

ABSTRACT

The purpose of this research study is to explain and analyze the current situation of the International University in terms of reliability, responsiveness, tangibility and communication. The researcher designed the Organization Development Interventions (ODI) to enhance service quality.

The action research model and survey questionnaires were used to collect data from 75 respondents who were customers and OHRM staff of International University. Data were analyzed using descriptive and inferential statistics.

The findings show that there was significant difference between Pre and the Post OD intervention on service quality in terms of reliability, responsiveness, tangibility and communication ($P \leq 0.5$). The ODI activities were effective in enhancing the OHRM quality service.

The researcher further designed a process manual to sustain the results of the study.

Keywords: OHRM, ODI, Service Quality, 5S, PDCA.

