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UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**THE ROLE OF CONSUMER PERCEPTION TOWARDS CUSTOMER ACCEPTANCE
OF MOBILE CUSTOMER RELATIONSHIP MANAGEMENT (MCRM)**

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Dear Sir/Madam,

INDUSTRIAL TRAINING REPORT (MKT 660)

Attached is the copy of Industrial Training Report (MKT660) entitled “**THE ROLE OF CONSUMER PERCEPTION TOWARDS CUSTOMER ACCEPTANCE OF MOBILE CUSTOMER RELATIONSHIP MANAGEMENT**” to fulfill the requirement as needed by the Faculty of Business Management, UiTM.

Thank You.

Yours Faithfully,

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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

“In the name of Allah, The Most Gracious, the Most Merciful, Selawat and Salam to His Messenger our Prophet Muhammad SAW.”

Firstly, I would like to express my gratitude to Allah S.W.T. for giving me the strength to complete this tough task. It is for sure that without His will and blessing, I will not be able to complete this task in the stated period and able to hand it over to my lecturers.

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Thank you...

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THE ROLE OF CONSUMER PERCEPTION TOWARDS CUSTOMER
ACCEPTANCE OF MOBILE CUSTOMER RELATIONSHIP MANAGEMENT
(MCRM)

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ABSTRACT

This study focuses on mobile Customer Relationship Management (mCRM) among the general status which is to research about the acceptance from customers. The objective of this study is to examine the significant and relationship between each of independent variables which is perceive trust, perceive risk, perceive innovativeness, and perceive value with mobile Customer Relationship Management (mCRM). Besides that, it also to identify the most influential factors of independent variables that contributes to the Customer Acceptance of mobile Customer Relationship Management (mCRM). So, the researcher intends to test four independent variables either acceptable or not from the customers. In addition, 100 respondents are selected randomly from the Maha Festival 2012 in Serdang, Selangor. It is be distributed in Maha Festival 2012 because of the researcher would to find the randomly of the respondents.

The correlation coefficient most influential is, perceive value is the highest, 0.514 which is it indicate the positive moderate linear relationship between these two variables significant value of 0.000. The results between two variables are significant because the significant value is less than alpha level (2-tailed) which is 0.01. So, the hypothesis testing is accepted by Null Hypothesis (Ho) and 0.595 is moderate correlation, substantial relationship.

The correlation coefficient for perceive innovativeness is the second highest, 0.430 which is it indicate the positive moderate linear relationship between these two variables significant value of 0.000. The results between two variables are significant because the significant value is less than alpha level (2-tailed) which is 0.01. So, the hypothesis testing is accepted by Null Hypothesis (Ho) and 0.430 is moderate correlation, substantial relationship.

The correlation coefficient perceive risk is third highest, 0.373 which is it indicate the positive moderate linear relationship between these two variables significant value of 0.000. The results between two variables are significant because the significant value is less than alpha level (2-tailed) which is 0.01. So, the hypothesis testing is accepted by Null Hypothesis (Ho) and 0.373 is low correlation, definite but small relationship.

The correlation coefficient perceive trust is the lowest, 0.358 which is it indicate the positive moderate linear relationship between these two variables significant value of 0.000. The results between two variables are significant because the significant value is less than alpha level (2-tailed) which is 0.01. So, the hypothesis testing is accepted by Null Hypothesis (Ho) and 0.358 is low correlation, definite but small relationship.