

**TITLE** THE RELATIONSHIP BETWEEN CORE  
COMPETENCY AND PERFORMANCE  
EFFICIENCY OF TQM INSURANCE BROKER  
LIMITED

**KEYWORD** CORE COMPETENCY OF PERFORMANCE

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### **ABSTRACT**

The purpose of this research to study (1) personal factors affecting the performance efficiency and (2) the relationship between the core competency and performance efficiency. The questionnaire was used to collect data, with reliability coefficient is equal to 0.95 The sample size was the 316 employees of TQM INSURANCE BROKER LIMITED. Data were analyzed by frequency, percentage, mean, standard deviation, t-test, F-test (ANOVA) and Pearson's Correlation. The results showed that personal factors do not affect performance efficiency and core competency relate to performance efficiency of employees AT TQM INSURANCE BROKER LIMITED.