

# **TINJAUAN PERSEPSI STAF DAN PELAJAR TERHADAP AMALAN PELAKSANAAN SISTEM ISO 9002 DI POLIMAS**

**Projek Sarjana ini diserahkan kepada Sekolah Siswazah  
sebagai memenuhi sebahagian daripada syarat pengijazahan  
Program Ijazah Sarjana Pengurusan Perniagaan (MBA)  
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**Oleh**

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## **KEBENARAN MENGGUNA**

Penyerahan kertas projek ini sebagai memenuhi sebahagian daripada keperluan pengijazahan Universiti Utara Malaysia. Saya bersetuju menjadikan kertas projek ini sebagai bahan rujukan di perpustakaan. Saya juga bersetuju bahawa kebenaran untuk membuat salinan keseluruhan atau sebahagian daripadanya bagi tujuan akademik mestilah mendapat kebenaran daripada penyelia saya atau semasa ketiadaan beliau kebenaran boleh didapati daripada Dekan Sekolah Siswazah. Sebarang bentuk penyalinan, penerbitan atau penggunaan secara keseluruhan atau sebahagian dari kertas projek ini untuk tujuan komersil adalah tidak dibenarkan tanpa kebenaran bertulis daripada penyelidik. Penyertaan rujukan kepada penulis dan Universiti Utara Malaysia seharusnya dinyatakan dalam sebarang bentuk rujukan yang terdapat dalam kertas projek ini.

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## ABSTRAK

Kajian ini adalah satu tinjauan ke atas persepsi staf dan pelajar (pelanggan) terhadap pelaksanaan amalan cemerlang prinsip-prinsip kualiti berasaskan ISO 9000. Objektif khusus kajian ini tertumpu kepada penelitian tentang kepastian: (a) kewujudan amalan cemerlang prinsip-prinsip kualiti berasaskan ISO 9000 (b) perbezaan persepsi staf Perdagangan dengan Kejuruteraan mengenai amalan cemerlang, (c) kewujudan kepuasan pelanggan terhadap amalan pengajaran dan pembelajaran, (d) perbezaan persepsi pelanggan Perdagangan dengan Kejuruteraan terhadap amalan pengajaran dan pembelajaran dan (e) perhubungan antara kepuasan pelanggan dengan amalan cemerlang berasaskan prinsip-prinsip kualiti ISO 9000. Data untuk pembolehubah-pembolehubah: komitmen kepimpinan kepada kualiti, kualiti berorientasikan pelanggan, penglibatan staf, pemberian pengiktirafan, latihan dan pembangunan, penambahbaikan secara berterusan, kualiti pengajaran, kualiti penilaian prestasi dan kualiti bimbingan dikumpul melalui soal selidik daripada 92 pasangan responden (pensyarah berijazah dengan pelajar semester akhir) yang dipilih secara rawak mudah. Sebanyak enam hipotesis khusus dibentuk untuk dibuktikan. Alat pengujian statistik seperti; analisis deskriptif, ujian t dan ANOVA sehalu, ujian *Pearson Correlation* dan analisis regresi berganda digunakan. Hasil kajian ini menunjukkan: secara deskriptifnya terdapat pengamalan cemerlang prinsip-prinsip kualiti berasaskan ISO 9000 pada skala tahap agak tinggi di mana min di antara 2.80 - 3.42 dan kepuasan pelanggan terhadap amalan pengajaran dan pembelajaran pada skala tahap berpuas hati di mana min di antara 4.09 - 4.28. Daripada ujian t dan ANOVA terdapat perbezaan persepsi pensyarah Perdagangan dengan Kejuruteraan mengenai pelaksanaan amalan cemerlang di POLIMAS. Begitu juga terdapat perbezaan kepuasan pelanggan antara Jabatan Perdagangan dengan Jabatan Kejuruteraan terhadap amalan pengajaran dan pembelajaran. Kedua-dua perbezaan dibuktikan secara statistik dan didapati perbezaan tersebut disebabkan faktor jantina. Melalui ujian korelasi dan regresi, terdapat hubungan yang signifikan antara kepuasan pelanggan terhadap proses pengajaran dan pembelajaran (kualiti pengajaran, kualiti penilaian prestasi dan kualiti bimbingan) dengan empat prinsip-prinsip kualiti (komitmen kepimpinan kepada kualiti, kualiti berorientasikan pelanggan, penglibatan staf dan pemberian pengiktirafan). Walaubagaimanapun didapati pengaruhnya secara relatif pada tahap yang rendah (11.9%).

## ABSTRACT

This study is an investigation into the staff and customer's (students) perception in implementing excellent applications of quality principles based on ISO 9000. Its specific objective focuses on the following evident: (a) the existence of excellent applications of quality principles based on ISO 9000, (b) the difference in perception among Commerce and Engineering staff on excellent applications, (c) the existence of customers satisfaction towards teaching and learning practices, (d) the difference in perception among Commerce and Engineering customers toward teaching and learning practices and (e) the relationship between customer satisfaction and the excellent application based on ISO 9000 quality principles. Data from variables of: leadership commitment on quality, customer-oriented quality, staff participation, recognition, training and development, continual improvement, teaching quality, performance-evaluation quality and counseling quality had been compiled using questionnaires from 92 pairs of respondents (qualified lecturers and final-year student) who had been chosen by simple random procedure. Six specific hypotheses were designed for justifications. Statistical instruments like descriptive, t test and ANOVA, Pearson Correlation test and multiple regression analysis were used. The outcome of the study reveal: descriptively, the excellent application of the quality principles based on ISO 9000 reached an almost high level, indicating the mean to be between 2.80 - 3.42, while customers satisfaction toward teaching and learning practices showed at the satisfactory level in which the mean was between 4.09 - 4.28. Both the t and ANOVA tests depicted a difference in the perception of Commerce and Engineering lecturers on the implementation of excellent operations in POLIMAS. Similarly, there was a difference in customers satisfaction between Commerce and Engineering Department towards teaching and learning practices. Both differences were proven statistically due to gender factors. Findings through correlation and regression tests, showed significant relationships among the four variables: leadership commitment towards quality, customers-oriented quality, staff participation and recognition with teaching quality, performance-evaluation quality and counseling quality. However the result indicated a relatively low level (11.9%).

