

UNIVERSITI TEKNOLOGI MARA

**Salient Customer Relationship
Management (CRM) Dimensions
Contributing to Customer Loyalty for
UEMS in Facility Management**

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Dissertation submitted in partial fulfillment
of the requirements for the degree of
MASTER IN BUSINESS ADMINISTRATION

Arshad Ayub Graduate Business School

December 2018

AUTHORS' DECLARATION

We declared that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of our own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

We hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

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Dissertation Title : Salient Customer Relationship Management
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Loyalty for UEMS in Facility Management
Date : December 2018

ABSTRACT

Growing revenues and profits are the most prominent business objectives of many facility management providers which ultimately help to strengthen the company's presence in the industry. Focusing on managing relationship with customers can cultivate loyalty which subsequently lead to customer retention. The purpose of this study is to establish salient Customer Relationship Management (CRM) dimensions contributing to customer loyalty in Facilities Management. An in-depth research was pursued to ascertain the influence of the CRM dimensions (customer orientation customer knowledge, customer empowerment and complaint resolution) towards customer's loyalty for UEMS. The data were analysed from 77 questionnaires received from UEMS customers located in Selangor, Perak, Kuala Lumpur, N. Sembilan, Malacca, Johor and Penang. Result for the regression analysis revealed that CRM played a major role towards customer loyalty with both customer knowledge and customer orientation being the two dimensions of CRM with provided the significant impact. Within the context of Facilities Management industry in Malaysia, the results gave evidence that focusing on the two CRM dimensions will lead to customer loyalty which UEMS can take advantage upon to further strengthen its business growth in the industry. Recommendations were given for UEMS to develop comprehensive training program to all level of staff to further enhance customer-oriented culture in the organization and also to utilized software-based CRM to manage customer knowledge and information in an efficient manner as the company continue to grow its business.

ACKNOWLEDGEMENT

First, we wish to thank God for giving us the opportunity to embark on our research and for completing this long and challenging journey successfully. Our gratitude goes to our supervisor Associate Professor Dr. Nooraini Mohamed Sheriff for her relentless efforts ensuring the fire keeps burning and being there always whenever we need the encouragement throughout the journey. Thank you for the support, patience and valuable time in assisting us with this research. May Allah bless you with good health and prosperity in your life.

We also would like to express our gratitude to the staff of the UEMS Solutions Sdn Bhd (UEMS), especially Mr. Ramlan Khamis, General Manager of UEMS for providing the information, knowledge and assistance with regards to the organization. Our appreciation goes to the UEMS customers throughout Malaysia who spend their time and effort in providing their honest and valuable response to the survey distributed.

Special thanks to our colleagues and friends for helping us with their guidance and moral support for this research. Knowing we are in this journey together, helps us to motivate ourselves during difficult moments.

Our acknowledgement would be incomplete without thanking the biggest source of our strength, our family. We thank them for putting up with us in difficult moments where we were burning the midnight oil in order to complete this research. This would not have been possible without their unwavering and unselfish love and support given to us at all times. Alhamdulillah.

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