

QUALITY - ABILITY, PROPERTY OR CAPACITY OF SATISFYING SOME NEEDS

Lecturer PhD. CURELAR MIRABELA RELY ODETTE
”Constantin Brancuși” University of Tg - Jiu
Faculty of International Relations, Law and Administrative Sciences
odette.sheilla@yahoo.com

***Abstract:** For the notion of quality, they have made numerous definitions, with a degree of detail higher or lower, or interpretive statements that have evolved over time with increased environmental concerns in the field of quality and which have to concepts such as: degree, excellency, degree of excellence. A movement much more widely in a worldwide have theories which I appeal to properties, skills, or attributes of goods and services in respect of which they are distinguished in terms of quality.*

***Key words:** ability, property, ownership, quality objective, satisfying the needs.*

1. Introduction.

In the present the term of quality has gained more connotations which have been imposed with subtlety in contemporary society. Originally the term was invented by Cicerone (qualitas), with the meaning of attribute, mode, worthy trait or feature. If we think about the Explanatory Dictionary of the Romanian language, quality involves all positive extent of accomplishments and of the aspects essential for which one thing conceive and can be distinguished from other things. The broadest use of the term a rare thing but in terms of technical and economic processes and concerns, activities, products and services.

Quality, in its multiple forms, that's a permanent concern of humankind. From the most ancient times, various theories have tried to lay down rules, even definitions, that should generate an attitude toward quality. At present it has been found a new concept which defines quality, which marks the beginning of a turning point in important ways of thinking and has deep implications on quality of life, understood as an aptitude test, quality, or capacity to meet some needs. Quality is a concept with a very widespread use, which makes it extremely difficult defining them scientifically. The concept is used in a number of areas with different meanings. Its meaning is different, in the first place, after field in which it is used: philosophy, logic, social life, economy and technical.

2. Connotations and interpretations

In literature, the quality implies an aptitude test, deep drumming, that "grande vocazione" to which the authors of literature shows in the performance of literary perennial, from antiquity and finishing with contemporary. These authors offers quality because they are endowed with an essential feature, their artwork dealing with really important things: life, death, love, beauty, and suffering.

In philosophy, the quality is defined as a category which involves synthesis of things and extent of accomplishments of essential objects, activities and products. Quality in virtue, in a system of relations, an object is what it is and can be distinguished from other objects. Change the quality means radical transformation of the object and change its substance.

By analysing the term "quality", Professor David A. Garwin from Harvard Business School, highlighted the following main strands in defining product quality: toward perfection, toward product, process, cost and user.

The trend toward perfection, quality means absolute, being levied by each individual personally, subjectively. Marked deep idealism of Plato, this interpretation does not allow clear definition of quality products, nor their measurements was gone and in opinion of Garwin, as practical utility. A party wishing to achieve "perfection in the quality and in the business" or to provide, through its products, "taste of perfection and perfection taste", shall mean such an approach to product quality.

In logic, in quality can be understood a criterion of logical order, depending on which judgments of prediction are divided into receive seven affirmative and negative. Receive seven affirmative judgments are those

which sets out membership attributes of an object, and sets out negative judgments lack a membership attributes of an object. The assertion and negation are to be considered as representing the logic by which, at the level judgment, is expressed the truth or false.

Sociologically, we admit and a sense of distinct concept in social life where, in quality, we understand a specific position in a hierarchy, a social situation or a title (the expression 'as ... '), Objective perception of the relations inter-human within social groups, as well as within the institutions in our society.

The widest possible use a concept, but it is quality in the field economic, technical, where they relate to products, activities, services, systems, etc., by human activities are carried out a wide variety of goods, works, services, some directly intended to meet certain needs related to our daily life, Others carried out in order to produce or of encouraging the production of goods, works, or services. These goods will vary depending on the nature of needs which they satisfy, most powerful demonstrations showing on groups or classes that separate values of the instructions. Once recognized as the value of its use, a good in the broadest sense, regardless of whether or not it is the result human labor, can be analyzed under the aspect way in which meet certain requirements, the elements to customize it, it's because of being in relation to others in the same category or class.

The concept of 'quality' was first used in this area just for the purpose of designating a 'way of being', drooping from Latin meaning 'qualitas', in translation 'Property' or 'way of being'. In an extended, tntelesul to be good or bad, is still a problem to provide "how good" may be in the first case, and of the extent to which moves from the lowest acceptable level, in the second case. By separating goods in 'good' and 'evil', we understand that we can use and concepts of 'good quality' and 'bad quality'. It is used in current speech more than the expressions 'quality' to designate something positive, good, properly certain standards and the 'poor quality' if this is not the case, which means "the setting up of a relationship between two opposing forces"¹. For the avoidance of the latter, in order to achieve and judgment of a product "quality", should be excluded three forms of guilt : "direct intention, daring and negligence"².

For the sake of better drive -- sops that acquires or he already has the concept, in the economy were made numerous definitions, more exactly into the number of 120, with a degree of detail higher or lower Definitions or interpretations which have evolved over time with increased environmental concerns in the field of quality and with a view to getting started as well as: degree, excellency, degree of excellence.

