal processes. Given the vital role of micro-enterprises in local economic development, understanding the impact of quality management on their operational performance is essential for sustainability and growth. The study utilized a quantitative-descriptive research design and surveyed 50 micro-enterprise owners. Data collection focused on the implementation of quality management practices and their perceived impact on operational performance. Key areas examined included customer trust, employee awareness, resource optimization, and scheduling. Areas identified for further development included cost control, innovation, and increased staff involvement. Findings revealed that quality management practices significantly contribute to improving operational efficiency, customer satisfaction, and business operations. Respondents demonstrated increased awareness of quality standards and their role in enhancing service delivery and internal productivity. These results suggest that effective implementation of QMP can elevate business performance among micro-enterprises. The study highlights the value of adopting structured quality management frameworks to promote long-term operational efficiency. The insights gained may inform the development of practical tools and models tailored for micro-enterprises. Moreover, the findings serve as a foundation for future research into the long-term effects of QMP on small business sustainability and competitive advantage.

RECOMMENDED CITATION

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