

THE RELATIONSHIP OF TOTAL QUALITY MANAGEMENT  
(TQM) UPON EMPLOYEES' ROLE CONFLICT IN  
AKADEMI LAUT MALAYSIA (ALAM) SDN. BHD.

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## **ABSTRACT**

Total Quality Management (TQM) is process to arranging a constant enhancement for presentation of both manufacturing and service organization while role conflict is communal psychological stressors that have been adjusted in the early level of study that connected to work stress. The purpose of this research was to examine the relationship of TQM practices with employees' role conflict in Akademi Laut Malaysia (ALAM) Sdn. Bhd. Melaka. The scope of this research study focused on the middle and lower employees in ALAM organization. The instrument that was used to gather data is by distributing questionnaires. The questionnaires were distributed to 118 respondents at ALAM, Melaka. The findings indicated that customer focus and information analysis practices were observed to significant in order to reduce role conflict among ALAM's employees and descriptive statistic showed employees considered neutral for role conflict variables. Therefore, it was recommended that specific training must be provided, policies and procedures in organization must be standardized and good relationship with stakeholder must be maintained to make sure others TQM practice such as human resource focus, strategic planning and process management will be able to reduce role conflict among employees.

Keywords: Total Quality Management (TQM), Human resource focus, Customer focus, Strategic planning, Information analysis, Process management.

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## CHAPTER I

### INTRODUCTION

#### Background of the Study

Nowadays, higher institution classify that education is come to be as a service industry by that involve larger expectations and necessities of the client (Sakhive, Rajendran and Raju , 2005; DeShields, Kara and Kaynak, 2001). Because of that, most organization in Malaysia will be concentrated more on the method employees work in order to produce the good service quality to the customer. Today's Malaysia industry not merely focused on manufacturing sector that furnish product to client, though the service sector such as higher institution additionally vital for state development.

Based on past researchers, they trusted that Total Quality Management (TQM) is important to nowadays globe to safeguard that higher institutions additionally can involve well in management manipulation (Beaver, 1994; Rajendran and Raju, 2005). In order to accomplish company's goals, supplementary researchers additionally argued that TQM strategies are the most matched to higher educational intentions but it at some point can discourage its company early progress (Newby, 1999; Toremén, Karakus, Yasan, 2009).