UTM
UNIVERSITI TEKNOLOGI MALAYSIA
RESEARCH UNIVERSITY

TRANSFORMATIONAL LEADERSHIP ENHANCES CUSTOMER SATISFACTION

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Universiti Malaysia Sarawak

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Function of Management and Leadership

Management Produces Order and Consistency	Leadership Produces Change and Movement
Planning and Budgeting: • Establish agendas • Set timetables • Allocate resources	Establishing Direction • Create a vision • Clarify big picture • Set strategies
Organizing and Staffing • Provide structure • Make job placement • Establish rules and procedures	Aligning People • Communicate goals • Seek commitment • Build teams and coalitions
Controlling and Problem Solving • Develop incentives • Generate creative solutions • Take corrective action	Motivating and Inspiring • Inspire and energize • Empower subordinates • Satisfy unmet needs

SOURCE: Adapted from A Force for Change: How Leadership Differs From Management (pp.3-8), by J.P.Kotter, 1990. New York: Free Press.

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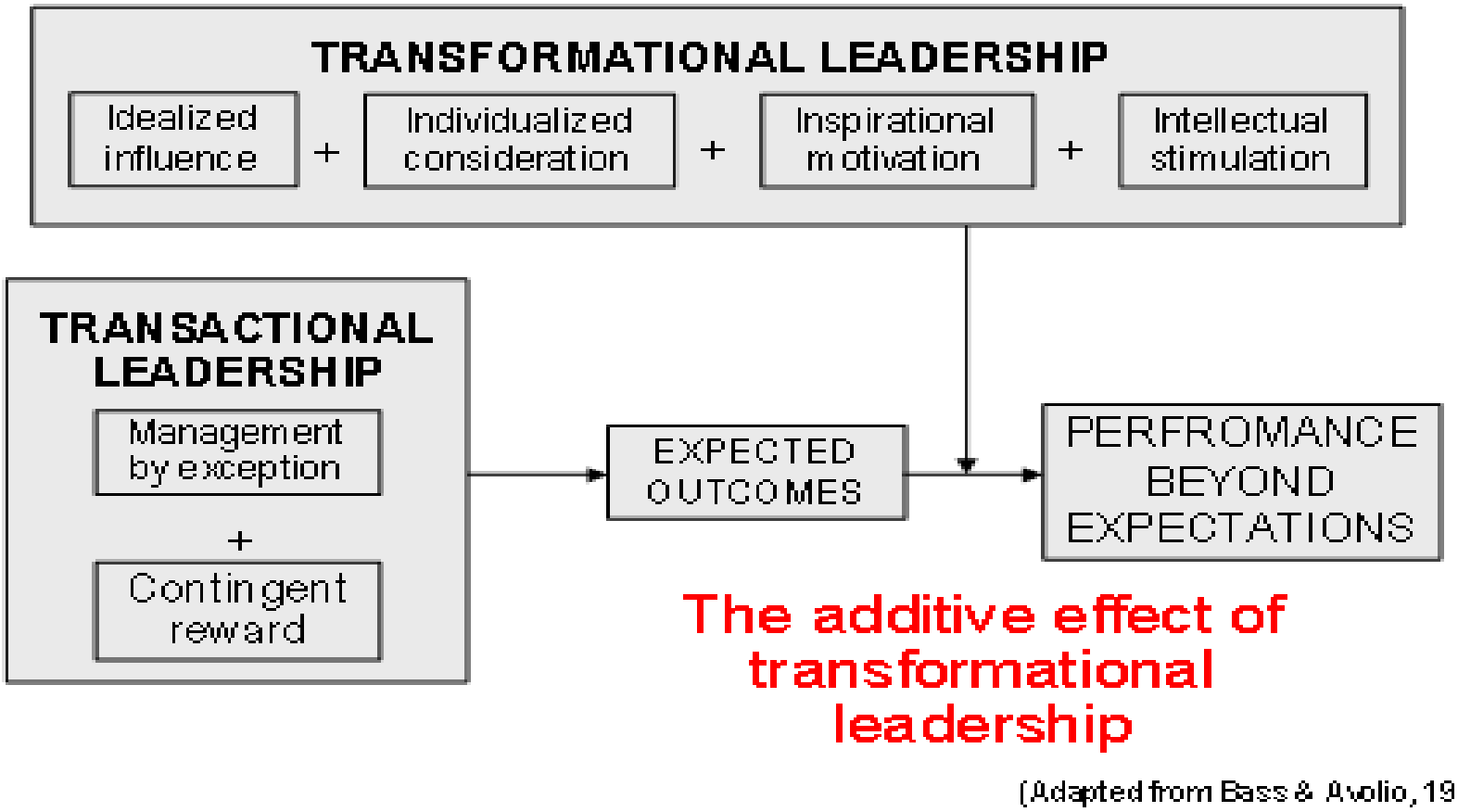
The Additive Effect of Transformational Leadership



