

A CRM ADOPTION MODEL FOR MALAYSIAN TELECOMMUNICATION  
AND FINANCIAL COMPANIES

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This thesis is dedicated to my beloved husband ”**Mahdi**” and my dear mother and father for their endless support and encouragement.

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## **ABSTRACT**

In recent years, the use of technology has grown increasingly to improve and assist organizations in managing their function and process. Being one of the most famous business management applications, Customer Relationship Management (CRM) plays an important role in creating beneficial and long-term relationships among customers and stockholders. A good technology is beneficial to a company, only if it has been adopted correctly. In case of CRM, it is important to understand the potential customers beside the process and factors influencing their decision for adopting CRM. This research examines and focuses on the adoption of CRM which has a significant contribution in the marketing domain. One of the most important issues for marketers is to find factors affecting the intention of organizations for the CRM adoption. Environmental factors, organizational factors, and technology characteristics are considered as three main factors affecting the intention of companies to adopt CRM system at organizational level. These factors are examined in the form of a single level model which only includes the organizational level. Multiple regression method is used for calculation and analysis of correlations between the three main factors of the research model considered as independent variable and intention of organizations for the CRM adoption considered as dependent variable. The influence of each factor is discussed with further research opportunities highlighted.

## ABSTRAK

Dalam tahun-tahun kebelakangan ini, penggunaan teknologi telah berkembang untuk membaiki dan membantu organisasi dalam menguruskan proses dan fungsi mereka. Terkenal sebagai salah satu daripada aplikasi pengurusan perniagaan yang terkenal, *Customer Relationship Management* (CRM) memainkan peranan yang penting dalam mewujudkan hubungan jangka panjang dan bermanfaat antara pelanggan dan pihak berkepentingan organisasi. Teknologi yang baik memberi manfaat kepada syarikat, hanya jika digunakan sebaiknya. Dalam kes CRM, mengenalpasti pelanggan yang berpotensi adalah penting, disamping kaedah dan faktor yang mempengaruhi keputusan mereka untuk menggunakan CRM. Kajian ini meneliti dan memfokuskan kepada penggunaan CRM yang memberi impak yang besar dalam domain pemasaran. Salah satu daripada perkara penting bagi pemasar adalah mencari faktor-faktor yang mempengaruhi syarikat-syarikat untuk menggunakan CRM. Faktor persekitaran, organisasi, dan ciri teknologi merupakan tiga faktor utama yang mempengaruhi syarikat untuk menggunakan sistem CRM diperingkat organisasi. Faktor-faktor peringkat organisasi sahaja diambil kira dan dikaji melalui model seperingkat. Kaedah regresi pelbagai digunakan untuk pengiraan dan analisa hubungkait antara ketiga-tiga faktor utama model kajian yang dianggap sebagai pembolehubah bebas dan kemahuan organisasi untuk menggunakan CRM yang dianggap sebagai pembolehubah bersandar. Akhirnya, pengaruh setiap faktor bersama peluang penyelidikan selanjutnya telah dibincangkan.