



Emerging Markets Queries in Finance and Business

Customer satisfaction analysis by the implementation of Quality Management System in a public institution

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Abstract

This paper presents a study to determine customer perception in a public institution of the level of performance by the implementation of the Quality Management System. The method used to achieve this report was a case study. For data collection and analysis were used quantitative and qualitative research techniques, by studying researches and documentation, application of questionnaires and by observation. This study intends to identify the perception clients of public institutions on performance officials after the implementation of the Quality Management System. The benefits of implementing a system to improve service quality, are in support of managers, employees and secondly by the customers.

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1. Introduction

The quality of services in public institutions is a real problem we face and which is discussed more frequently lately. Quality is one of the most commonly used concepts across the economy having different meanings since Aristotle. As the world evolved, the meaning of the concept has expanded and diversified. Many works were written and specialists in branch could be considered: M. Juran, A.V. Feigenbaum, G.

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Taguchi etc. From the work of these specialists we can find that final quality target is the customer and its failure is severely penalized. Quality management is a way to organize and involve the entire organization, each department, each person at each level, in achieving quality requirements, related to employee and customer satisfaction. Application of QMS in a state organization defines the quality of services provided by this system, and leads to customer confidence in these services. Successful implementation S.M.C. is reflected in a better organization, establish policy and objectives providing superior qualifications of staff, change the mentality of all staff on addressing quality, access to documented procedures necessary to achieve the objectives and tasks control and monitoring activities to determine the basis of effective preventive or corrective actions.

The objective of this paper is to determine the perception of customers on performance of employees after the implementation of the Quality Management System.

The methodology used is a case study. The first step was realization of a questionnaire to analyze performance employee of public institutions and for that settled six evaluation criteria. Next was performed an analysis of data on questionnaire responders. Finally, each evaluation criterion was analyzed by age, sex and customer surveys respondents.

2. Theoretical analysis in need of QMS in a public institution

Customer requirements and expectations are: efficient and transparent use of public resources; structure and content adaptation to customers; benefit performance of institutions; ownership by institutions responsibility for non-quality costs; aligning institution standards and practice of European organizations in quality management. Public institutions must realize the importance of implementing QMS and must have guidelines in this regard as learning organizations have the best chance to build a strategy to increase quality of service. Learning organization supports continuous improvement of management systems and a strategy based on to increase service quality will be able to add economic value, environmental and social, as expected to flow the value created, long-term.

Quality domain classics define quality as:

An analysis of the structure factors of the institution was made. Employees according to age structure, sex, training and work experience is as follows:

J.M.Juran: "The quality of a product means its ability to be used. The label "good use" applies to output activity. Quality means the degree of adequacy of outputs the requirements of the beneficiaries [JUR88], [JUR00], [JUR02].

A.V.Feigenbaum: "The set of service features or product related to marketing design, manufacturing and maintenance in which product or service meets customer's expectations. Feigenbaum describes quality as "management tool" involving four stages [FEI91]:

1. Setting quality standards;
2. Assessment of compliance with other standards;
3. Action where deviations from standards;
4. Improving these quality standards.

G. Taguchi: "Minimum loss to society by placing the product on the market" [TAG86].

Taguchi's vision losses can be mentioned:

- Costs of non-quality of the organization imposed to customers can be internally validated (scrap or reprocessing) or external validated;
- Costs of non-quality imposed to customer by the low performance of the product;
- Employees: lack of accountability for the quality and consistency of performance;
- Management of the institution: inefficient organization of work;
- Funding organizations: limited funding, disincentives.

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