

**Universiti Teknologi MARA**

**Family Restaurant System (FRS)  
Using CRM**

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## ABSTRACT

Family Restaurant System (FRS) is a system that applies all elements of Customer Relationship Management (CRM) element. It integrates of people, process and technology in the system. It also uses other combinations like information and philosophy in order to manage customer relationship in an organization. There are three major components of CRM, which are analytical, operational and collaboration CRM. FRS is an e-commerce system that focuses on operational and collaboration. The operational CRM is the front office functions whereas the collaboration CRM represents activities to interact with customers. FRS allows organization to interact and maintain good relationship with the customer. FRS used several methods to study the customer requirements such as preliminary study and analysis of data. The study shows that several restaurant websites do not apply the elements of CRM such as the website for the Family Restaurant. Interview sessions with the existing restaurant owner were carried out to understand the current processes and problems. FRS is being evaluated by users and expert users. The purpose of the evaluation is to evaluate the functionality and usability of FRS. The evaluation construct are divided into six sections which are navigation, interface, content, consistency, efficiency and user satisfaction. Results from user based on the six constructs, the interface construct for the item B1 "The interface design of web is attractive." shows the highest mean value 4.55 (SD=0.62) compared to others construct. The summary result shows that users agreed that the system are accessible, attractive, fast loading, and consistent. In conclusion, the users are satisfied when using this system. They agreed that CRM elements should be incorporated in an organizational website. The future enhancement for this FRS is by provides a customization for product. Then, this customization of products will become more attractive processing in FRS.

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