

**A STUDY OF QUALITY INITIATIVE AMONG THE AUTOMOTIVE VENDORS
IN MALAYSIA**

**This project report is presented in partial fulfillment for the award of the
Bachelor of Mechanical Engineering (Hons)
Universiti Teknologi MARA**

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ABSTRACT

This study is a research program on the study of quality initiative among the automotive industry focusing at vendor quality management. It is meant to give a general picture of how vendors are doing as a collective entity in their quality pursuit, specifically in quality initiative.

The research methodology involved a survey using a set of established questionnaire addressed to quality personnel and other equivalent offers. On the overall picture of the study, the work layout consists of four phase captured in PDCA cycle: Plan, Do, check and act.

The results highlight vendor performance in six quality criteria and two groups of quality implementation initiatives. Some of the key findings indicate the majority of vendors' isolated ISO 9000 and 9001 certification from TQM implementation. In introduction of TQM, just seventy six percent of vendors have introduced TQM and twenty four percent vendors have not introduced. However, the overall results suggest that vendors are still lack of TQM understanding.

Generally, it could be concluded that majority of vendors have introduced TQM in one from or another. However, there is still ample room for improvement. On this note an improvement model was suggested to bring up the level of vendor quality practice. The suggested improvement model of the TQM implementation has three major segments: (1) assessment prior to an improvement exercise, (2) major elements in TQM improvement framework, and (3) assessment after an improvement exercise. SWOT analysis and PDCA are two of the main elements in the suggested improvement framework. The proposed framework is basically a group of quality elements translated into activities.-

ACKNOWLEDGEMENTS

In the name Allah, The most Gracious, The Most Merciful, and Him alone is worthy of all praise

I would like an appreciation to my supervisor, Pn. Salmiah Kasolang and other members of the supervisor. Your guidance and assistance have made to completion of the thesis possible. I really appreciate all the efforts your give to me.

I must also think the Mechanical Engineering Faculty of UiTM especially the staff at the counter for their wonderful help and patience.

I thank also go to my friend from student statistic faculty of UiTM. The dissensions we had wherever useful especially on the use of SPSS. Not forgetting to all my friends who have support me directly and indirectly thank so much.

My deepest gratitude also goes to my beloved family, for their encouragement and unending prayers for me.

The kindness, cooperation and supports from all of the above-mentioned people would always be remembered.

Thank you

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CHAPTER 1

INTRODUCTION

1.1 The Growing Concern of Quality

Over the last decade, quality has become one of the most important strategic issues facing any organization. The interesting quality has increased and has received worldwide attention as a matter of future survival. It is agreed that quality is the most important force affecting everything around us and all that we do. However, despite its importance, the word quality is one of those words of which everyone has an initiative understanding but is difficult to define.

Quality means different things to deferent people and there are many definitions and interpretations of the word 'quality'. Numerous gurus have been offering ways and means to define quality. Definitions such as, "Conformance to requirement "(Cosby, 1979), "Fitness for use" (Juran, 1988), and "A predictable degree of uniformity and dependability at low cost and suited to the market" (Deming, 1986) provide a unified picture that is consisted with customers-suppliers chairs of quality. Feigenbaum (1983) defined quality as "The total composite product and service characteristics of marketing, engineering, manufacture and maintenance through which the product of service in use will meet the expectations by the customer". The ISO (Oakland, 1993) defined quality as "The totality of feature and characteristic of a product needs". This definition provides the word quality to a move inclusive and comprehensives definition that is suitable for non-manufacturing activities and focuses to the same direction that quality is what gives a customer complete satisfaction.