

UNIVERSITI TEKNOLOGI MARA

**HUMAN DIMENSION IN INFORMATION
SYSTEM DEVELOPMENT: A CASE OF CRM-*i***

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Declaration

I declare that the work in this dissertation 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 dissertation has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

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ABSTRACT

Customer management plays an important role and is seen as a new approach that can be used in the organization. However, there is no specific studies focus on in human dimension or *insaniah* approach in Customer Relationship Management (CRM). The researcher will conduct research related to the implementation of CRM-*i* by using a framework that has been proposed by previous researcher. The objective of this study was to propose CRM-*i* Features, and to study the CRM-*i* implementation of human dimension in committee at higher learning institution. The scope of the research covered 32 committees at Seri Iskandar MARA Professional College, Perak. Methodology used for this research is questionnaires and interviews. The study found that the application of human dimension element (*insaniah*) is crucial to be implemented within an organization and there are some suggested CRM-*i* features in system development. Therefore, *insaniah* concept approach can be suggested and applied in all public or private sector.

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HUMAN DIMENSION IN INFORMATION SYSTEM DEVELOPMENT: A CASE OF CRM-*i*

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