

## QFD Approach in Determining Importance of Family Performance: Gender Evaluation in Malaysia

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### Abstrak

A family can be considered as an important institution which requires serious attention regarding to its performance. High quality performance of a family may deliver high quality of society and produce better human resources. The idea of translating several family characteristics into variables and dimensions by using Quality Function Deployment (QFD) method could present a new way of improving the performance of a family. In addition, QFD method can also compare the level of importance between male and female in clearer and simpler way leading to the identification of which dimension is the most important and which one is less than the other. QFD method is applied in the data gathered from a questionnaire survey based on 1,213 families in West Malaysia, Malaysia. The QFD technique which is usually applied in industry can be adopted in assessing performance of a family. The technique produces a friendly interpretation of a highly complex and intangible matters around family life; thus, making the assessment of a family easier. Three dimensions and twelve variables were identified as the voice of family. The voice represents variables and dimensions of family performance. Furthermore, the gender evaluation indicates that the level of importance among two out of three dimensions were equally considered high important by both male and female.