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PERAKUAN KERJA KERTAS PROJEK
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Persepsi Pekerja Terhadap Pelaksanaan

Sistem Pengurusan Kualiti MS ISO 9000:

Kajian Kes di Modenas

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PENGURUSAN KUALITI MS ISO 9000:
KAJIAN KES DI MODENAS**

**Tesis Sarjana ini diserahkan kepada Fakulti Pengurusan Perniagaan untuk
memenuhi keperluan
Ijazah Sarjana Sains (Pengurusan)
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KEBENARAN MERUJUK TESIS

Tesis ini dikemukakan sebagai memenuhi sebahagian daripada keperluan pengijazahan program sarjana Universiti Utara Malaysia. Saya bersetuju membenarkan pihak perpustakaan Universiti mempamerkannya sebagai rujukan. Saya juga bersetuju bahawa sebarang bentuk salinan sama ada secara keseluruhan atau sebahagian daripada tesis ini untuk tujuan akademik adalah dibolehkan dengan kebenaran penyelis tesis atau Dekan Sekolah Siswazah ataupun Dekan Fakulti Pengurusan Perniagaan. Sebarang bentuk salinan dan cetakan bagi tujuan-tujuan komersial dan membuat keuntungan adalah dilarang sama sekali tanpa kebenaran bertulis daripada penyelidik. Pernyataan rujukan kepada penulis dan Universiti Utara Malaysia perlulah dinyatakan jika sebarang bentuk rujukan dibuat ke atas tesis ini.

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PENGAKUAN

Saya akui tesis Sarjana Sains (Pengurusan) yang bertajuk ‘Persepsi Pekerja Terhadap Perlaksanaan Sistem Pengurusan Kualiti MS ISO 9000: Kajian Kes di Modenas’ ini adalah hasil kajian saya sendiri, kecuali nukilan-nukilan dan ringkasan yang tiap-tiap satunya telah saya jelaskan sumbernya.

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ABSTRAK

Pengurusan Kualiti telah lama dikenalpasti sebagai satu kejayaan dalam membantu perniagaan meningkatkan kualiti. Pengurusan Kualiti merupakan satu topik yang sering diperbincangkan dalam kajian atau pengajaran. Kesenambungan daripada pengurusan kualiti ini, masih terdapat kekeliruan dalam kesan yang diperolehi daripada pengiktirafan ISO 9000:1994. Pada masa kini, terdapat banyak organisasi yang mendapat pengiktirafan ISO 9000:1994 tetapi sistem pengurusan dan tahap kualiti produk yang ditawarkan kepada pelanggan masih lagi berada di takuk yang lama. Antara lain kajian ini dijalankan untuk mengetahui tentang persepsi pekerja terhadap pelaksanaan ISO 9000:1944 samada organisasi benar-benar mengamalkan elemen-elemen yang terdapat dalam ISO 9000:1994. Antara objektif lain bagi kajian ini ialah untuk mengetahui persepsi pekerja tentang samada kualiti produk yang ditawarkan kepada pelanggan adalah meningkat selepas organisasi mendapat pengiktirafan ISO 9000:1994.

Kajian ini dilakukan di Motosikal dan Enjin Nasional Sdn. Bhd. atau lebih dikenali dengan nama Modenas yang terletak di Gurun, Kedah. Kajian ini melibatkan seluruh pekerja iaitu seramai 250 orang pekerja. Sampel bagi kajian ini secara populasi. Hasil kajian mendapati pekerja mempunyai persepsi yang baik terhadap pelaksanaan ISO 9000:1994 dan juga terhadap peningkatan kualiti produk yang ditawarkan kepada pelanggan selepas mendapat pengiktirafan ISO 9000:1994.

ABSTRACT

Quality management has had considerable success in terms of its acceptance in organizational worldwide. Quality management is one of the most talked about areas for research and teaching. Due to its short history, however, there is still much confusion surrounding the effects of ISO 9000:1994 registration. Nowadays, there have been numbers of organization that has been certified with ISO 9000:1994 certification but the management system is still the same as well as the quality of the product offered to the customer. This research has been conducted to know the worker's perception toward the ISO 9000:1994 implementation and the product's quality that offered to the customer whether the quality is still the same or it has been improved.

This research has been conducted in Motosikal dan Enjin Nasional Sdn. Bhd and well known as Modenas, which is located in Gurun, Kedah. The whole numbers of workers has been selected as the respondent, which are 250 workers all together. The sample for this research is population. Finds that workers have good perceptions toward the ISO 9000:1994 implementations and the worker's view of the organization's product quality has been increased.

PENGHARGAAN

Dengan nama Allah Yang Maha J. Dengasih Lagi Maha J. Dengany

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BAB I

PENGENALAN

1.1 PERNYATAAN MASALAH

ISO 9000 dan pengurusan kualiti bukanlah sesuatu perkara yang baru dalam sistem pengurusan. Ia telah lama dilaksanakan di organisasi-organisasi di seluruh dunia. Apa yang membezakan antara organisasi-organisasi adalah sejauhmana mereka merealisasikan pengiktirafan siri ISO 9000 yang mereka perolehi. Semua perkara yang dilaksanakan oleh organisasi adalah untuk menjadikan sesebuah organisasi itu berdaya saing dan dapat memberikan perkhidmatan atau menghasilkan produk yang terbaik kepada pengguna. Pengguna masa kini lebih mementingkan kualiti sesuatu produk atau perkhidmatan yang akan mereka perolehi. Pengguna masa kini lebih bijak dalam memilih sesuatu produk atau perkhidmatan. Untuk menarik perhatian pengguna, sesebuah organisasi itu perlu mempunyai kelebihan dalam menghasilkan produk atau memberikan perkhidmatan yang terbaik kepada pengguna. Untuk menarik pengguna dan seterusnya menjadikan mereka sebagai pengguna yang setia, organisasi perlu menghasilkan produk atau memberikan perkhidmatan yang mempunyai tahap kualiti yang tinggi dan harga yang berpatutan. Pengurusan Kualiti Menyeluruh atau lebih dikenali sebagai Total Quality Management (TQM) adalah satu falsafah pengurusan yang memberi penekanan dalam memenuhi keperluan pengguna secara terperinci,

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