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**E-COMMERCE USAGE IN  
CEMENT INDUSTRIES OF MALAYSIA BERHAD**

A thesis submitted to the Graduate School in partial fulfillment  
of the requirements for the degree of Master of Science in Management  
Universiti Utara Malaysia as of the November Semester 2000/2001

By

**AMIR HAMZAH MD HASSAN**

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## ABSTRAK

Perancangan untuk membangunkan e-dagang di Cement Industries of Malaysia Berhad atau ringkasnya CIMA dijangkakan akan mengubah corak pengoperasian organisasi ini dan sekaligus akan meningkatkan perkhidmatan yang diberikan kepada pelanggannya. Namun demikian, buat masa ini kajian di dalam potensi e-dagang dalam meningkatkan kepuasan pengguna belum dilaksanakan secara mendalam terutamanya di sektor perindustrian simen. Di dalam kajian ini dimuatkan laporan hasil daripada keputusan penyelidikan terhadap 36 agen pengedaran simen daripada kawasan utara, tengah dan timur. Matlamat utama kajian ini adalah untuk melihat adakah faktor operasi perniagaan, mesra teknologi komputer dan halangan-halangan kepada penggunaan e-dagang akan mempengaruhi kesanggupan agen pengedaran simen untuk mengambil bahagian di dalam penggunaan e-dagang dalam pembelian simen Blue Lion. Hasil daripada penyelidikan ini menunjukkan jumlah pelanggan, transaksi setahun, pembelian simen setahun, pembelian terbanyak simen daripada produk Blue Lion, dan kemudahan penggunaan e-dagang mempunyai korelasi terhadap kesanggupan untuk mengambil bahagian dalam penggunaan e-dagang. Kajian ini juga menunjukkan kebanyakan daripada mereka telah memilih untuk mengambil bahagian di dalam projek ini sekitar pelaburan kurang daripada RM5,000. Untuk menjayakan projek ini dari segi peningkatan jumlah penglibatan agen pengedaran simen, pihak pengurusan CIMA adalah disarankan agar dapat memberi fokus terutamanya terhadap faktor-faktor halangan yang boleh mempengaruhi penggunaan sistem ini.

## ABSTRACT

The planning on the development of e-commerce in Cement Industries of Malaysia Berhad (CIMA) is expected to change the way of organisation's operations and improve customer services. However, the potential of e-commerce in improving customer satisfaction has not been studied very well especially in cement industry sectors. This study reports the results of a survey of 36 cement distributor agents from northern, centre and eastern regions. The aim of this study is to evaluate the factors of business operations, computer technologies friendliness, and obstacles in e-commerce utilisation towards the willingness to participate in e-commerce usage in buying of Blue Lion cement. The results from this study shown that total number of regular customers, transactions per year, annual purchased volume per year, highest volume of cement purchased by the product name of Blue Lion, and ease of use of e-commerce have a significance correlation towards a willingness to participate in e-commerce usage. In addition, distributor agents are gladly to participate with the investment less than RM5,000. Nevertheless, the management of CIMA needs to give a focus on barrier factors in order to improve the number of participation in this project.

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*To all who read these words, May you love the Light within you*

*And in everyone you meet, And everything you experience*

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction to Project

Today, the organisations can communicate with customers by establishing a Web site or obtain a fully operational e-mail services from commercial Internet provider such as Jaring and TMNet in Malaysia. The development of world-wide information superhighways and the making of electronic communications as a national priority have shown, a growing number of firms increased interest in e-commerce as an effective business marketing tool. The firm also needs to look for competitive advantages beyond its own value chain, into the value chains of suppliers, distributors, and ultimately customers (**Kotler, 1999**). More companies today are turning to partnering with other members of the supply chain to improve the performance of customer value-delivery system. Citibank Singapore for instance brings its banking activities into its major corporate clients' offices by supplying computers that are linked to its head office. **Kotler (1999)**, defined *marketing* is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others. By using the Internet for global marketing to communicate with customers for order-taking firm has been able to establish a global reach on a small budget.

The volume of e-commerce for US business transaction is expected to increase from US\$8 billion in 1996 to US\$327 billion by the year 2002 (**Radstaak and**

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