



**INTENTION TO USE MOBILE CUSTOMER RELATIONSHIP
MANAGEMENT (MCRM) IN HOTEL INDUSTRY**

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DECEMBER 2013

ACKNOWLEDGEMENT

IN THE NAME OF ALLAH SWT THE MOST GRACIOUS AND THE MOST MERCIFUL

Alhamdulillah, praise be to Allah S.W.T, with His guidance and love, I am able and manage to finish up my thesis entitled “INTENTION TO USE MOBILE CUSTOMER RELATIONSHIP MANAGEMENT (MCRM) IN HOTEL INDUSTRY”.

The journey that I have been experienced in order to complete this thesis is very challenging and exhilarating. Here, I would like to express my deep and special thanks to those who involved in the completion of this thesis especially to Dr Mohammad Ismail and second examiner Encik Zainuri for being so understanding and dedicated in assisting me to complete this research. Their wide knowledge, ideas, time and personal guidance have been a great value for me.

I would also like to express my deep and sincere gratitude to my family especially my mother, Nor Rijah for her tireless love and support both emotionally and mentally. In addition, thanks to my friend Nurul Asma for their fullest and amazing cooperation and freely shared their views and experience towards the completion of this thesis.

Last but not least, my deepest thank to all people including my classmates and colleagues that always give their hand in order to finish up this thesis. All their assistance and support are beyond repayment. May Allah S.W.T reward them with the best rewards in this world, InsyaAllah.

TABLE OF CONTENTS

TITLE	PAGE
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLE	ix
LIST OF FIGURE	ix
ABSTRACT	x
 CHAPTER 1: INTRODUCTION TO THE RESEARCH	
1.0 The Introduction	2
1.1 Background Of Study	4
1.2 The Problem Statement	5
1.3 Research Of Study	8
1.3.1 Research Objective	8
1.3.2 Research Question	8
1.4 Theoretical Framework	9
1.5 Research Hypothesis	10
1.6 Significant of Study	10
1.7 Definition of Term	11
1.7.1 Customer Relationship Management (CRM)	11
1.7.2 Mobile Customer Relationship Management (mCRM)	12
1.7.3 Mobile CRM Adoption	12

CHAPTER 1: INTRODUCTION TO THE RESEARCH

1.0 THE INTRODUCTION

Mobile technologies have been on the rise for a decade and their rapid adoption has compelled researchers to study the impact of this technological trend. As the result, the rising popularity of mobile technology in businesses has been pushed to adapt their processes to this new generation of technology (Tina Y.T Chan, 2012). This situation will be a positive opening on mobile connections as they build trust and enhance satisfaction thereby how it is impacting CRM between hotel brands and consumers.

According to Vazifehdist and Shahnvazi (2012), Customer Relationship Management (CRM) has recently widely strategy for managing a company's interactions with customers, clients and sales prospects. Numerous researches have been conducted to understand the effects of mobile technology within commerce and the fact from consumer relationship perspective (Chan, 2012). Mobile technology offers a high potential to transform the way how company can interact with their customer. This situation has been conducted to understand the effect of mobile technology and how big their impact to customer relationship perspective (Olaf & Rainer, 2009).

The increasing customer use of mobile phone has allowed hotel industries to reach their customers and build relationship through a unique medium. With the existing of CRM, it will provide appropriate way on how to maintain the relationship and keep in touch with client towards the intention to repurchase the hotel brands. CRM is a model for managing a company's

interaction with current and future customer and it involves using technology to organize, automate, and synchronize sales, marketing, customer service and technical support (Shaw & Robert, 1991). CRM important towards hotel industry as it have ability to provide differentiated relationship value and keep communicate continuously with customer on an individual basis (Park & Kim, 2003). It will increase the activities of CRM through media that customer are interested in interacting with hotel management.

The increasing of the activities will lead the changes CRM channel to another level which is more reliable and easiest way to communicate and get feedback from customer. That level is mobile customer relationship management (mCRM). Sinisalo *et al.* (2007) define mobile CRM as communication, either one-way or interaction, which is related to sales, marketing and customer service activities conducted through the mobile medium for the purpose of building and maintaining customer relationships between a company and its customer. With mobile CRM the true nature of mobile technology allows the greatest access to consumers as they can be reached virtually anytime and anywhere.

Mobility and broad reach has become the major function of evolution of mobile phone towards mobile CRM in hotel industry. Since then, mobile CRM be one of the factors affecting the performance of hotel industry. Most of the management staff starts to adapt these changes to their routine process in order to attract more customers. For instance, official website has been publishing as a platform to commercial their brand to new and regular customer. The website consists of package of promotion, price, booking online and most important is friendly users. Sharp, simple and short data that been view is the key of friendly users. With the full utilization of mobile