



THE STUDY OF SOFT FACTORS THAT INFLUENCE
TOTAL QUALITY MANAGEMENT (TQM) AT
SARAWAK ENERGY BERHAD HEADQUARTERS

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LETTER OF TRANSMITTAL

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Dear Madam,

PROJECT PAPER – BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

Enclosed is a project paper entitled 'The Study of Soft Factors That Influence Total Quality Management (TQM) at Sarawak Energy Berhad Headquarters'. This report attempts to reveal the factors that influence the most in Sarawak Energy Berhad Headquarters. Besides that, this research paper also assists us to understand which soft factors that highly correlate to the TQM. These research also forth some recommendation. With the submission of this project paper, I do hope that it will meet requirement for the completion of my bachelor degree course.

Thank you.

Yours faithfully,



Mohamad Hafiz bin Suhaili

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ABSTRACT

Total Quality Management (TQM) is defined as overall efficiencies and effectiveness in all function areas without any mistakes occur. The purpose of implementing TQM in organization is to avoid defects and enhance the quality of the works. This research has been conducted to study the soft factors that influence Total Quality Management (TQM) at Sarawak Energy Berhad Headquarters located in The Isthmus, Kuching. For this study, the data has been analyzed by using frequency analysis, descriptive statistic, Pearson's Correlation and Regression analysis. The finding shows that the most influence soft factor in SEB Headquarters is adoption and communication of TQM and the lowest influence soft factor is committed leadership. The study is also limited to one company and therefore, the finding should not be generalized.

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Total Quality Management (TQM) is defined as holistic improvement in the organization. The TQM can be achieved through continuous improvement in all areas of function in the organization. Besides that, Kaynak (2013) stated that the TQM can be achieved when all department fully utilize all the resources to meet organization requirement. Where White and Witcher (1992) wrote in the research that TQM is the merger of three fundamental principles of 'Total' the whole participation of all the members in the organization in all functions whereby the 'Quality' is where the company provide higher expectation of goods and services to the customers and 'Management' is where the leader work his best in leading the employees in the organization in all function.

The competition in the corporate world has become rampant from time to time which force the company to make changes in their business position in order for them to be competitive in the market (Al-Rfou et al, 2012). The quality of goods and services has become a competitive advantage all around the world. By providing a higher quality of goods and services to the customer, it is one of the strategies for the company to achieve the higher income and to enhance the company image. Therefore Hassan (2012) pinpoint that in today's business environment, the quality has become the important tool as to measure the business performance.