

UNIVERSITI TEKNOLOGI MARA

**VALUE ENGINEERING DEVELOPMENT IN
MALAYSIA: A DIFFUSION STUDY**

VOLUME 2

ALIZA RAMLI

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CHAPTER 7

SURVEY FINDINGS ON THE AUTOMOTIVE AND CONSTRUCTION INDUSTRIES

7.1 Introduction

This chapter covers the descriptive and inferential analyses of the results of the exploratory study conducted on the automotive components manufacturing (Survey 1) and construction (Survey 2) industries in Malaysia. The data from both surveys were analyzed separately and the findings are presented in this chapter. There are five sections in this chapter. Sections one to four cover the results from the descriptive analysis, while the final section sets out the results from the inferential analysis. Results on respondents' background, non-adopters and adopters of VE are provided in section one. The adopting variables for VE adoption within both automotive and construction industries are covered in section two, including the factors that impeded VE adoption within both industries. This is followed by a discussion on the extent of VE adoption and its effect on organizational performance in sections three and four, respectively. The final section discusses the relationship between the adopting variables and the extent of VE adoption, and the subsequent effects of adoption on organizational performance.

7.2 Description of the Respondents, Non-adopters and Adopters of VE

This section outlines the respondents' profile and identifies VE non-adopters and adopters. Overall, 42 usable responses were received from each of the surveys.

7.2.1 Respondents' Background

This sub-section summarizes the background of the respondents from both automotive and construction industries. It includes their job title, current division or department, length of service and highest level of formal education.

i. Job Title

Table 7.1 presents information of the job title held by respondents in the sample for automotive and construction industries.

Table 7.1: Job Title

Industry Type		Number of responses	Percentage (%)
Automotive Industry	CEO/MD	3	7
	GM	3	7
	Other management level*	26	62
	Executives	10	24
	Total	42	100
Construction Industry	Architect/Assistant architect	5	13.6
	Contract Administrator/Contract Manager	4	10.8
	Designer	2	5.4
	Project Coordinator/Project Director/Project Manager/ Senior Project Manager	7	18.9
	Quantity Surveyor	3	8.1
	Others **	16	43.2
	No response	5	
	Total	42	100

* Senior managers and managers.

** Director, managing director, senior general manager, general manager, senior manager and manager.

Job titles of respondents varied considerably in both industries; they were from different management levels. CEOs and MDs were examples of respondents from the highest level of management, while managers represented the lowest level of management. However, there were also responses from non-management staff such as the executives. The variation provided views on VE from different perspectives.

ii. Current Division/Department

Table 7.2 shows the main categories of division or department the respondents were currently attached in their respective companies.