UNIVERSITI TEKNOLOGI MARA

USABILITY EVALUATION ON USER SATISFACTION OF CRM SYSTEM IN TRACTORS MALAYSIA

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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.

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