



Exploring the Relationship of Key Strategic Orientations towards Sustainable Organizational Performance

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Abstract: The purpose of this paper is to explore the relationship between market and quality orientation of manufacturing organisations in Malaysia. Data was collected using the mail questionnaire survey approach with the simple random sampling procedure in selecting the organisations for inclusion in the sample. One hundred and fifty eight Malaysian manufacturing organisations participated in this study. The results from the study shows that market orientation associated positively with quality orientation. This result confirms that integration between marketing and operation departments in an organisation is essential to ensure sustainable organisational performance. However, despite their importance many organisations have not fully adapted to become a market driven and quality oriented organisation.

Keywords: Market orientation, quality orientation, customer satisfaction

INTRODUCTION

The present development in the world business market such as the issues of globalization, fierce competition and technology advancements suggests that manufacturing organisations in Malaysia need to have an ability to adjust and change to survive the challenging business environment. Organisations need to have a new set of capabilities to ensure their survival and growth in the market. One of the basic aspects of business operations today is information on customer needs and satisfaction. Without customer information, organisations may produce products which are not in the interest or demand of the market. At the same time, knowing customer information without translating it into quality products may lead to market disaster. Hence, integrating market information with organisations operations is essential for organisational performance. Integrating these activities requires organisations to practice both the marketing and quality management concepts.

There are some similarities between marketing concept and quality management philosophy. For instance, quality orientation focuses on achieving customer satisfaction

