

**THE APPLICATION OF QUALITY MANAGEMENT FOR
UNIVERSITY CAFETERIA BUSINESS IMPROVEMENT**



**BACHELOR OF TECHNOLOGY MANAGEMENT
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**THE APPLICATION OF QUALITY MANAGEMENT FOR UNIVERSITY
CAFETERIA BUSINESS IMPROVEMENT**

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**The report is submitted in partial fulfillment of the requirements for the award
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**Faculty of Technology Management and Technopreneurship
UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

2022

DECLARATION

I declare that this research project title “The Application of Quality Management for University Cafeteria Business Improvement” is the result of my research except the cited in the references. The research project has not been for any degree and is not concurrently submitted in the candidature of any other degree.

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SUPERVISOR'S AND PANEL APPROVAL

I hereby declare that I have read this thesis research and, in my opinion, this thesis is sufficient in terms of scope and quality for the award of Bachelor of Technology Management and Technopreneurship with Honours

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DEDICATION

I would like to dedicate the success of this research project especially to my parents which are my mother Rahmah Binti Surip and my stepfather Azry Bin Samdin and also my family members. This report will be dedicated to them because I want to thank them for all the sacrifices that they made for me while I have been studying at this university and helped in terms of advice, finance, and encouragement support in the process to make this report. Next, I would like to express a lot of gratitude to my supervisor, Dr. Kamarudin Bin Abu Bakar, and my friends that give a lot of help while completing this Final Year Project.



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ABSTRACT

Quality management introduces the techniques used to reduce process variation in a controlled process. This is one of the approaches for the Universiti Teknikal Malaysia Melaka (UTeM) community benefits of having the best services by implementing total quality management that employs university cafeteria services. Because there is little evidence or literature on university dining services in Malaysia, to the best of our knowledge, I am interested to discover more about this topic. Quality management educates people to improve quality and increase productivity. Quality management allows you to learn what kind of improvement in product and service with the aim to become competitive. It includes eliminating the need for mass inspection as well as building quality into the product in the first place. This research is to identify the relationship between the application of quality management and university cafeteria business improvement. This research objective is to analyze significant relationship between the application of quality management and university cafeteria business improvement, to investigate the correlation between the variables used in the quality management application, and to determine how quality management is most commonly used for university cafeteria business improvement. Lastly, the researcher uses primary data by distributing the questionnaire to the respondents and secondary data obtained from the internet articles and journals as a research method for this project.

Keywords: Business Improvement, Quality Management, TQM, University Cafeteria.

ABSTRAK

Pengurusan kualiti memperkenalkan teknik yang digunakan untuk mengurangkan variasi proses dalam proses terkawal. Ini adalah salah satu pendekatan untuk faedah komuniti Universiti Teknikal Malaysia Melaka (UTeM) mendapat perkhidmatan terbaik dengan melaksanakan pengurusan kualiti menyeluruh yang menggunakan perkhidmatan kafeteria universiti. Oleh kerana terdapat sedikit bukti atau literatur mengenai perkhidmatan makan universiti di Malaysia, sepanjang pengetahuan kami, saya berminat untuk mengetahui lebih lanjut mengenai topik ini. Pengurusan kualiti mendidik orang ramai untuk meningkatkan kualiti dan meningkatkan produktiviti. Pengurusan kualiti membolehkan anda mempelajari jenis penambahbaikan dalam produk dan perkhidmatan dengan matlamat untuk menjadi berdaya saing. Ia termasuk menghapuskan keperluan untuk pemeriksaan besar-besaran serta membina kualiti ke dalam produk di tempat pertama. Penyelidikan ini adalah untuk mengenal pasti hubungan antara aplikasi pengurusan kualiti dengan peningkatan perniagaan kafeteria universiti. Objektif penyelidikan ini adalah untuk menyiasat tahap kepuasan dalam kalangan komuniti UTeM, had terbesar yang dihadapi dalam menerima pakai pengurusan kualiti, dan sifat-sifat yang paling terpilih dalam peningkatan perniagaan kafeteria universiti. Akhir sekali, pengkaji menggunakan data primer dengan mengedarkan borang soal selidik kepada responden dan data sekunder yang diperolehi daripada artikel dan jurnal internet sebagai kaedah kajian untuk projek ini.

