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**QUALITY PERFORMANCE OF  
UNIVERSITI TEKNOLOGI MARA  
SARAWAK  
2003**



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## ABSTRACT

This study was conducted to monitor the quality performance of Universiti Teknologi MARA (UiTM) Sarawak based on the recommendations of the 2002 study by determining the quality measurement index on the standard of services rendered to staff and students, and the ROKUM Quality Index (RQI). The first part of the study was undertaken by conducting questionnaire surveys on students and staff. The questionnaires for students and staff used in the 2002 study were redesigned to overcome the limitations of that study. A total of 1,658 students and 204 staff responded. In the second part of the study, the RQI Instrument for self-evaluation based on the eight criteria laid out in the ROKUM was refined and up-dated to incorporate as much as possible the items in the Malcolm Baldrige “2003 Education Criteria For Performance Excellence” model. Scoring systems of this model was utilised to assign scores. The RQI was derived by using statistical methods. Results showed that UiTM Sarawak has achieved an RQI of 5.6 out of 7. This is an improvement from the index of 5.1 obtained in the 2002 study. Although the index indicates that UiTM Sarawak is progressing well on its quality journey, there is room for further improvement based on the feedback from the students and staff.

## **Chapter 1**

### **INTRODUCTION**

This project is a follow up of the research on Quality Performance of Universiti Teknologi MARA Samarahan Campus 2001. One of the recommendations made was that the campus regularly monitors the quality performance of the campus and whilst so doing fine tune the methodology and instrumentation utilised for the purpose.

#### **1.1 Background of the Study**

The quality drives of UiTM Sarawak has seen its fruition in its ability to showcase the campus' achievements within the time span of 3 years. In the years 2000 – 2003, UiTM Sarawak had progressed by leaps and bounds in its quality drives which were evidenced by the existence of a quality unit comprising of committees whose focus is on the specific aspects of quality in the campus (Appendix A). The concerted efforts of these committees had led again in 2003 to the winning of the coveted Vice Chancellor's Quality Award, the Customer Service Award, the Quality Unit Excellence Award, the QCC Innovative Project Award, the best Science Based Research Award, the best Social Science Based Research Award and runner-up for the Faculty/Branch Campus with the Most Number of Research Award.

With a quality system in place and culture inculcated, this second study revolved mainly around the issue of continuous improvement. Hatfield (1999) defined continuous improvement as where progress is constantly being monitored - deficiencies are identified and corrections made to avoid recurrence. The goal of

## Chapter 2

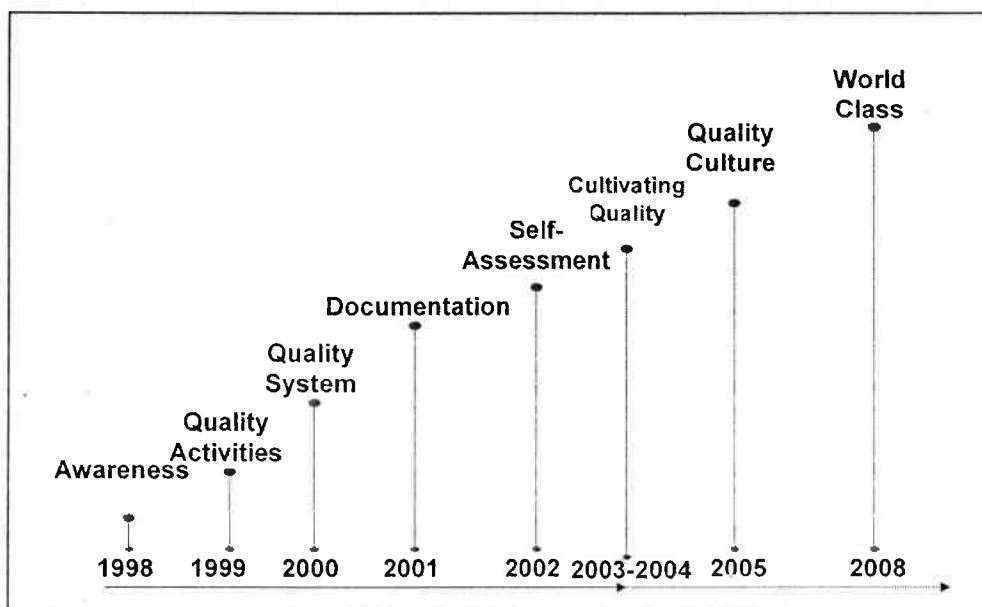
### LITERATURE REVIEW

This chapter commences with the quality journey of UiTM Sarawak and reviews the recommendations of the 2002 study. It also includes the measurement of quality using the ROKUM and the Malcolm Baldrige Quality Assessment, and concludes with a review on benchmarking.

#### 2.1 Quality Journey of UiTM Sarawak

The long term planning of UiTM Sarawak's quality drive is reflected in the "Quality Journey" based on the ROKUM Quality Index as shown in Chart 2.1 below. The chart depicts the stages through which the university has been undergoing in its journey towards world-class status that it aspires to achieve by 2008.

Chart 2.1: Quality Journey of UiTM Sarawak



Source: UiTM Sarawak, (2004).