

THE CUSTOMER ACCEPTANCE TOWARDS
ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (eCRM)
ELEMENTS ON TERMINAL BERSEPADU SELATAN (TBS) WEBSITE

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This report is submitted in fulfilment of the requirement for the Bachelor of
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I hereby confirm that I have examined this project paper entitled:

The Customer Acceptance Towards
Electronic Customer Relationship Management (eCRM) Elements on Terminal
Bersepadu Selatan (TBS) Website

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DECLARATION

‘I declare that this report is my own work except the summary and excerpts of everything I have to explain the source’

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DEDICATION

This research paper was dedicated to my parents and family who have been my constant source inspiration. They had given unconditional support with my studies. I am honoured to have their as my parents. Thank you for giving me a chance to prove and improve myself through all my walk of life. Additionally, thank you for conditional support from my beloved friends who helped me complete this study to all my family thank you for believing me to further my studies.

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ABSTRACT

Technological advances had profoundly changed the way consumer's behavior in terms of products and services purchased. Nowadays, most Customer Relationship Management (CRM) programs, applications and services depend more heavily on Information Technology (IT) than in the past, as Terminal Bersepadu Selatan (TBS) is one of the organization who adapted CRM technology. These programs, software applications, and services constitute part of what was known as Electronic Customer Relationship Management (e-CRM). TBS organization becomes more efficient in managing their website and e-Ticket website which consist of buyer-seller relationships. The aims of this study was to determine the relationship between the customers acceptance factors with eCRM elements on TBS website and to investigate the most important customer acceptance factor contribute to eCRM elements on TBS website. This study was conducted by using descriptive study, which means the researcher has prepared the questionnaire that was answered the research questions in the end of this research. This research was conducted at TBS, Bandar Tasik Selatan, Kuala Lumpur and also UTeM City Campus, Melaka to 150 respondents. As from the construct independent variables, all variables were significant which are perceived usefulness, perceived ease of use and perceived compatibility except for one variable which is perceived communicability where it shows no significant relationship with the dependent variable, eCRM elements on TBS website. Finally, the most important factor contribute to eCRM elements on TBS website was perceived usefulness.

Keywords: Customer acceptance, Electronic Customer Relationship Management (e-CRM), TBS website

ABSTRAK

Kemajuan teknologi telah mengubah tingkah laku cara pengguna dari segi produk dan perkhidmatan yang dibeli. Pada masa kini, kebanyakan program, aplikasi dan perkhidmatan Pengurusan Perhubungan Pelanggan (CRM) bergantung lebih banyak dengan Teknologi Maklumat (IT) daripada masa lalu. Terminal Bersepadu Selatan (TBS) adalah salah satu organisasi yang menggunakan teknologi CRM. Program ini, aplikasi perisian, dan perkhidmatan menjadi sebahagian daripada apa yang dikenali sebagai Pengurusan Perhubungan Pelanggan Elektronik (e-CRM). Organisasi TBS menjadi lebih cekap dalam menguruskan laman web dan laman web e-Tiket mereka yang terdiri daripada hubungan pembeli-penjual. Tujuan kajian ini adalah untuk menentukan hubungan antara faktor-faktor penerimaan pelanggan dengan unsur-unsur eCRM pada laman web TBS dan untuk menyiasat faktor paling penting terhadap penerimaan pelanggan yang menyumbang kepada unsur-unsur eCRM pada laman web TBS. Kajian ini dijalankan dengan menggunakan kajian deskriptif, yang bermaksud penyelidik telah menyediakan soal selidik yang menjawab persoalan kajian di akhir kajian ini. Kajian ini telah dijalankan di TBS, Bandar Tasik Selatan, Kuala Lumpur dan juga UTeM Kampus Bandar, Melaka kepada seramai 150 responden. Daripada semua faktor pemboleh ubah yang dibina, semua pemboleh ubah adalah signifikan iaitu faktor kegunaan, faktor mudah penggunaan, faktor keserasian kecuali satu faktor iaitu faktor mudah dikomunikasi di mana tidak signifikan terhadap pemboleh ubah bergantung, iaitu unsur-unsur eCRM pada laman web TBS. Akhir sekali, faktor yang paling penting menyumbang kepada elemen eCRM dalam laman web TBS adalah faktor kegunaan.

Kata kunci: *Penerimaan Pelanggan, Pengurusan Perhubungan Pelanggan Elektronik (e-CRM), laman web TBS.*

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LIST OF ABBREVIATIONS

CRM	Customer Relationship Management
DV	Dependent Variable
FAQ	Frequent Asked Questions
H_0	Null Hypothesis
H_1	Alternative Hypothesis
IS	Information System
IT	Information Technology
ITT	Integrated Transport Terminal
IV	Independent Variable
MIS	Management Information System
PC	Perceived Communicability
PCP	Perceived Compatibility
PEOU	Perceived Ease of Use
PU	Perceived Usefulness
SPSS	Statistical Package for the Social Sciences
TAMs	Technology Acceptance Model
TBS	Terminal Bersepadu Selatan
TRA	Theory of Reasoned Action
eCRM	Electronic Customer Relationship Management

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Technological advances had profoundly changed the way consumer's behavior in terms of products and services purchased. Over the last ten years, many companies and organizations have implemented Customer Relationship Management (CRM) system. CRM has been defined as the automation of horizontally integrated business processes involving front office customer contact points (marketing, sales, service and support) via multiple, interconnected delivery channels by Metagroep (2000).