Kata kunci: Peningkatan Perniagaan, Pengurusan Kualiti, TQM, Kafeteria Universiti.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

1.1 Background of study

Today, customers looking for the best quality of services at the lowest cost, and that places cafeterias under pressure to provide services that exceed customers' expectations in the highly competitive environment and the globalization age, thus Total Quality Management (TQM) became a top priority in many hospitality organizations to meet customers' search for better services and products (Al-Ababneh et al., 2018). As a result, many cafeterias have adopted TQM as a core management concept business excellence (Al-Ababneh et al., 2018).

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Business failure occurs when customers feel dissatisfied with the service they received (Hsieh & Yeh, 2018). Business improvement requires service recovery as an effective response to customer complaints by taking prompt action to resolve these issues (Ogbeide et al., 2017). Business improvement is taken by service providers as a procedure of the corrective actions to regain customer satisfaction and minimize customers harm (Cheng et al., 2018; Hsieh & Yeh, 2018; Wong et al., 2016).

TQM's impact on the cafeteria industry's business improvement has received considerable research attention due to TQM practices having a positive impact on enhancing business performance (Al-Ababneh et al., 2018). TQM plays a vital role in achieving higher levels of business improvement (Khalfallah et al., 2021). Production personnel and quality management recognized quality management as part of the philosophy of TQM that empowered employees to improve their processes.



1.2 Quality Management

The concept of quality is often considered as conformity, the overall characteristics or characteristics of a product expected by the consumer (Prasetyawaty, 2014). A continuous improvement approach is required for quality. A company must not only fulfill the requirements of the quality, but also the requirement of safety, environment, and economy (Sarker, M.N.I., Hossin, M.A., Anusara, J., et al., 2018).

Quality management is a regularly applied process that is used to determine the source of changes in the organization as well as to analyze business capabilities. In many management implementations, a control chart has an important role in assess the “quality” of a product; either in control or out of control (Lestari, 2015). Quality management also monitors the ongoing production process, using graphical control charts, to present performance on a process, to detect and reduce variation in the outcome, improving quality (Vetter TR, Morrice D., 2019). Quality management is now a widely applied practices in control and improvement processes in manufacturing, but research on the successful application of quality management in the food processing industry has been published only recently (Lim et al. 2017).

From the mid-1980s onward, the TQM rules and the ISO 9000 series standards were introduced to production management. The growing importance of quality, in the food sector, makes the use of quality management practices a necessity. Several reviews of quality management in the food industry have been published lately (Lim, S.A.H.; Antony, J.; Arshed, N.; Albliwi, S.,2017). These reviews conclude that food companies implementing quality management have attained significant benefits in terms of reducing process variations, compliance with food regulations, productivity increase, boosting customer confidence and trust, and improving continuous process control and process improvement activities. Among the identified limitations, the following issues were the most significant: the lack of statistical thinking, the complexity of quality managements, and a large number of variables (Lim, S.A.H.; Antony, J., 2019).

1.3 University Cafeteria Business Improvement

University cafeterias, also called canteens, are places where students spend a considerable amount of time. Many staff members and students gather around not only at lunchtime but also throughout the day. University cafeterias and canteens do not only provide food services to students but also provide a place for leisure (Ha and Ha, 2008). In the past, the role of the university cafeteria was restricted to simply providing food to students and staff, but, because dining-out options for college students have increased in recent years, interest in student cafeterias today has expanded to include quality management (Cha and Seo, 2019).

Accordingly, today's college students are interested in much more than the availability and quality of food (Kwun et al., 2013). The increasingly diverse and expanded needs of students have had a major impact on the operation and management of university student cafeterias. At this point, analyzing the factors that affect students' perception of university cafeteria business improvement will be significant in establishing superior management strategies (Cha and Seo, 2019). As an example, Garg and Kumar's (2017) research, which they conducted at Taylor's University in Malaysia, found that food and beverage variety and quality, price and value fairness, and atmospherics and business improvement are among the student's selection attributes.

