

## Abstract

The middle tier housing projects have several factors affecting the quality of houses, especially the quality management implementation which is important for developers to gain a competitive edge. The researcher was interested in quality management implementation problems collecting from selected sample quality checklists of three similar projects located within thirty kilometers from Suvarnnabhumi Airport. The data were analyzed by Pareto Analysis and a Cause and Effect Diagram was then prepared by interviewing three project managers. The research results showed that the major factors impacting quality management implementation consist of five main groups of factors, e.g. (1) human factors, (2) material factors, (3) system and process factors, (4) machine and equipment factors, and (5) other factors, which are caused by different project managers' management styles. Although the quality management standard adopted in the projects was the same, but the quality management implementation in each project was different in details. Furthermore, the research results also consisted of the quality management implementation guidelines, which are divided into the five groups of factors, and several suggestions that can be applied to improve the quality management of middle tier housing projects.