

A STUDY ON THE CRM CUSTOMER BENEFITS TOWARDS  
CUSTOMER SATISFACTION

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This dissertation is dedicated to my family for their endless support and encouragement.

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## ABSTRACT

The main purpose of this study is to investigate the efficacy of customer relationship management (CRM) benefits for customers in relation to customer satisfaction. The first objective of this research is to find out the important benefits of CRM for customers based on the previous literatures. Then a model has been developed and empirically validated through survey data collected from 150 customers of three Malaysian companies (AEON, Tesco, PETRONAS). SmartPLS is selected to analyse the collected data and test the hypotheses of the study. The results indicate that the benefits of CRM for customers have had a significant positive effect on their satisfaction in marketing companies. Personalized service, responsiveness to customer's needs, customer segmentation, customization of marketing, multichannel integration, time-saving and improving customer knowledge are the benefits that we proposed would affect customer satisfaction in order to significantly improve marketing performance. Additionally, the results reveal that all the benefits found, with the exception of time-saving, enhanced customer satisfaction. Finally, based on this research finding the appropriate recommendations are proposed to the companies that using CRM to improve their customer satisfaction. This study contributes to the existing literature by incorporating the benefits of CRM for customers and the relationships of these benefits with their satisfaction in the proposed model.

## **ABSTRAK**

Tujuan kajian ini adalah untuk menyiasat keberkesanan pengurusan hubungan pelanggan (CRM) manfaat untuk pelanggan berhubung dengan kepuasan pelanggan. Model telah dibangunkan dan diuji secara empirikal melalui data kajian dikumpul daripada 150 pelanggan tiga syarikat Malaysia. SmartPLS dipilih untuk menganalisis data yang dikumpul dan menguji hipotesis kajian. Hasil kajian menunjukkan bahawa faedah CRM untuk pelanggan mempunyai kesan positif yang signifikan terhadap kepuasan mereka dalam syarikat-syarikat pemasaran. Perkhidmatan peribadi, responsif terhadap keperluan pelanggan, segmentasi pelanggan, penyesuaian pemasaran, integrasi berbilang, menjimatkan masa dan meningkatkan pengetahuan pelanggan adalah manfaat yang kita dicadangkan akan memberi kesan kepada kepuasan pelanggan dalam usaha untuk memperbaiki prestasi pemasaran. Selain itu, keputusan menunjukkan bahawa semua faedah ditemui, kecuali menjimatkan masa, meningkatkan kepuasan pelanggan. Kajian ini menyumbang kepada kesusasteraan yang sedia ada dengan menggabungkan manfaat CRM untuk pelanggan dan hubungan manfaat ini dengan kepuasan mereka dalam model yang dicadangkan.