

THE DIFFERENT DEFINITIONS OF QUALITY

AUTOR	DEFINICIÓN
Philip B. Crosby.	<p>“[Conformance] to requirements” if we are to manage it. in business the same is true. Requirements must be clearly stated so they cannot be misunderstood. Measurements are then taken continually to determine conformance to those requirements.</p> <p>The nonconformance detected is the absence of quality. Quality problems become nonconformance problems, and quality becomes definable.</p>
W. Edwards Deming	<p>What is quality? Quality can be defined only in terms of the agent. Who is the judge of quality? In the mind of the production worker, he produces quality if he can take pride in his work. Poor quality, to him, means loss of business and</p>

	perhaps of his job. Good quality, he thinks, will keep the company in business. All this is true in the service industries as it is in manufacturing.
Armand V. Feigenbaum	Product and service quality can be defined as: The total composite product and service characteristics of marketing, engineering, manufacture and maintenance through which the product and service in use will meet the expectations of the customer.
Kaoru Ishikawa	<p>How one interprets the term “quality” is important. Narrowly interpreted, quality means quality of product. Broadly interpreted, quality means quality of work, quality of service, quality of information, quality of process, quality of division, quality of people,</p> <p>including workers, engineers, managers and executives, quality of system, quality of company, quality of objectives, etc.;</p>
Joseph M. Juran	He gives two definitions:

	<p>1. Quality consists of those product features which meet the needs of customers and thereby provide product satisfaction.</p> <p>2. Quality consists of freedom from deficiencies.</p> <p>A short definition would be “fitness for use.”</p>
Robert M. Pirsig	<p>“Quality is a characteristic of thought and statement that is recognized by a non-thinking process. Because definitions are a product of rigid, formal thinking, quality cannot be defined.”</p>
Walter A. Shewhart	<p>that there are two common aspects of quality. One of these has to do with the consideration of the quality of a thing as an objective reality independent of the existence of man. The other has to do with what we think, feel or sense as a result of the objective reality.</p>
Genichi Taguchi	<p>Quality is the loss a product causes to society after being shipped ... other than any losses caused by its intrinsic function.</p>