Nowadays, most CRM programs, applications and services depend more heavily on Information Technology (IT) than in the past. These programs, software applications, and services constitute part of what is known as Electronic Customer Relationship Management (e-CRM). e-CRM is the electronically delivered or managed subset of CRM. It arises from the integration of traditional CRM with the e-business applications marketplace and covers the broad range of information technologies used to support a company's CRM strategy (Peelen, 2005).

An increasing number of companies are considering in implementing e-CRM system to improve their customer service. This research was focusing on e-CRM, which is a platform that delivers CRM function via the World Wide Web (Feinberg and Kadam, 2002). Mostly online retailers or website will include the e-CRM features such as email capability, the ability to complaint, information for first time user, mailing list, frequently asked questions (FAQ) section, member benefits, site

customization, chat rooms, bulletin boards and site tours just to name a few (Fenberg and Kadam, 2002). Terminal Bersepadu Selatan (TBS) website was already exist since 2011 which offer customer to booked ticket via online also implementing eCRM elements to improve their efficiency.

1.2 Problem Statement

Current communication technologies enable companies to communicate with their customers in better and more efficient ways. As the TBS organization become more efficient in managing their website and e-Ticket website which consist of buyer-seller relationships, the researcher were called to perform further investigation for such relationship and acceptance from consumers.

Other than that, consumers are lack of awareness and not interested to pay a visit on TBS website what else to purchase at their e-Ticket website. TBS customers always stuck in long queuing to buy a ticket due to not using TBS website as platform to purchase ticket and not using the eCRM features provided to facilitate their journey or transaction. This research idea has arisen from this problem to become an important topic to be discussed.

1.3 Research Question

RQ 1: What are the customer acceptance factors that contribute to the customer acceptance on TBS website?

RQ2: Is there any relationship between the customer's acceptance factors with eCRM elements on TBS website?

RQ3: What is the most important customer acceptance factor contributed to eCRM elements on TBS website?

1.4 Research Objectives

RO 1: To identify the customer acceptance factors contribute to eCRM elements on TBS website.

RO2: To determine the relationship between the customers acceptance factors with eCRM elements on TBS website.

RO 3: To investigate the most important customer acceptance factor contribute to eCRM elements on TBS website.

1.5 Scope and Limitations of Study

This study was conducted at Terminal Bersepadu Selatan, a modern bus terminal located at Bandar Tasik Selatan, Kuala Lumpur. The researcher investigate the factors contribute to the customer acceptance of eCRM elements on TBS website. The researcher chooses the TBS consumer as respondents to complete the survey. The respondents were the consumers who are using TBS website to booked ticket which they will line up at specific counter to redeem the ticket.

There were two limitations happen during this research. First, the researcher faced problem where TBS consumer was in rushing attitude as mostly of them are waiting for bus departure, so they did not give full cooperation during the survey. Second, the information collected for this study was taken from many sources including internet. However, there were small numbers of researcher who do related research. In terms of finding the data, journals and articles, there were limited information to access due to unavailability of the data.

1.6 Importance of Study

The study on the customer acceptance of eCRM elements in TBS website can provide more understanding on the implemented eCRM and the usefulness of the system towards TBS organization. The organizations could have more knowledge to choose the best and suitable eCRM elements to implement in their website. This research also can help the community who do not interested in visiting TBS website to change their perception on TBS website as well as TBS online e-Ticketing system.

Other than that, from this study, the organization can improve their service performance in terms of the website management and also customer service. This research also can help the future researcher to gain the additional information and know the advantages and disadvantages of eCRM implementations.

1.7 Summary

This chapter had discussed the foundation of the study that intends to understand the purpose of this study. Through this chapter, it introduced to the background of study, problem statement, research questions and objectives, scope and limitation of the study and lastly had discussed the importance of this study. The researcher can move to the Chapter Two which had discussed more about this study in the literature review.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter was discussed about the concepts and different features, opportunities and challenges of Customer Relationship Management (CRM). This chapter includes the elements of eCRM from related literature from journals, books, academic papers, website that related to the study.

2.2 Management Information System (MIS)

Management information System (MIS) defined as an integrated user-machine system, for providing information, to support the operations, management, analysis and decision making functions in an organization by Hardeep Singh (2012). According to Mays Business School, MIS is the study of people, technology, organizations and the relationship among them. MIS professional help firms realize maximum benefit from investment in personnel, equipment and business process. MIS is a people oriented field with an emphasis on service through technology.

An obvious connection between IT and relationship marketing is found in the concept of customer relationship management (CRM). The basic idea of CRM is to manage customer relationships by maximizing the advantages of IT. Theoretically, relationship marketing is a marketing philosophy that underlies the concept of customer relationship management (Christopher et al, 2002).