## UNIVERSITI TEKNOLOGI MARA

# THE MEDIATING AND MODERATING EFFECT OF PSYCHOLOGICAL FACTOR AND SALESPERSON PERSONALITY ON THE RELATIONSHIP BETWEEN COGNITIVE FACTORS AND CUSTOMER SATISFACTION AMONG AUTOMOBILE USERS

### SARAH BINTI SABIR AHMAD

Thesis submitted in fulfillment of the requirements for the degree of **Doctor of Philosophy** (Business Management)

**Faculty of Business Management** 

**April 2019** 

### **ABSTRACT**

Customer satisfaction has been identified as the key performance indicator of a business and contributes to competitive advantage for the organization. Customer satisfaction changes over time and has been acknowledged as a crucial differentiator and key element to business strategies. Lack of customer satisfaction provide a massive impact on the retention of the organization. Due to lackluster customer services, technical glitches and low product quality and services, Proton faced a tremendous decline in sales and lost the market share it once owned. The customer seems to switch from preferring Proton cars to other manufacturers. A minimal amount of research has been done to identify the root, yet the gap still transpires. Therefore, the aim of this present study is first; to determine the influence of cognitive factors (marketing and technological) on customer satisfaction and secondly; to identify the mediating effect of psychological factor on the relationship of cognitive factors and customer satisfaction. Besides, this study also aims to identify the moderating effect of the salesperson personality style (Type A or B) on the said relationship. Since this study is a quantitative in nature, it employed the selfadministered questionnaire method for data collection. A total of five hundred fifty questionnaires were distributed and three hundred eighty-seven questionnaires were returned complete and useable. Partial Least Square-Structural Equation Modeling (PLS-SEM) was utilized to determine the outcome to accept or reject the research hypotheses specified. Findings revealed that both cognitive factors have a significant and positive influence on customer satisfaction while psychological factor mediates the relationship of both; the marketing and technological factor with customer satisfaction. This study correspondingly established that the Type B personality of the salesperson moderated the relationship of cognitive factors and customer satisfaction. Theoretically, the study not only confirmed the underlying theory which is the Theory of Cognitive, Affective and Conative Behavior, but it also successfully integrated transdisciplinary theories from marketing and information technology disciplines. For managerial improvements, this study suggests that Proton should be cautious in determining the factors that contributes to customer satisfaction, so they can improve their services and products offered and not to neglect the emotions of customer as the findings have signified its importance and positive effect on customer satisfaction.

### **ACKNOWLEDGEMENT**

Praises to Al-Mighty Allah for His Blessings. First and foremost, I wish to acknowledge my deepest gratitude to my supervisor, Professor Dr Maznah Wan Omar for her continuous guidance, patience, supports and rendering advices and inputs that encourage me to complete this study. Her presence and honest enthusiasm kept me moving and made me understand the true meaning of "perseverance". She always cheered me up when I was down and guided me through difficult times until the very end.

I would also like to thank the respondents of this present study as without them, the results of this study would never have been achieved. My special thanks also for all the academic and administration staffs of UiTM that has assisted me with numerous matters in the process of completion of this study.

Also, thank you deeply to my dearest husband, Dr Mhd Azmin Mat Seman for lifting me when I fell, lending me shoulders to cry on and for understanding the mood swings and nightmares I faced. His academic success was always a motivation that kept me going and determined to fight till the end. To my wonderful children, Saif Emir and Sufi Hana, may this success of their mother be a motivation and driving force for them to fly higher and reach limitless successes in life and hereafter.

Lastly, to my beloved parents Haji Sabir Ahmad and mother in-law as well as my supportive siblings, my sincere gratitude goes to all of you for being understanding, motivating me and lending me endless assistances and prayers to complete this study. And to all who have directly and indirectly supported me, thank you. Only Allah can repay your kindness.

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