

**UNIVERSITI TEKNOLOGI MARA**

**CUSTOMER-DRIVEN BUSINESS  
INFORMATION PROVISION IN  
MALAYSIAN GOVERNMENT  
AGENCIES' LIBRARY**

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Thesis submitted in fulfillment  
of the requirements for the degree of  
**Doctor of Philosophy**

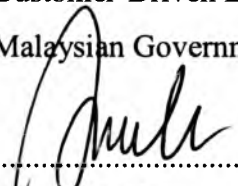
**Faculty of Information Management**

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## AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institutions or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## ABSTRACT

Ascertaining the customer needs and wants as well as delivering the desired satisfaction effectively and efficiently are the best ways of serving customers. In these circumstances, the credibility of the government is easily measured by the efficiency of its service delivery. Public sector managers, therefore, are under pressure to satisfy various stakeholders to increase efficacy, effectiveness and quality services, as well as achieve organizational goals and establish a culture of continuous improvements. The research aims to explore in-depth situations of a customer-driven business information is being approached from the social constructionist orientation as well as engaging the interpretivist research paradigm. The research is based on the multiple case studies that involved twelve (12) librarians from twelve (12) selected libraries of the government agencies. To enter the perspectives of the respondents explicitly, the semi-structured interview was chosen to collect descriptive data of respondents. Responses have been analyzed thematically as it is proven to be a clear, step-by-step approach and flexible. It can correspond with a critical realism that could lead the researcher to analyze the unstructured data. The data were analyzed manually as it is more rigorous and transparent, hence they are interpreted more confidently. The findings of the study have implications for the model, policy, and practices on how customer-driven concept can be adopted by libraries and other government agencies. The research results demonstrate that the libraries of the government agencies involved in the study practices the customer-driven concept in the process of information provision. In terms of information category, this research has found three main types of business information, which are public information, proprietary information, and controlled information. Each category has specific users and is accessed differently. The findings have also successfully unlocked the questions on how the user-oriented concept is developed. The research contribution includes the development of a Customer-Driven Business Information Provision model. This model has been drawn up according to the perspectives of the libraries of the government agencies in Malaysia, employing two dimensions, i.e. the design and management of a customer-driven service system and the fostering of good governance. This model elicited five (5) themes of design and management of a customer-driven service system involving customer identification, customer needs surveys, service system design, service delivery, and service recovery. In this comprehensive model, the best practices of the libraries of the government agencies are empirically examined and can be used as guidance to the information providers that wish to establish customer-driven products or services.

## TABLE OF CONTENTS

	<b>Page</b>
<b>CONFIRMATION BY PANEL OF EXAMINERS</b>	ii
<b>AUTHOR'S DECLARATION</b>	iii
<b>ABSTRACT</b>	iv
<b>ACKNOWLEDGEMENT</b>	v
<b>TABLE OF CONTENTS</b>	vi
<b>LIST OF TABLES</b>	xii
<b>LIST OF EXHIBITS</b>	xiii
<b>LIST OF ABBREVIATIONS</b>	xiv
<b>CHAPTER ONE: THE CONTEXT AND BACKGROUND OF THIS STUDY</b>	
1.1 Chapter Overview	1
1.2 Context of the Study	1
1.3 Motivation	5
1.4 Problem Statement	6
1.4.1 Complexity of Business Information Characteristics and Needs	6
1.4.2 Poor Understanding of Customer Needs and Expectations	9
1.4.3 Difficulties in Fulfilling Full-Scale Services	12
1.4.4 Lack of Customer-Driven Business information Provision Framework	13
1.4.5 Insufficient Research on Business Information Provision	13
1.5 Research Aim and Objectives	14
1.6 Research Questions	14
1.7 Background of Business Information in Malaysia	15
1.8 Significance of the Study	18
1.8.1 Practical Contribution	18
1.8.2 Empirical Evidence	19

# **CHAPTER ONE**

## **THE CONTEXT AND BACKGROUND OF THE STUDY**

### **1.1 CHAPTER OVERVIEW**

The focus of this study is to explore a customer-driven business information provision in Malaysian government agencies. This first chapter demonstrates the context and background of the study leading to the problem statement, research questions, its purpose and specific objectives of the study. The motivation to research in this area is also highlighted. Finally, this chapter justifies the significant and methodological orientation adopted in this study.

### **1.2 CONTEXT OF THE STUDY**

The modern business landscape today is more competitive and challenging than ever before. This situation is a direct consequence of the rapid development of ICT, improved production capabilities and increasing complexity in customer's expectation (Keng-Boon et al., 2011). In addition, researchers (Deshpande, et al. 1993; Appiah-Adu & Singh, 1998; Lozano, 2000; Yeung, Chew-Ging & Ennew, 2002; Psomas & Jaca, 2016) believe that customer satisfaction is the main catalyst in the production of quality products and services. Therefore, the growing focuses on the customer satisfaction forces business information providers to redesign their service to be more customer-driven. This change in management perspective of the customer has been propelled by a belief that customers are becoming better organized, well informed and generally, more demanding (Ruekert, 1992; Appiah-Adu & Singh, 1998).

Ever since Drucker's (1954) statement "*it is the customer who determines what a business is,*" the notion of putting the customer first or customer-driven is increasingly popular among both social science researchers and practitioners. This term has been generally interpreted; meaning that in order to be successful, an organization should attempt to ascertain the customer's needs and wants as well as producing the products and services that will satisfy their customers' demands.