A succinct analysis of these definitions reveal both some ideological influences and evolution over time in the concept, elements which lead to different opinions related to the coverage and direction concept.

The definitions shall be differentiated in the light of several components: material scope of reference, the amount of detail, the kind of and specific difference.

a) Depending on the area of the reference concrete meet definitions of distinct quality for: products, services, human activities, production systems, economic systems in general.

b) According to the degree of detail, the definitions vary, depending on their own specific to be more analytical or synthetic may.

c) If we think about the kind of definition of meet mainly two groups of views: the first considers that by quality" means a 'degree' or 'level' reluctant to trebuinte, Therefore an item a result from the calculation or comparison; second group considers that this is an aptitude test or quality, a set of properties or characteristics, so elements on the basis of which it shall determine quality.

d) This distinction has in view several components:

- characteristics of products or services;
- techniques, functional parameters;
- costs;
- restrictions of economic or social.

¹ See *Laura Magdalena TROCAN*, GENERAL CONSIDERATIONS REGARDING INTERNATINOAL CONTROVERSIES, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Juridical Sciences Series, Issue 2/2012, pg.55.

² See *Elena-Giorgiana SIMIONESCU*, THE INTENTION, FORM OF GUILT IN THE ROMANIAN AND FOREIGN PENAL LEGISLATION, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Juridical Sciences Series, Issue 3/2012, pg.123.

Submission of these items require separate development of definitions for the quality of the products, the quality of the services, quality human activities and, in general, of economic systems.

3. Quality of the products and services

Products have technical characteristics, economic, social whereas have contained concrete material. Services but have a content material and the characteristics which gives them quality differ from those of material property.

For products, a definition with wide circulation in the literature of our country, considers quality as representing the level at which raises a product as being all technical characteristics, economic, social and service, by which satisfies the need for which it was designed.

The definition is given by the inclusion and other groups of features and an indication as to the restrictions on the basis of which the product is to be considered as being or not being for quality:

*"Quality is an expression of the degree of social utility of the product, the extent to which its characteristics through all the technical and operational, psycho-sensory and economic parameters satisfy the need for which it was designed and shall comply with the restrictions imposed on society's interests regarding the efficiency social and economic, as well as protection of the natural and social"*³.

The definition is resumed in other works latest, though he wasn't specified characteristics envisaged but while maintaining that kind of "the usefulness".

All of these definitions have recourse to an item resulting from quality measurement, and therefore define the concept by an indicator, the level of the quality as a result of a comparison or from the calculations.

A movement much more widely in a worldwide have the definitions which I appeal to properties, talents or skills of goods and services in relation to which they may be differentiated in terms of quality.

In this group, a definition very comprehensive and synthetic at the same time it is proposed by American specialist Joseph Juran, quality means "skill in use". Formulated so the definition can be used to reflect what we mean by quality of projects, products and production systems as a whole. May not be used but to designate quality of service.

An extension of this definition we see to Christian Maria, a French specialist in this domain :

*"Suitability of the product or service to meet the needs of users in a cost-effective"*⁴.

Costs included in this group of items is justified only if we are referring to costs or expenses obtained by specific reporting total cost at the level of the basic feature of certain costs in partial operation of the product and not the cost. If this is not the case, orientation toward minimum cost does not entail an increase in quality.

After 1986, the International Organization for Standardization and the Association of French standardization, has adopted the following definition:

"The assembly of properties and characteristics of a product or service that makes them ability to meet the needs expressed or implied".

We can synthesize several elements that are common quality definitions but which do not differ and not missing from none of definitions is the purpose or lens quality: meet users' needs.

Having regard to existing definitions and remarks made in relation to some of them we are still at the following definition:

Attribute of a product involves its ability to benefit from a set of features social, economic and environmental protection, discarding such *"foreign and domestic threats to stability and continuity"*⁵ which makes them an opportunity to meet with a high level of requirements specified or implied.

Such definition is aimed at several aspects:

a) The quality is a worthy trait complex of the product to dispose of certain features of a different nature whose symbiosis ensure compliance needs.

³ [http://www.scribd.com/doc/144117136/Part II - QUALITY-PRODUCTS -%C5%9E- It TECHNOLOGICAL PROCESSES](http://www.scribd.com/doc/144117136/Part-II-Quality-Products-%C5%9E-It-Technological-Processes)

⁴ Christian Maria, *La qualite des produits industriels*, Dunod-Bordas, Paris, 1991, pg. 20.

⁵ See Alina Popa, SHAKESPEARE'S REAL AND FICTIONAL HISTORY, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Letter s and Social Sciences Series Issue 2/2013 „ACADEMICA BRÂNCUȘI” PUBLISHER, ISSN 1844 – 6051, pg.82.

b) The expression "meet in a certain degree' has in view demarcation concept of 'quality' category economic value of its use'. Last reflects the fact that the product is usable, can meet certain requirements on when quality shows us, through its level that these needs are met in a certain degree of the level of the minimum price which makes product recognition as the value of its use in a registered place of business.

c) Degree of satisfaction of needs must meet stringent requirements specified or implied which means that the number and levels of characteristics should be coupled with a certain level of meet the needs, aspirations and corresponding effort which consumers are willing to do it. In this way, it is not important boost performance products only to the extent to which it provides a better correspondence with the requirements. Consumers in their turn must be divided into homogenous groups in relation to the requirements of the product.