Research concerning the business improvement of higher education institutions was included. The goal was to develop an explicit framework for the higher education industry and provide a proper service for students (Chen, 2012). This study was based on the Servqual model and the Plan-Do-Check-Action (PDCA) cycle of total quality management (TQM) to establish a higher education quality management system (Chen, 2012). To improve reputation, providing various services helps establish a superior service base leading to competitive advantage (Jung, 2013). Therefore, universities are interested in improving the quality of such university facilities as a part of their policy to reinforce competitiveness (Cha and Seo, 2019).

1.4 Problem Statement

A competitive market environment requires enterprises from the food industry to emphasize quality aspects in improving the process, quality, and performance of the company. This goal is achievable by implementing a quality management practice program. Improvements in quality and productivity enable the country to produce a variety of high-yielding food products by adopting several new mechanisms such as the use of innovation, technology, and better quality management practices in the business (Abdullah and Rosli, 2015).

Although quality management is a widely utilized techniques in manufacturing, research on its successful implementation in the food processing industry has just recently been published (Lim et al. 2017). Among the highlighted shortcomings, the huge number of variables, the lack of organizational thinking, and the complexity of quality management practices were the most significant (Lim, S.A.H.; Antony, J., 2019). Saglik, Gulluce, Kaya, and Ozhan (2014) established that to survive in today's aggressive market, all food service operations must give importance to the quality of service offered to their customers since food service quality is viewed as a compelling variable in fulfilling students' expectations (Raman & Chinniah, 2011).

It is believed that business improvement has a positive effect on customer satisfaction, that is to say, bettering quality management results in a satisfied customer (Chang, Suki, & Nalini, 2014; Lee, Liaw, Lee, & Rha, 2016). Quality management can be studied as a phenomenon considered within the perspective of relating customers' expectations and perceptions regarding the provided service (Yılmaz 2008; Tan, Oriade, & Fallon, 2014). The food service administrators must improve the food and beverage menu with more rational prices. This will ensure that the staff and the students consume food and beverage from the university cafeteria, rather than buying food products from other and off-campus food service operations (Nadzirah et al, 2013).

1.5 Research Question

1. What is the significant relationship between the application of quality management and university cafeteria business improvement?
2. What is the correlation between the variables used in the quality management application?
3. How quality management is most commonly used for university cafeteria business improvement?



1.6 Research Objectives

1. To analyze significant relationship between the application of quality management and university cafeteria business improvement.
2. To investigate the correlation between the variables used in the quality management application.
3. To determine how quality management is most commonly used for university cafeteria business improvement.



1.7 Scope of Study

The study contains a few limitations that may have an impact on its results, either directly or indirectly.

To begin, data will only be collected from those who are active in the cafeteria operations, as well as business owners and customers. It is their willing participation in the quality management procedures that ensures the university cafeteria business advancement. Second, the Universiti Teknikal Malaysia Melaka (UTeM) Main Campus in Durian Tunggal university cafeteria was chosen as the research location. As a result, the data samples and analyses performed will not represent the entire population of UTeM, and the results cannot be used to make generalizations. Third, most of the respondents' quality management knowledge and skills, particularly their willingness to follow Standard Operating Procedures (SOP), may need to be tested. In keeping with this, the locations must also have internet lines that allow for the completion of the online questionnaire.

As a result of these difficulties, the study may have difficulty ensuring a smooth research procedure, which may cause delays in the timeline.

CHAPTER TWO

LITERATURE REVIEW

2.0 Literature Review

This study provides an overview of quality management and its conceptual frameworks. Worldwide food processing companies are always posing a threat to the food industry. A study further established the university cafeteria business transformation and quality to meet the new challenge and survive in the market. The goal of this study is to look at how quality managements are used in this industry's production settings and to look for evidence of Total Quality Management (TQM) to assess its competitiveness. Indeed, many businesses have realized the link between quality and profits. It is now, more than ever, critical to design a quality plan based on TQM concepts.

