

**The academic project is prepared to fulfill a partial requirement of the
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ABSTRACT

This project paper was prepared as a partial fulfillment the Bachelor of Sport Management (Hons.). Due to this purpose, I have determined the topic of my research study towards private sector entitled “The Influence of TQM Practices on The Staff Commitment: The Case of Private Sector in Phileo Damansara II, Petaling Jaya”. This study is focused on TQM practices towards the staff commitment.

This project paper will present a research on effect of staff commitment of private sector towards TQM practices. Total number of 100 respondents that represent selected private sector in Phileo Damansara II that practice TQM have been distributed number of questionnaires base on sampling method of stratified sampling technique in order to gather information to this research. The target population of the study is the private sectors that practice TQM.

From the results of the study, it shows that TQM practice has influenced the staff commitment of the private sector in Phileo Damansara II. Majority of the respondents are understand and agree with the process of the TQM practices. As the conclusion, TQM practices have really influenced the staff commitment of the private sector that practice TQM in Phileo Damansara II.

CHAPTER 1

1.0 INTRODUCTION

1.1 Background

TQM is management and control activities based on the leadership of top management and based on the involvement of all employees and all departments from planning and development to sales and service. These management and control activities focus on quality assurance by which those qualities that satisfy the customer are built into products and services during the above processes and then offered to consumers.

According to Tan Sri Dato' Seri Ahmad Sarji b. Abd Hamid, The Chief Secretary of the Government, Total Quality Management or TQM provides the overall concept that foster continues improvement in an organization. As a result, each and every worker can participate in a continuous improvement effort, which can quickly lead to cost savings, increased productivity, and more satisfied customers.

The key aspects of TQM are prevention of defects and emphasis on quality design. TQM is the totally integrated effort for gaining competitive advantage by continuously improvement every facet of an organization's activities. Ideally, in TQM everyone in the organization should be committed. However, according to Deming's (1986) management and the