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USER INTENTION TO USE OF COMPLAINT MANAGEMENT SYSTEM AT TELEKOM RESEARCH & DEVELOPMENT

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ABSTRACT

Complaints could bring benefits to the organizations such they may identify areas that needed improvement, provide opportunities for customer to voice their opinion on certain matters, and also provide quality service and satisfaction to the customers. In TMR&D, there are many complaints that occur within a day from customers and tenants. The most current practices are been used by TMR & D employees to channel any complaints are through email and phone calls. That practice has resulted of the complaint data are not recorded properly. Some of it is not fully attended. There are no follow-up services after the request has been attended and the request status has been updated. It also make the performance of the service attendant in terms of technical competencies is not evaluated and the person in chargewho attend the complaint might not able to review their performance. The objectives of this study are to identify the factors that contribute to behaviour intention to use complaint management systems and to propose future recommendation for enhanced complaint management systems. The theoretical frameworks used in this study are combination of DeLone & Mclean (D&M) and Theory Acceptance model (TAM). The uses of combination of the theories are to predict the usage of system quality, information quality and service quality toward Attitude towards using and behaviour intention to use. The study need to confirm that D&M and TAM model predict successful behavioural intention to use complaint Management System at TMR&D. The study uses regression analysis to find significant factor that influence behaviour intention to use complaint management. The findings show that independent variable for information quality and service quality is significant with perceived usefulness; however, independent variable for system quality is not significant with perceived usefulness. Independent variable for system quality, information quality and service quality is significant with perceived ease of use. In addition perceived usefulness and perceived ease of use is significant with attitude towards using and it also shows that attitude towards using is significant with behaviour intention to use the complaint management system.

ACKNOWLEDGEMENT

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