## PENGHARGAAN

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| LAMPIRAN 9 | Kebenaran Membuat Kajian                     |

## DAFTAR SINGKATAN PERKATAAN

|          |   |
|----------|---|
| AKPM     | Anugerah Kualiti Perdana Menteri                      |
| CWQC     | <i>Company-Wide Quality Control</i>                   |
| DIPPEND  | Diploma Pendidikan                                    |
| EFQM     | <i>European Foundation for Quality Management</i>     |
| EQA      | <i>European Quality Award</i>                         |
| FM       | Fail Meja   |
| GSTT     | Guru Sandaran Tidak Terlatih                          |
| HPNM     | Himpunan Purata Nilai Mata                            |
| IPT      | Institusi Pengajian Tinggi                            |
| ISO 9000 | <i>International Organization for Standardization</i> |
| JKA      | Jabatan Kejuteraan Awam                               |
| JKE      | Jabatan Kejuteraan Elektrik                           |
| JKM      | Jabatan Kejuteraan Mekanikal                          |
| JMS      | Jabatan Matematik dan Sains                           |
| JPA      | Jabatan Pengajian Am                                  |
| JPA      | Jabatan Perkhidmatan Awam                             |
| JPD      | Jabatan Perdagangan                                   |
| JUSE     | Persatuan Sainstis dan Jurutera Jepun                 |
| KDC      | Kursus Dalam Masa Cuti                                |
| KMK      | Kumpulan Mutu Kerja                                   |
| MBNQA    | <i>Malcolm Baldrige National Quality Award</i>        |
| MPK      | Manual Prosedur Kerja                                 |

|             |   |
|-------------|---|
| MS ISO 9000 | Sistem Pengurusan Kualiti Malaysia                              |
| PDCA        | <i>Plan-Do-Check-Action</i>                                     |
| PKPA        | Pekeliling Kemajuan Pentadbiran Awam                            |
| PKPM        | Politeknik-Politeknik Kementerian Pendidikan Malaysia           |
| QA          | <i>Quality Assurance</i>  |
| QSR         | <i>Quality System Review</i>                                    |
| SGURU       | Sijil Guru  |
| SJANA       | Ijazah Sarjana  |
| SJANPEND    | Sarjana Pendidikan  |
| SMUDA       | Ijazah Sarjana Muda   |
| SPM         | Sistem Perakaunan Mikro   |
| SPSS        | <i>Statistical Package for Social Science</i>                   |
| TQC         | <i>Total Quality Control</i>                                    |
| TQM         | <i>Total Quality Management</i> / Pengurusan Kualiti Menyeluruh |
| UiTM        | Universiti Teknologi Mara                                       |
| USM         | Universiti Sains Malaysia                                       |
| UUM         | Universiti Utara Malaysia                                       |
| VIF         | Faktor Inflasi Varians  |



# **BAB SATU**

## **LATAR BELAKANG KAJIAN**

### **1.0 Pendahuluan**

Gelombang persekitaran pengurusan di era globalisasi sudah menjadi kompleks dan tidak menentu. Perubahan di alaf baru menambahkan lagi desakan keperluan untuk meningkatkan kualiti barangan dan perkhidmatan oleh semua organisasi yang bersaing. Pengurusan kualiti tidak lagi tertumpu kepada kalangan pengilang-pengilang pengeluar barangan sahaja, tetapi ia sudah mula meresap ke seluruh organisasi. Kementerian Pendidikan Malaysia yang menjadi salah satu elemen di Jabatan Perkhidmatan Awam Malaysia (JPA) adalah di antara organisasi yang tidak terlepas daripada anjakan paradigma ini.

Bermula 1994, proses kualiti dipandang penting di dalam sistem pendidikan Malaysia, terutama di pusat-pusat pengajian tinggi (IPT). Bagi IPT, kualiti sudah menjadi satu kemestian untuk melahirkan graduan yang secukup dengan kehendak industri (Tan Sri Dato' Dr. Haji Abdullah Sanusi Ahmad dalam Adnan,1997). JPA telah memperkenalkan pelbagai agenda bagi mempertingkatkan kualiti IPT. Di antaranya ialah: Manual Prosedur Kerja (MPK), Fail Meja (FM), Kumpulan Meningkatkan Mutu Kerja (KMK), Sistem Perakaunan Mikro (SPM), Pengurusan Kualiti Menyeluruh (TQM) dan Piagam Pelanggan.

Sungguh pun sudah banyak pendekatan diperkenalkan tetapi tahap kualiti masih diperingkat yang boleh dipersoalkan. Oleh sebab itu tindakan terkemudian kerajaan ialah

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