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Validating the 'soft' aspects of TQM for ISO-9001 certified construction firms in SOUTH AFRICA

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for the attribute data of the respondents. Secondly, for the constructs and indicators, the measure of central tendency (i.e. the mean, standard deviation and coefficient of variation) was computed.

The main findings of this study were that of the eight valid and reliable 'soft' aspects of TQM principles in this study, only five 'soft' aspects of TQM principles were being practised by QMR's and three 'soft' aspects of TQM principles were not being practised by QMR's at their ISO-9001 certified construction firms. The study concludes that the level of agreement by the QMR's for the identified 'soft' aspects of TQM principles was not deemed to be significant. Based on the findings of this study, that despite the QMR's being cognisant of the identified 'soft' aspects of the TQM principles, the practice of these 'soft' aspects TQM principals in the ISO 9001 certified construction firms is irregular and cursory amongst QMR's, as the level of agreement by the QMR's for the identified 'soft' aspects of TQM principles was not deemed to be significant.

Keywords: TQM, Construction, South Africa, QMR, ISO-certified

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