He also has a quality subjective character: what corresponds in terms of quality for a person or a group, may not correspond to another person or another group.

d) Economic characteristics inclusion in the definition constitutes an important theme. Although this situation we frequently in the literature, if we have in view of the fact that these features are a resultant of the other features, there is no justification for their mention in the definition. Furthermore, features, such as the price, the cost, as well as profitability, may not reflect social needs to meet, so that quality.

e) We can meet and some definitions which include along with the groups listed and group information characteristics. It is noted that a product is carrier of information and that it satisfies to a greater extent consumer needs when it is accompanied by all the information necessary for consumption or use. This group is even more necessary in the case of certain categories of services where the data takes precedence over all total the quality characteristics.

f) It is necessary to do a direct link between features and the degree to which they meet certain requirements. Without this connection we get to a differentiation of the products that the nature, grade but not in terms of quality. Quality is typical of a kind or type of product and not to be confused characteristics of the product, which satisfy only a certain category of needs, with quality, which implies reaching a certain level of such characteristics.

A model for the evaluation of quality of service has been designed by V. A. Zeithaml, d'A. Parasuraman and L. L. Berry . Quality of service is appreciated, in the model Z. P. B. , as representing the difference between customer expectations with regard to the service performed and perception its quality after use. We have been able to talk about only when quality results compete expectations, personal needs, or exceed previous experience.

4. Quality characteristics:

Quality of service is charged according to some attribute:

1. Tangibility - physical media of the service, the staff, communication;
2. Reliability - the ability of proper performance of the service from the outset;
3. Rapidly - the carrying out of service with time limits acceptable to the customer.
4. Competence - abilities and the training of staff serving correspond to those * required for the completion of service;
5. Curtuazia - civility, politeness and respect for the customer of staff of contact;
6. Credibility - his honesty business services;
7. Safety - no hazards, risks and doubts at the time of use of service;
8. Accessibility - ease with which the service can be used when you want;
9. Communication - customer awareness and responsiveness of the company;
10. Customer knowledge - understanding by the firm of customer needs and behavior.

5. Conclusions:

In the case of services, their quality varies always depending on the relationship between employees and customers. Problems are inevitable. Not even the best companies may not prevent the accidental delays occurring during of the supply of services to your customers. If a company cannot prevent all issues related to the provision of services, which has to learn how to solve them at the time when they occur. A good reconditioning services may contribute to the increase in sales and the number of customers loyal. Studies carried out on a number of companies providing services very well led showed that they have in common a number of positive aspects relating to quality of service.

1. Companies in question are 'touchy' customers - encourages leadership involvement in listening to customers' needs;
2. The leaderships these companies are involved in obtaining quality;
3. The best service providers shall establish high standards of quality, but these standards must be accessible;
4. Companies in question are always pay attention to the performance, both on its own and those of their competitors.

There is a close link between the quality of products or services, customer satisfaction and company profitability. A higher level of quality, generates a higher level of customer satisfaction, which implies higher prices and lower costs (because economies of scale). Every company must have programs to improve the quality to attract and customer satisfaction.

Central element in defining quality is the customer. He is the spokesman needs, needs, desires and expectations. Customers today are faced with greater choice in respect of the products and services they are purchasing. They based the choice on your own perceptions about quality, value and services.

Providing quality assumes full involvement of the leadership and employees, as well as systems and the existence of appropriate measurement of the results and the reward.

6. Bibliography:

1. Christian Maria, *La qualite des produits industriels*, Dunod-Bordas, Paris, 1991
2. Gheorghiu Al., *Measurement, analysis, and quality optimization industrial products*, scientific and Enciclopedica Publishing House, Bucharest, 1991.
3. Jica P., Maxim Emil, "Concepts of 'technical level' and 'quality' of the products", economic review, No 13 of 1 April 1998.
4. Olaru Marieta, "Quality Management", economic Publishing House, Bucharest, 2004.
5. POPA Alina SHAKESPEARE'S REAL AND FICTIONAL HISTORY, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Letter s and Social Sciences Series Issue 2/2013 „ACADEMICA BRÂNCUȘI” PUBLISHER, ISSN 1844 – 6051, pg. 78-82.
- 6.. SIMIONESCU Elena-Giorgiana THE INTENTION, FORM OF GUILT IN THE ROMANIAN AND FOREIGN PENAL LEGISLATION, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Juridical Sciences Series, Issue 3/2012, pg.113-126..
- 7.TROCAN Laura Magdalena GENERAL CONSIDERATIONS REGARDING INTERNATINOAL CONTROVERSIES, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Juridical Sciences Series, Issue 2/2012, pg.53-62.
- 8.<http://www.scribd.com/doc/144117136/Part> II - QUALITY-PRODUCTS -%C5%9EI- It TECHNOLOGICAL PROCESSES