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COST OF QUALITY AND QUALITY PERFORMANCE:

**A CASE OF UNIVERSITI TEKNOLOGI MARA
(UiTM)**

**DUNGUN, ARAU AND SEGAMAT
BRANCH CAMPUSES**

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A thousand masters, a thousand methods.

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ABSTRACT

The main objective of the study is basically to identify the composition of the conformance cost in UiTM. Once the conformance costs are identified, the study critically analyzed the quality cost composition and compared their usefulness and relevance to the Cost of Quality (COQ) model.

The study found that the university spent as much money on “appraisal and assessing” as that of prevention. Thus a lot of efforts were spent on assessing and auditing quality program rather than educating employees.

Theoretically, such composition is not recommended in the COQ model. It is recommended that to be more effective, the university should prioritize its cost allocation based on the COQ model. More money should be spent on prevention cost, i.e. of educating the employees and students as on the need for quality reforms. Once these prevention activities are implemented, appraisal costs are only incurred to ensure “things” are in order.

The study proposed on the need to adjust the existing accounting system. The Balanced Scorecard, the unique tool of performance indicator is also considered to be a good tool to apply in UiTM as it focuses on four key areas: Financial measures; Customer measures; Internal business process measures; and Innovation and growth measures.

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