

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**

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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 self-administered 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.

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