

A STUDY ON QUALITY MANAGEMENT SYSTEM AND CUSTOMER SATISFACTION IN CONSTRUCTION COMPANIES WITH SPECIAL REFERENCE TO COIMBATORE

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Abstract - Project success means various things to various people. While most of the authors consider quality, time and cost. Quality on construction projects as well as project success can regard as fulfillment of expectations. In this connection, this study mainly deals with the quality management system which provides the basic structure to an organization to achieve participant's expectations. Study of this paper involves principles of quality management which are responsible for customer satisfaction in construction projects. Findings are based on literature review. There are two kinds of quality management system, quality Assurance and quality Control. This study extracts the implementing quality management system principles, practices, procedures and techniques by the construction company can successfully contribute customer satisfaction to them. Adopting those quality Practices can also improve overall performance level of an organization in a competitive market.

Key Words: Quality control, Quality management system, quality assurance

1. INTRODUCTION

The construction field has become a global market, which has different customers and many competitors. Quality is one of the main factor in the success of construction projects, as well as project success, can be regarded as the fulfillment of expectations of the project participants. Quality has been adopted in construction industry mainly because as in any other industry, it is critical that client satisfaction is achieved if an organization is to succeed, or indeed survive. Quality is a product which can be measured in terms of performance, reliability and durability. It is a crucial parameter that differentiates an organization from its competitors. Quality management is important to create superior quality products which not only meet but also exceed customer satisfaction. Quality management system is a formalized system that documents processes, procedures, and responsibilities for achieving a quality policies and objectives. For more than two decades quality and quality management systems have leading buzzwords in the business world. Numerous consultants have built their carriers around these topics, and quality issues in business have been responsible for the development of new organizations and even industries for instance. The notion of quality in business focuses on the savings and additional revenue that organization can realize if they eliminate errors throughout their operations and produce products and

services at the optimal stage of quality desired by their customers. This chapter deals with quality management system, its necessities, objectives and scope.

2. LITERATURE REVIEW

Abdul Rahman et.al., (2011), explored preliminarily the practices of quality management, management commitment in quality management implementation problems in construction projects in the context of Malaysian construction industry. The findings of the study indicate that the state of quality management in construction projects in Malaysia needs to be strengthened and there are problems in relation to quality management implementation that require attention. The paper provided an insight on the state of quality management in construction projects in Malaysia.

Adenuga et.al., (2013), identified the challenges of public housing but focused on appraising the quality assurance practices in the construction industry. The study examined the factors that hinder effective quality assurance practices. The study concluded that all have major roles to play in ensuring quality work in public housing projects and enforcement of quality standards by government agencies.

Albert chan et.al., (2002), said that project success means different things to different people. This study aims is to develop a framework for measuring success of construction projects. The author used Key performance indicator which helps to set a benchmarks for measuring the performance of a construction project and to provide significant insights for the usefulness for future researches.

Ali jaafari et.al., (1996) has concerned the challenges of applying the principles of total quality management to construction projects. The study particularly targeted the construction workers and their perception of the usefulness of the Quality assurance systems in place. The study has huge result main is that communication process within the industry is poor.

Andrew et.al., (2008), reported an investigation on the advancement of Quality assurance to Total Quality Management for construction contractors in Hong Kong. The Research finding is based on Questionnaire survey. The Questionnaire was answered by 40 respondents working in construction contractors in Hong Kong. The paper was then analyzed and explored new direction in the advancement of

quality assurance to the total quality management for construction contractors and offers help to practitioners in providing a direction for construction quality management improvement.

Bart Bossink et.al., (2002), said that Quality management practices do support the management of strategically important innovation process. The quality management practices that are used in this study to support the management of strategically important innovation processes are analyzed. The study also indicated that systems and goal practices in quality management can be supportive to the management of strategic innovation. Based on the practices and parameters identified, the study can carried out to identify the performance level of construction companies. This study will also help to identify that quality management principles contributes to a greater extent to achieve customer satisfaction.

Denis leonard et.al., (2008), established the application of practices related to quality management. The findings suggested that senior managers still see quality as a peripheral issue and are not convinced of its value. It showed that there is a need for leaders in the industry to embrace quality and adopt consistent company wise systematic and strategic approaches.

Dharani et.al., (2015), analyzed the various factors affecting quality and quality assurance. The study provided an effective framework for the total quality management which helps to increase the performance of the construction industry.

Manal et.al., (2011), considered all the firm aspects in a competitive way is a crucial process for the Egyptian construction firms culture. This research has tried to indicate the role of Quality Management System (QMS) Implementation in measuring performance through developing a model for measuring performance at the organization level, and explore its impact on the organization that adopt QMS . The model determines the performance level of the organization that is measured by means of point system.

Mane et.al., (2015), discussed that Quality, time and cost are the important aspects of successful construction project which fulfills the main goal of construction industry. The study indicates that Quality Management System (QMS) in construction industry refers to quality planning, quality assurance and quality control.

Nicholas chilehe et.al., (1997), has shown that sustainable competitive advantage can be gained through people with total quality management helping them to develop and maintain the advantage. Absence of an in-depth study exploring the linkages between competitive advantage and total quality management in the UK Construction industry has been the motivation of this paper. The study also showed empirical studies of TQM performance-intended to help managers TQM more effectively.

Ogunbiyi et.al., (2014), highlighted the importance of quality management plan. The study discussed that clients and designers have important roles in a process of quality management and assurance. The study showed that Construction firm must organize itself in such a way that human, material, equipment, administrative and technical factors affecting the quality of project will be under control at all times.

Rizwan et.al., (2009), assessed the state of implementation of Deming's 14 points for achieving quality in the construction industry. He concluded that companies are recommended relate their quality implementation ideas with Deming's 14 points in order to achieve total quality management to the maximum extent.

Syed Ahmed et.al., (2002), showed comparison of quality management system in the construction industries of Hong Kong and USA was studied. And the result shows that even though Companies in USA are following a high standard of work practices they have failed to see the need to obtain the ISO 9000 certifications. But in hong Kong a higher percentage of firms have certified to the ISO 9000 standards. But this result also shows even firms in hong Kong follow the above mentioned standards they didn't go for any further improvement from the process of zero defects. But the firms in U.S.A they didn't follow the standards. But they gave the construction products with a good quality. This study mainly discusses the quality management principles and customer satisfaction parameters through comparative study of various international construction projects. His study was carried out particularly to identify ISO standard practices adopted by the organizations and the parameters related to identify satisfaction level for customers. Those elements are used for the preparation of questionnaire for employees and customers.

3. CONCLUSION

Different views of different authors on quality management, control and assurance were discussed. One Questionnaire was prepared and will be given to the employees to receive responses regarding ISO 9000 Quality Management Principles and Total Quality Management adopted in Construction work. Another Questionnaire was prepared and will be given to the Customers to receive responses regarding Customer Satisfaction in the Construction process as a result of ISO 9000 Quality Management Principles and Total Quality Management elements implemented. The ISO standards are based on the seven quality management principles that senior management can apply for organizational improvement. They are process approach, customer focus, leadership, engagement of people, improvement, evidence based decision making, relationship management. The implementation of quality control and assurance should be practiced in the construction companies to upgrade the quality in the field.

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