# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Cover Page</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement</td>
<td>i</td>
</tr>
<tr>
<td>Executive Summary</td>
<td>i - ii</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>i - v</td>
</tr>
</tbody>
</table>

## CHAPTER 1: INTRODUCTION

1.1 OBJECTIVES OF THE STUDY  
1.2 SCOPE OF THE STUDY  
1.3 SIGNIFICANCE OF THE STUDY  
1.4 LIMITATION OF THE STUDY  
1.5 ORGANISATION OF THE STUDY  
1.6 BACKGROUND OF THE ORGANISATION  

## CHAPTER 2: LITERATURE REVIEW

2.1 QUALITY CONTROL CIRCLE (QCC)  
2.2 TOTAL QUALITY MANAGEMENT (TQM)  
2.3 SIX SIGMA  
2.4 NEW WAYS OF WORKING IN MALAYSIA AIRLINES  

## CHAPTER 3: RESEARCH METHODOLOGY

3.1 RESEARCH FRAMEWORK  
3.2 SELECTION OF MEASURES  
3.3 RESEARCH HYPOTHESES  
3.4 SAMPLE DESIGN  
3.5 DATA COLLECTION PROCEDURES  
3.6 DATA ANALYSIS TECHNIQUE
List of Tables

Table 3.1 The Management Level and Sample Size For Each Department in Technical Ground Operation Division Involved in The Research

Table 3.2 The Management Level and Sample Size For Each Department in Network Revenue Management Division Involved in The Research

Table 4.1 Calculation of Cronbach Alpha for each of the dimension of statistic

Table 4.2 Position in the Organisation

Table 4.3 Demographic Statistics

Table 4.4 Means Score Result – Organisation Characteristics

Table 4.5 Means Score Result – Intervention Characteristics

Table 4.6 Means Score Result – Institutionalization Process

Table 4.7 Means Score Result – Indicators of Institutionalization

Table 4.8 Correlation Analysis Result
– Relationship between Knowledge and Performance

Table 4.9 Correlation Analysis Result
– Relationship between Internal Support and Personal Development

Table 4.10 Stepwise Regression Analysis Result for Hypothesis 1

Table 4.11 Stepwise Regression Analysis Result for Hypothesis 2

Table 4.12 Stepwise Regression Analysis Result for Hypothesis 3
Table 4.13 Stepwise Regression Analysis Result for Hypothesis 4

Table 4.14 Stepwise Regression Analysis Result for Hypothesis 5

Table 4.15 T-Test Analysis Result – Group Statistics

Table 4.16 T-Test Analysis Result – Independent Samples Test

Table 4.17 ANOVA Analysis Result – Position and Hypotheses Statement

Table 4.18 ANOVA Analysis Result – Position and Internal Support

Table 4.19 ANOVA Analysis Result – Department and Hypotheses Statement

Table 4.20 Post Hoc Test Result – Department and Knowledge

Table 4.21 Post Hoc Test Result – Department and Performance

Table 4.22 Post Hoc Test Result – Department and Preferences

Table 4.23 Post Hoc Test Result – Department and Value consensus

Table 4.24 Post Hoc Test Result – Department and Customer satisfaction

Table 4.25 ANOVA Analysis Result – Tenure and Hypotheses Statement

Table 4.26 Post Hoc Test Result – Tenure and Knowledge

Table 4.27 Post Hoc Test Result – Tenure and Performance

Table 4.28 Post Hoc Test Result – Tenure and Value consensus
List of Figures

Figure 1. Organisational Structure of Malaysia Airlines

Figure 3.1 Mohd Yusof Omar's Institutionalization Framework

Figure 4.2.1 Management Level in Malaysia Airlines

Figure 4.2.2 Department

Figure 4.2.3 Division

Figure 4.2.4 Sex

Figure 4.2.5 Tenure