

# *Understanding Total Quality: The Islamic Perspective*

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## *Abstract:*

*In the conventional business view, total quality basically refers to best practices allowing for highly satisfactory end-products and services from all sides and along all the various phases. By contrast, non quality refers to poorly manufactured products or offered services. Hence, managing quality and non quality becomes an essential action aiming at obtaining zero faults and errors, thus securing consumption and satisfying people's ever evolving aspirations or goodwill. The determinants are, therefore, either the market or the consumers. Internationally, the higher the quality standards of products, goods and services is, the easier and prosperous the exports.*

*However, the true Islamic quality culture differs significantly in that it could be regarded as a more complete set value system that goes beyond measuring deviations from standards: The ultimate goal is to obtain the blessing or pleasure of Allah SWT in this world and in the Hereafter. In this context, producing goods and providing services, with best characteristics, should not only be done through eliminating or reducing deviation from norms, but mainly targeting moral practice and avoiding all kinds of sins even when involuntarily wastes occur.*

*In this paper, the authors, after having clarified the concepts and principles of quality and non quality, reveal the comparative discrepancies that exist theoretically and in real life of the Muslim and Arab countries. In brief, they argue that lack of high levels of belief, morality, consciousness, knowledge and good understanding of the issue at various levels and points explain much of the negatives practices observable in the Muslim world. Hence, a change is absolutely needed.*

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