(Adapted from Bass & Avolio, 1990)

Principles of TQM

- Be Customer Focused
- Ensure Total Employee Involvement
- Process Centered
- Integrated System
- Strategic and Systematic Approach
- Continual Improvement
- Fact Based Decision Making
- Communication

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Quality Management System (QMS)

1. Understanding and meeting requirements.
2. The need to consider processes in terms of added value.
3. Obtaining results of process performance and effectiveness, and
4. Continual improvement of processes based on objective measurement.

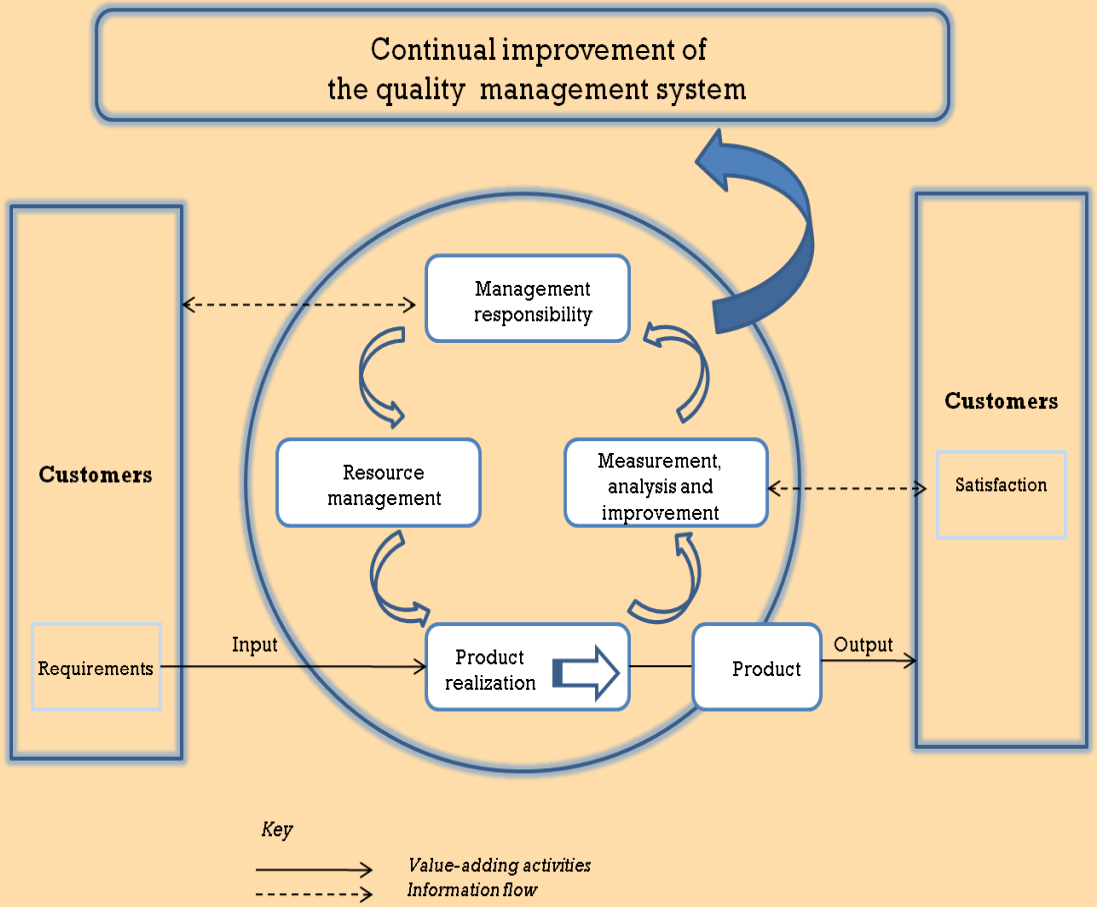

Figure 1 – Model of a process-based quality management system

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Customer Satisfaction Index 2006-2009
Perpustakaan Sultanah Zanariah
UTM

