UNIVERSITI TEKNOLOGI MARA

ENHANCING CUSTOMER EXPERIENCE IN INFORMATION SPACE THROUGH PERCEPTION MANAGEMENT STRATEGY

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MSc. IT

JULY 2012

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.

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ACKNOWLEDGMENT

بسمـــــــــــــــــــه اللّٰه الرّحمن الرّحيم

I would like to express my gratitude and appreciation to the following people for making this study possible and hereby I dedicate this to them.

I consider it a pleasure and privilege to pay regards and thanks to *Dr Ariza Nordin,* Lecturer Universiti Teknologi MARA Malaysia for her kind guidance and encouragement in the whole process of writing this research project paper. I really appreciate her patience, tolerance and her assistance in making this project a reality;

Thanks also go out to my friends and colleagues who provided me with advice at times of critical need; they include, in no particular order: Yuhasnita Md Yusop, Mohd Rizal Saidin, Shadni Wardiah and many others.

Also, I wish to thank the respondents of my study. Their comments and insights created an informative and interesting project with opportunities for future work.

I dedicate this thesis to my beloved wife Maszelina Md Jim and my child Wan Amirul Fikry, Wan Amirul Faris and Wan Aqilah Farhana. Without their personal sacrifices and being a constant source for encouragement, especially in the final stages, this thesis would not have been possible.

ABSTRACT

The scattered of information had give an industry difficulty to measures identify and resolve customer experience management issues. This study aims to assess the fundamental of customer perception management. Then customer perception management model will be examined in service industry particularly airlines. Interviews were conducted with customers and key business area personnel which currently having direct interaction with customer. At the same time, focus group has been conducted to obtain secondary data.

Adapted from Five (5) Forces Competitive Model, the analysis has been performed to validate and assess the challenges in customer experience management. Using Case Study Research Method at Malaysia Airlines, a Customer Perception Strategy (CPS) is developed to evaluate disparate customer data, residing across many systems, builds experience profiles and suggests appropriate contextual actions where experience is poor.

The strategy provides value in identifying issues, understanding them in the context of the overall Customer Experience and dealing with them appropriately. In this light, the research describes a strategic approach to the use of Information Systems as a means of improving Customer Experience.

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