

UNIVERSITI TEKNOLOGI MARA

**USABILITY EVALUATION ON USER SATISFACTION
OF CRM SYSTEM IN TRACTORS MALAYSIA**

MAZNI MOHD SALLEH

Report submitted in partial fulfillment of the requirements
for the degree of

Master of Science (Information Technology)

Faculty of Computer and Mathematical Sciences

January 2014

ABSTRACT

Customer relationship management (CRM) system becomes more important to the organizations due to the global competition in business world. Every organization needs to ensure the loyalty of their customers by providing the best services to them. CRM system is one of the platforms that is widely used by the organizations in order to keep their customers information in an effective way. In Tractors Malaysia Sdn Bhd, one of the heavy equipment dealers in Malaysia, they have been using CRM system since the past six years with the objective of to ease the process of managing customer information. The implementation of the system should be useful to the users and organization itself besides providing valuable data for management to well operate the organization. However, since the implementation of the CRM system, it was never been measured its usability of the system. Basically user satisfaction is an important element that needs to be measured because it will contribute a measurement on overall user experience such as the elements in design, navigation and ease of use. Hence, this research is attempts to study the CRM system by analyzing the usability problems and issues related to the system. Understanding the issues on the CRM system is important because it will lead to future improvements of the system. Three methodologies have been used to fulfill the needs of the study which are interview, questionnaire and user testing where End-User Computing Satisfaction (EUCS) and Website User Satisfaction (WUS) instruments have been included in the questionnaire. The result of this usability evaluation is significant to the organization for future improvement as it shows the effort in providing a system with high quality. Besides that, it would be good to measure the effectiveness element of the system in future where it will strengthen the usability of CRM system.

ACKNOWLEDGEMENT

Praise to Allah for giving me the strength to complete this research. First of all, I want to dedicate my highest gratitude to my supervisor, Dr Emma Nuraihan Mior Ibrahim for giving me guidance, knowledge, comment and advice in completing this research. Not forget, a special thanks to other lecturers that have teach me throughout the Master programme.

I also want to voice out my gratitude to my course-mates and friends, for providing me so much information and moral support during the completion of IT Project besides giving me the idea of preparing this research. A special thanks also goes to the Tractors Malaysia staffs who involved in this research study.

Last but not least, my supportive and kind hearted family for being my all time motivator and supporting me in the study. Thank you so much and may Allah bless all of you.

TABLE OF CONTENTS

	Page
STUDENT'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF FIGURES	ix
LIST OF TABLES	xi
CHAPTER ONE : INTRODUCTION	
1.1 Introduction	1
1.2 Research Background	3
1.3 Problem Background	4
1.4 Aim	6
1.5 Objectives	7
1.6 Project Scope	7
1.7 Research Significance	7
1.8 Research Design	9
1.9 Report Outline	9
CHAPTER TWO : LITERATURE REVIEW	
2.1 Introduction	11

2.2 CRM System	12
2.2.1 Sales Link System	12
2.2.2 Salesforce System	17
2.2.3 SugarCRM System	22
2.2.4 Comparison between Sales Link, Salesforce and SugarCRM Systems	26
2.3 Definition of Usability	28
2.4 Usability Model	28
2.5 Definition of Evaluation	30
2.6 Evaluation Techniques and Methods	31
2.6.1 Inspections	31
2.6.1.1 Heuristic evaluation	32
2.6.1.2 Cognitive walkthrough	32
2.6.2 Empirical Testing	32
2.6.3 Software Usability Measurement Inventory (SUMI)	33
2.6.4 The Questionnaire for User Interaction Satisfaction (QUIS)	33
2.6.5 Diagnostic Recorder for Usability Measurement (DRUM)	34
2.7 Importance of Usability Evaluation	34
2.8 Definition of User Satisfaction	35
2.9 User Satisfaction Measurements	36
2.9.1 User Information Satisfaction (UIS)	36
2.9.2 End-User Computing Satisfaction (EUCS)	36
2.9.3 Website User Satisfaction (WUS)	39
2.9.4 DeLone and McLean Model	40
2.9.5 EGOVSAT Model	43
2.10 Importance of User Satisfaction	45