

UNIVERSITI TEKNOLOGI MARA

**THE EFFECTIVENESS OF ENHANCED
CUSTOMER INFORMATION BILLING SYSTEM
(eCIBS) A CASE STUDY: TENAGA NASIONAL
BERHAD (TNB)**

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for the degree of

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STUDENT’S DECLARATION

I declare that the work in this report was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as reference work. This report has not been submitted to any other academic institution on non-academic institution for any other degree of qualification.

In the event that my report be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and degree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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ABSTRACT

Enhanced Customer Information Billing System (eCIBS) was implemented in 2005 and is a crucial system for Tenaga Nasional Berhad (TNB) that served about 8.0 millions of its customers all over Malaysia. This research consists of two objectives, the first objective is to construct a conceptual model for user satisfaction of Enhanced Customer Information Billing System (eCIBS). The second objective is to investigate the level of user satisfaction of Enhanced Customer Information Billing System (eCIBS). Two theories were selected in this research which are the DeLone and McLean and Technology Acceptance Model (TAM). Qualitative and quantitative methods were used for data collection method as well as secondary data. In qualitative study, six (6) interviews were conducted with eCIBS system users from ICT technical support group (third level support) and operational support group (second level support). Three (3) respondents were selected for each support groups. The interviews data have been transcribed using the Inductive Content Analysis (Thematic Analysis). In quantitative study, 250 questionnaires have been distributed to the selected eCIBS system users in every support level that is located in Klang Valley area and 104 of questionnaires were returned. The 104 of returned questionnaire were interpreted, classified and transferred into coded form, entered into Microsoft Excel and transferred in statistical package for social sciences (SPSS). The data was analyzed into the descriptive analysis, instrument reliability, and inferential analysis. In secondary data study, the eCIBS report for year 2012, 2013 and 2014 was obtained from Tenaga Nasional Berhad (TNB)'s Customer Management System (CMS). There are two categories of reports which are the closed problem report and open problem report. Three hypotheses were derived in this research and the analysis results showed that there are positive correlations between the user satisfactions with the studied constructs. This research were successfully constructed the research model for user satisfaction of Enhanced Customer Information Billing System (eCIBS) that based on the analysis result from the studied constructs. The user satisfaction of eCIBS were influences by system quality, information quality, system usage, perceived usefulness, system technology and organization. The limitation of this research is limited by the poor definition of its population due to lack of data from respondents and the relatively small size of the sample.

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