

UNIVERSITI TEKNOLOGI MARA

**PERCEPTION ON ORGANIZATIONAL
QUALITY CULTURE AT
UNIVERSITI PUTRA MALAYSIA**

SUSANTY BINTI NAZMI

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ABSTRACT

Efficient and effectiveness of the management system is essential for an organization to achieve successful objective and goals. In order to be success, organizations seek competitive advantages to fulfil the needs of the customers. One of the method to gain sustainable competitive advantage is by successfully implementing quality practices. Quality has been recognized as one tool to increase effectiveness and efficiency that provides continuous improvement in the organization. Quality has become increasingly significant and very important in the management of an organization, either based on the products or services as well as providing more focus to the process quality management. Hence, a success organization not only use quality management as innovation management alone, on the other hand, makes quality management as a new method in developing products and services. This paper seeks to understand the perception of employees' on the quality of culture practiced by the organization, particularly in Malaysian higher education. This study used a quantitative approach to understand the overview of quality culture in Malaysian higher education organization, especially at Universiti Putra Malaysia by looking at the perception of employees' towards quality culture practiced by the organization. The findings reveal that quality culture has positive perception by employees' in the organization. It shows that human touch factors such as communication, leadership, teamwork, course, and training as well as employee involvement have a positive relationship with quality culture. This prove that UPM has successfully implement a quality culture as a culture of excellence.

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CHAPTER ONE

INTRODUCTION

In the services sector, an efficient service is the aspect, that a customer will focus on when receiving services or products from the suppliers. Therefore, the measurement for evaluating customer service is an important thing to ensure services supply to the customer meet customer expectations. As a result, good service will enhance the confidence and loyalty of customers to the products or services offered. Most of the organizations increasingly focus on the efficient management system, effective and quality to ensure that the final objectives and goals to be completed successfully and to achieve that organization focus on quality. Quality become important issue in the field of service sector especially in education, business and government. Quality has been recognized by scholars as a strategy to compete. In an organization, a quality management is a tool to increase performance and productivity, as well as meet the needs of the customers. In fact, Bedi (2008) also stated that quality management has become increasingly significant and very important in the management of an organization, either based on the products or services as well as providing more focus to the process quality management. Hence, a success organization not only use quality management as innovation management alone, on the other hand makes quality management as a new method in developing products and services (Goetsch & Davis, 2014).

1.1 Research Background

Quality is define as the characteristics and attributes of a product or service that can meet the requirements specified and implied. Features and characteristics are determined according to customer requirements. The customer who will assess whether the service meets the characteristics that they define. Therefore, quality means meeting customer requirements. Quality management plays a key role in the organization of public service. Quality management is an overall management philosophy that provides continuous improvements to the entire organization. The customer who will assess whether the service meets the characteristics that they define. Therefore, quality means meeting customer requirements. It will ensure that the organization is always relevant