THE RELATIONSHIP BETWEEN CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AND EMPLOYEE SKILLS TO CUSTOMER SATISFACTION: CASE STUDY AT MICRO FINANCE DEPARTMENT, BSN

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THE RELATIONSHIP BETWEEN CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AND EMPLOYEE SKILLS TO CUSTOMER SATISFACTION: CASE STUDY AT MICRO FINANCE DEPARTMENT, BSN

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in partial fulfillment of the requirements for the degree
Master of Business Administration (General)
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BY

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I certify that all the supports and assistance received in preparing this project paper and all the sources abstracted have been acknowledge in this stated project paper.

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ABSTRACT

Globalization and the high level of competition need the banking sector to increase their customer satisfaction for the continuity of business. The popular approach to ensure the customer satisfaction is by practicing the Customer Relationship Management (CRM). The purpose of this study is to identify the relationship and influence of CRM and employees' skills towards customer satisfaction in MFD, Bank Simpanan Nasional, Kota Bharu. This study carried out by covering 126 of customers who deal with MFD from various levels. The questionnaire is adapted from research done by Richard, J.E (2008) regarding on CRM and research done by Nick, Patrick (2008) regarding on customers' satisfaction. Mean, Standard Deviation, Pearson Correlation Coefficient and Linear Regression were used to achieve objectives of the study. The result from mean analysis shown that customer satisfaction levels on CRM were low compared to employees' skills. The result from Pearson Correlation Coefficient shows that there is low positive significant relationship between employees' skills on customer satisfaction. While, the linear regression analysis shows that the CRM factor is the most influential factor ($\beta = .386, p = .000$) on customers' satisfaction in MFD, Bank Simpanan Nasional, Kota Bharu. This study proposes that MFD must review their CRM factor and employees' skills that possessed by their staff to improve customers' satisfaction.
ABSTRAK

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Customer Relationship Management (CRM) covers methods and technologies used by companies to manage their relationship with clients. Information stored on existing customers (and potential) customers is analyzed and used to this ends. Automated CRM processes are often used to generate automatic personalized marketing based on the customer information stored in the system (Berling 1976; Cardazo 1965; Day 1977; Day & Landon 1977). Investigate CRM as a new concept. Follow the introduction of CRM in various settings, from department to corporations, and the changes, commitment and support that are required to make the implementation of it a success. CRM means developing a comprehensive picture of customer needs, expectations and behavior and managing those factors to affect business performance (Hoots, 1991).

The importance of CRM as source of competitive advantages has been recognized for decades (McKenna, 1993; Woodcock, 2000), nevertheless, it has been in recent years, with the deployment of the information technologies, when CRM has gained growing popularity. This business philosophy combines strategy and technology with the aim of get to know the customer and establishing a two-way communication and interaction in order to improve the efficiency and effectiveness of the business processes, increasing the value and satisfaction for both, customer and company. There are three issues underlying the CRM concept: relationships, networks and interaction (Gumnessson, 2002).
The contents of the thesis is for internal user only
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