



**THE IMPACTS OF TOTAL QUALITY MANAGEMENT
(TQM) PRACTICES TOWARDS JOB SATISFACTION
IN MOTORCYCLE'S MANUFACTURING COMPANY**

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JULY 2014

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ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to Allah S.W.T. for giving me the strength and with His Most Gracious and Most Merciful, I able to complete this research.

I would also like to put on record a very special thank you, to the management, staff and all employees of Motorsikal Dan Enjin Nasional Sdn Bhd (MODENAS), for giving me the understanding, support and assistance during my internship at their factories for completion of the study.

I am greatly indebted to my advisor, Puan Nurul Hayani Binti Abd Rahman and Encik Fadil b. Juperi for all her/his immeasurable ideas, advices, guidance, support and encouragement at various stages of the completion of this study. I also sincerely appreciate the assistance, support and encouragement given by Dr. Baderisang Bin Mohamed especially in the structuring of the format of my research.

To all my lecturers who were involved directly and indirectly, to all my friends and course-mates who stood by me and to my family members especially my parents who endured the demands of this study, I wish you big thanks from the bottom of my heart.

And finally, I hope this study will be beneficial to all.

ABSTRACT

MODENAS is the manufacturer and assembler of the Malaysian-made motorcycle and scooter. The first pilot unit rolled off the assembly line in 1996, followed by different models of mopeds and scooters. MODENAS was established in tandem with Malaysia's efforts to achieve industrialized nation status, in line with Malaysia's Vision 2020. MODENAS are committed to provide products and services that consistently meet customer satisfaction. However, the problem regarding on quality service provided already happened in MODENAS. Therefore, the purpose of this study seeks to examine the relationship between TQM practices and job satisfaction within a manufacture and assembler of the Malaysian-made motorcycle and scooter.

The results showed that organizational culture was perceived as a dominant TQM practice, there was a positive strong relationship with job satisfaction. In contrast, there was found that the relationship between employee empowerment and job satisfaction in MODENAS is also positive. However, the relationship is weak. For the last variable namely teamwork also found to have a positive weak relationship toward job satisfaction in MODENAS

CHAPTER 1

INTRODUCTION

1.0 Background of the study

The effectiveness, flexibility and competitiveness of an integrated organization can be identified by total quality management (TQM) at all levels. 'Total' is a word used due to the quality cover everything such as system, practice, process, product, way and equipment, and it work horizontally across council and department, involving all employee from various instruction type, including supply chain and chain customer (Wahid, 2006). TQM also one continuous process to remove or eliminate mistakes in manufacturing, streamline supply-chain-management, enhance customer experience and made sure that employee has the speed in line with design exercise.

TQM already implemented in some developed countries like US, Japan and West of European countries to maximize customer satisfaction since the practices starting in Japan at early 1970s. It was implemented in order to have better quality product, and accomplish higher productivity through systematic removal wastage and reduction of activities that is unproductive (Yusuf, Gunasekaran, & Dan, July 2007).

The reformation of Total Quality Management (TQM) in Malaysia was taken over by Malaysia Government aim to strengthen organizational efficiency, performance, and resilience. Indirectly, this reformation has resulted capacity building do public administration.