



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107



An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF COMPUTER SCIENCE AND TECHNOLOGY

COURSE NAME : 190E114 TOTAL QUALITY MANAGEMENT

III YEAR / VI SEMESTER

Unit 1- INTRODUCTION

Topic : Definitions of quality



Definitions of Quality

Joseph Juran's Definition:

"Fitness for use."

Focuses on the product or service's ability to meet the needs of the customer, ensuring it is appropriate and suitable for the intended purpose.

Philip Crosby's Definition:

"Conformance to requirements."

This definition centers on ensuring that products or services meet predefined specifications or standards without defects.

Key Focus:

Both Juran and Crosby emphasize the **importance of meeting customer needs and conforming to standards.**



Evolving Definitions of Quality

W. Edwards Deming's Definition:

"A predictable degree of uniformity and dependability at low cost, suited to the market."

Deming's approach highlights the importance of consistency, continual improvement, and statistical methods to maintain quality standards.

David A. Garvin's Definition:

"The totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs."

Garvin expanded quality to include both **explicit** (stated) and **implicit** (implied) customer needs, making quality more comprehensive.



Customer-Centric Quality



Quality from the Customer's Perspective:

"Quality is the ability to meet or exceed customer expectations."

Customers evaluate quality based on how well a product or service performs relative to their expectations, which can vary from person to person.

Examples:

Apple: Known for its product quality, design, and user experience, consistently meeting high customer expectations.

Amazon: Focuses on service quality, including fast delivery and customer service, building a reputation for meeting customer needs efficiently.

Key Focus:

Today's definition of quality places a heavy emphasis on **customer satisfaction** and **perceived value**.



Quality in Business and Industry



Quality as a Competitive Advantage:

High-quality products and services allow businesses to differentiate themselves from competitors.

Brand reputation, customer loyalty, and market share are directly influenced by consistent quality.

Cost and Efficiency:

Quality also impacts the efficiency of internal processes. Well-designed products and optimized processes reduce waste and minimize defects.

Examples:

Toyota: Their focus on **lean manufacturing** and **continuous improvement** (Kaizen) has made them an industry leader in terms of both product quality and operational efficiency.



Summary of Key Definitions

Classical Definitions (Juran, Crosby) focus on meeting customer needs and conforming to requirements.

Evolving Definitions (Deming, Garvin) emphasize consistency, continuous improvement, and the total customer experience.

Customer-Centric Definitions highlight the importance of satisfying customer expectations and delivering perceived value..



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Topic : Dimensions of product and service quality



Introduction to Quality Dimensions

What Are Quality Dimensions?

Quality dimensions refer to the different aspects that customers consider when assessing the quality of a product or service.

These dimensions help businesses understand what features or characteristics are most important for customer satisfaction.

Importance of Understanding Quality Dimensions:

Defining these dimensions enables organizations to focus on areas that directly impact customer perceptions of quality and competitive advantage.



Dimensions of Product Quality

1. Performance:

Refers to how well the product performs its intended function.

For example, the **battery life** of a smartphone or the **fuel efficiency** of a car.

2. Features:

The attributes or characteristics that enhance the product's functionality.

For example, the **camera quality** of a smartphone or additional **safety features** in a vehicle.

3. Durability:

How long the product lasts before it deteriorates or needs repair.

For example, a **high-quality appliance** like a refrigerator that lasts many years without issues.



Dimensions of Product Quality (Cont'd)



4. Reliability:

Refers to the likelihood that the product will perform consistently without failure.

For example, a **trustworthy washing machine** that consistently delivers results.

5. Aesthetics:

The product's design, style, and how it appeals to the senses.

For example, the **elegant design** of a luxury car or the **visual appeal** of a smartphone.

6. Serviceability:

The ease with which a product can be repaired or maintained.

For example, a **user-friendly repair process** for a car or **easy-to-follow instructions** for assembling furniture.



Dimensions of Service Quality



1. Reliability:

The ability of the service provider to consistently perform the promised service dependably and accurately.

Example: **Airline punctuality** or **hotel reservations being accurate.**

2. Responsiveness:

The willingness of the service provider to help customers and provide prompt service.

Example: **Customer support responsiveness** or **quick service in a restaurant.**

3. Assurance:

The knowledge and courtesy of employees and their ability to instill confidence in customers.

Example: **Professionalism of staff at a law firm** or **confidence instilled by a doctor in a clinic.**



Dimensions of Service Quality (Cont'd)

4. Empathy:

The service provider's ability to understand and provide personalized attention to customers.

Example: **A bank's personalized financial advisory services or an airline's special attention to passengers with disabilities.**

5. Tangibles:

The physical evidence of the service, including the appearance of facilities, equipment, personnel, and communication materials.

Example: **Cleanliness of a hotel room or the well-maintained office of a consultancy.**

Importance of Service Quality Dimensions:

Service quality dimensions are critical for service-based businesses to maintain customer satisfaction, trust, and loyalty.



Thank you