



**FACTORS AFFECTING SERVICE INFORMATION EFFECTIVENESS IN
MALAYSIAN AUTOMOBILE SERVICE INDUSTRY**

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ABSTRACT

This purpose of this research is to measure the customer satisfaction towards the services information effectiveness offered by the automobile service centre in Malaysia. The research objective is to examine whether the CRM which include price information, service personnel and service schedule information have significant relationship with service information effectiveness. A homogenous purposive sampling was used in this study whereby it is selected based on characteristics of a population that having a shared characteristic or set of characteristics. In this study, the population is focused on the Malaysian citizens who own a car and undergo their car maintenance at service centre. Thus, a set of questionnaires were distributed to 150 respondents through Google form. The collected data will be analysed using Statistical Package for Social Science (SPSS) software. Frequency analysis, descriptive analysis, reliability analysis, Pearson's correlation coefficient and also regression analysis will be used to analyse the collected data. The result can be concluded as service personnel has the strongest contribution with highest beta value differ to price information as well as service schedule information. Generally, this research will be useful if the researcher implements a few of improvements towards the development of independent variables.

KEYWORDS: *Customer Relationship Management, Service Information Effectiveness, Price Information, Service Personnel, Service Schedule Information*

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