TQM is used to raise performance and system quality in an organization's processes. The type of meal offered and the consumer's culinary preferences, impact cafeteria quality. Customers are becoming more conscious of the influence of high-quality food on their health, society, and the environment (Riccioli, F.; Moruzzo, R.; Zhang, Z.; Zhao, J.; Tang, Y.; Tinacci, L.; Boncinelli, F.; De Martino, D.; Guidi, A., 2020) As a result, this research divides cafeteria quality into six categories: cafeteria safety management, employee hygiene management, cafeteria service, food quality, environmental atmosphere, and corporate social responsibility.

The literature study explains the foundation for the situations that occur in the food processing industry, particularly in the university cafeteria, with a focus on areas of quality management development, such as quality control, as well as total quality management. Furthermore, the usage of quality management approaches, which are often employed in quality systems, is discussed. The study covers several critical subjects related to the execution of quality management operations in the food industry to increase company business performance.



2.1 Introduction

Institutional food services are currently accessible in Malaysia in a range of locations, including university dining halls. In general, there is little evidence or literature on university dining businesses in Malaysia, to the best of our knowledge. As the number of students on campus grows, interest in institutional food businesses, particularly university cafeteria, has grown steadily in Malaysia. Institutional food business, especially in universities, is currently exploding as the student population in Malaysia's public and private universities grows. As a result, universities and other higher education institutions must provide the best university cafeteria businesses to their employees and students.

University cafeteria business improvement can be studied as a phenomenon considered within the perspective of relating customers' expectations and perceptions regarding the provided service (Yılmaz 2008; Tan, Oriade, & Fallon, 2014). Similarly, Garg (2014) felt that business improvement can inspire customer opinion towards a restaurant. Buyer expectations and perceptions of service can influence business improvement. Tan, Oriade, and Fallon (2014) likewise specified that this intangible element was one of the vital components in business improvement. It's difficult and complicated to measure business improvement. Because services are intangible, they must be measured. Employee performance, could be one of the intangible aspects.

The application of several approaches to control a process or production system is known as quality management. Quality management practices and methods can aid in the monitoring of process behavior, and the resolution of production problems. The major goal of using quality management methods is to detect and prevent product problem. According to a literature review, quality management is particularly effective for improving quality since it allows the company to discover irregularities in processes. Using quality management as an approach, the researcher will highlight some of the factors that can help university cafeteria increase their efficiency toward continuous improvement.

2.2 The Management Process

Japanese automotive company, Toyota, founded the management process or Toyota Production System (TPS), now been adopted by most the countries across the world due to its proven advantages in quality improvement, cost reduction, flexibility, and quick response (K. Mohan Sharma, S. Lata, 2018). The management process can be best defined as waste disposal in a production system that might be related to human efforts, and time inventory at various stages of production (N.A.A. Rahman, S.M. Sharif, M.M. Esa, 2013). The management process is an effective and popular tool in most of the manufacturing and service sector to tackle non-valued activities and wastes (N. Nandakumar, P.G. Saleeshya, P. Harikumar, 2020). Any sort of wastage, in the true sense the activity that doesn't add any value to the end product, has to be reduced or if possible, eliminated to lower the cost of production (M. Gbededo, 2018). The main theme behind the management process is to reform the existing manufacturing methods and processes by reducing waste to excel towards cost reduction, increase quality, increase profit, and maximize customer value (S. Nallusamy, 2020).

But challenges ahead of them are neck-to-neck competition, unpredictable economic environment, and scarcity of resources (J.C. Veres (Harea), L. Marian, S. Monica, K. Al-Akel, 2018). It is a business strategy tool used by the company to stay ahead of the competitors by adding value to the product and enhancing productivity maintaining a healthy competitive environment (J.M. Rohani, S.M. Zahraee, 2015). The tools of management process were developed for maximizing capacity utilization, reduction in cycle time, lead time, and inventory, and enhancing the product value (R. Sundar, A.N. Balaji, R.M.S. Kumar, 2014). Management process tools are effective wherever there is a selection of correct tools, Genuity in collected data, involvement of people around with a positive mindset, to bring out and accept the change in their working method or culture that will lead to a better working environment (S. Kolla, M. Minufekr, P. Plapper, 2019).