FACTORS	2006 July	2006 Dis	2007	2008	2009
1. Staff	82.5%	84.8%	84.6%	86.0%	83.0%
2. Service	68.1%	65.5%	61.4%	60.8%	60.8%
3. Library Information	67.0%	69.3%	71.0%	72.0%	75.0%
4. Product	53.3%	62.6%	58.0%	63.4%	66.0%
5. Environment	85.1%	85.0%	82.6%	84.0%	83.0%
Overall Satisfaction	**62.4%**	**73.4%**	**71.5%**	**73.24%**	**73.56%**

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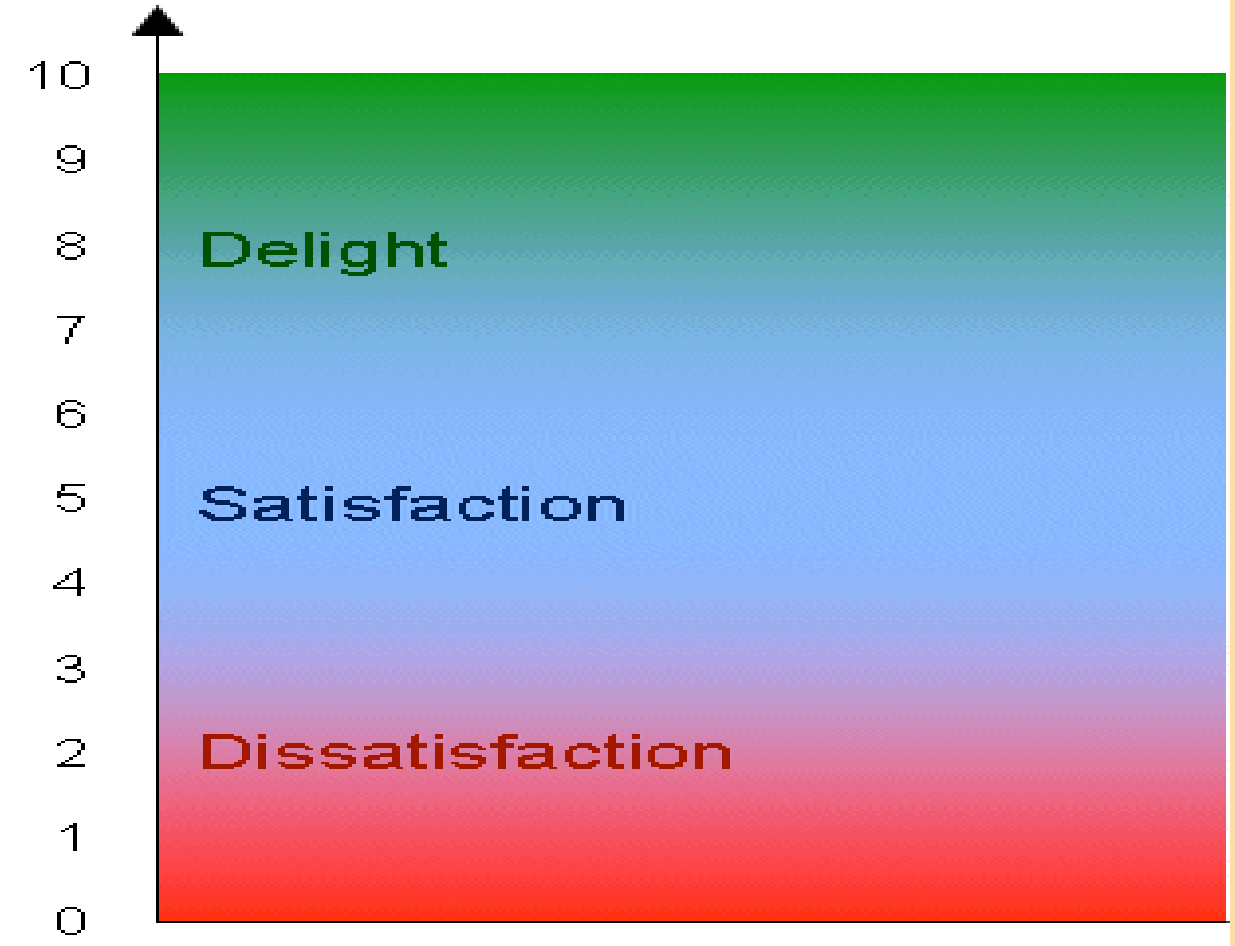
Satisfaction

(higher is more desirable)



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THANK YOU