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STUDIES**

**“A STUDY ON THE FACTORS THAT INFLUENCE THE
SUCCESSFUL IMPLEMENTATION OF TQM IN A PUBLIC
ORGANIZATION”**

A CASE STUDY AT KASTAM DIRAJA, AYER KEROH, MELAKA

BACHELOR OF CORPORATE ADMINISTRATION (HONS)

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ABSTRACT

Overall of the study, TQM is a proven systematic approach to the planning and management of activities which the improvement of the organization's business practices as well as the quality of its product and services. However, not many organizations are able to implement TQM effectively and successfully due to the lack of information and data on the critical success factors. For that reason, these studies are examines the factors that influence the successful implementation of TQM in a public organization. The study focuses on the employees at Kastam, Ayer Keroh, Melaka. Besides have administered questionnaires and interviewing, other methods of research that have been applied in this study are data collection, stratified random sampling technique and also Statistical Package for Social Sciences (SPSS). Hopefully the finding can aid Kastam towards the successful implementation of TQM in their organization. Result from the finding and analysis which had been done, it shows that cooperation factors be at the highest ranking among the others factors that influence the implementation of TQM.

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**A Study on the Factors that influence the Successful Implementation of TQM in
a Public Organization : A Case Study at Kastam Diraja, Ayer Keroh, Melaka.**

CHAPTER 1

1.0 Introduction

TQM requires an organizational transformation, a totally new and different way of thinking and behaving. This transformation is not easy to achieve; it is not for the weak or the statistically untrained. At first glance, many TQM techniques may seem simple and based on common sense, but they must be understood and used correctly for TQM to function properly. TQM is a management style based upon producing quality service as defined by the customer. TQM is defined as a quality-centered, customer-focused, fact-based, team-driven, senior-management-led process to achieve an organization's strategic imperative through continuous process improvement. The word "total" in Total Quality Management means that everyone in the organization must be involved in the continuous improvement effort, the word "quality" shows a concern for customer satisfaction, and the word "management" refers to the people and processes needed to achieve the quality (Robert F. Cox, 2000).

Certainly TQM can be defined in a number of ways, and the details of different approaches can vary somewhat. However, a good starting definition, drawn from Capezio & Morehouse (2003) is; "Total Quality management refers to a