USABILITY EVALUATION ON USER SATISFACTION OF CRM SYSTEM IN TRACTORS MALAYSIA

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ABSTRACT

Customer relationship management (CRM) system becomes more important to the organizations due to the global competition in business world. Every organization needs to ensure the loyalty of their customers by providing the best services to them. CRM system is one of the platforms that is widely used by the organizations in order to keep their customers information in an effective way. In Tractors Malaysia Sdn. Bhd, one of the heavy equipment dealers in Malaysia, they have been using CRM system since the past six years with the objective of to ease the process of managing customer information. The implementation of the system should be useful to the users and organization itself besides providing valuable data for management to well operate the organization. However, since the implementation of the CRM system, it was never been measured its usability of the system. Basically user satisfaction is an important element that needs to be measured because it will contribute a measurement on overall user experience such as the elements in design, navigation and ease of use. Hence, this research is attempts to study the CRM system by analyzing the usability problems and issues related to the system. Understanding the issues on the CRM system is important because it will lead to future improvements of the system. Three methodologies have been used to fulfil the needs of the study which are interview, questionnaire and user testing where End-User Computing Satisfaction (EUCS) and Website User Satisfaction (WUS) instruments have been included in the questionnaire. The result of this usability evaluation is significant to the organization for future improvement as it shows the effort in providing a system with high quality. Besides that, it would be good to measure the effectiveness element of the system in future where it will strengthen the usability of CRM system.

Keywords: Usability evaluation; customer; system

1. Introduction

CRM system has been deployed in Tractors Malaysia on 2007 which involved all divisions in Tractors Malaysia such as Caterpillar Heavy Equipment, Caterpillar Power Systems, Lift Truck and Allied Equipment. Each of the division is divided into different business units which are new machine, rental, used equipment, parts and services. The second version of CRM is deployed in 2010 with the enhancement and improvement in terms of additional functionalities, interfaces, modules and attractive dashboard. Both CRM systems provide integrated customer information with enterprise resource planning (ERP) system called as DBSi. The CRM system was a place where sales representatives stored their new prospects and existing customers' information whereby each of the prospect or customer will have a unique account number. By using this system, sales representatives, sales executives, branch managers and general managers will have different views based

on their access rights. Top management will have the ability to monitor their sales representatives' performance by analyzing their opportunities and activities with the customers. In 2012, the third generation of CRM system is being deployed to synchronize with the other Caterpillar dealerships in Australia, Singapore, China and Hong Kong. The new version of CRM, called as Sales Link was replacing the previous version of CRM system in all branches in Malaysia and Brunei. Sales Link is developed by Canam Solutions from Canada and offers a different dimension of CRM system whereby it integrates several ERP systems such as DBSi, Vantage and Insphire systems together with CODA finance system. These make the new CRM system more comprehensive with more information in details on the products, sales, services and finance. The Sales Link system provides several features to the users which include customer information, contacts, activities, opportunities, leads, reports and dashboard. The system is capable to manage customer information in different perspective where it offers users to input any relevant information about their potential customers and existing customers by categorizing them by branch, industry code and market segment. By using the information in Sales Link system, sales representatives, sales executives and top management would be able to do analysis on their current and future sales besides analyzing the business trend in Malaysia. This project intends to evaluate the level of user satisfaction of CRM system in Tractors Malaysia Sdn Bhd. It covers on the user satisfaction element in terms of user interface and system functionalities where the study is significance to the users and organization.

2. Method

Research methods are ways to get information and data for a research study. Nowadays, with the growth of the technologies, there are many types of methods for people to use in order to get and grab any relevant information regarding their studies. In this study, both qualitative and quantitative methods have been selected as the research methods whereby qualitative will understand the human behavior and reasons that govern such behaviors while quantitative will quantify the problem by using numerical data that can be transformed into valuable statistic numbers. Qualitative method would produce the interpretation, perception, opinion and attitudes of human regarding the usability evaluation of the system however quantitative would use measurable data to formulate facts and reveal patterns in the research. The results provided by participants would be their words and actions with both inductive and interactive analysis for qualitative method besides statistical data for quantitative method. In order to implement this research methodology, a few techniques on both methods have been used in this study which consists of interview, questionnaires and user testing. Below are the details for each of the techniques applied in this study.

2.1. Interview

Interview is a way to get in-depth and comprehensive information of specific resources. This method was conducted among the users of CRM system in the organization. In preliminary study phase, the interview sessions helped to identify current problems of the CRM system that have been highlighted by the users based on their experience on accessing the system. By using this approach, all the questions regarding the system usability would be answered by the respondents accordingly. Their complaints, opinions, ideas, attitude and perception would be recorded in order to do the identification and data analyzing of the usability evaluation. From this interview sessions, a number of issues have been figured out by the respondents including the user interface and system functionality areas. Furthermore, interview was also conducted during the user testing. The inputs from the participants were the difficulties and suggestions on the improvement of the CRM system. Thus, several improvement and enhancement on the user interface and system functionality were needed to ensure that the system will be fully utilized by the users.

2.2. Questionnaires

The questionnaire is a technique to be implemented in collecting information and data on the related field of study. A set of questions have been given to the respondents specifically for the system's users to answer in specific period of time. There were many types of questions in this study which comprise of six major elements in End-User Computing Satisfaction (EUCS) and Website User Satisfaction (WUS) instruments. Both instruments covered specific areas of user satisfaction which include content, accuracy, format, ease of use, timeliness and layout. Five point Likert-type scale was being used for this instrument (1 = Very dissatisfied; 2 = Dissatisfied; 3 = Fair; 4 = Satisfied; and 5 = Very satisfied). Respondents have also contributed their ideas, opinions and comments regarding the CRM system in the questionnaires. Basically, the questions for this study were more to the user satisfaction perspectives which includes the user interface and system functionality aspects. Information and data collected from this quantitative and qualitative methods are very useful and valuable in evaluating and analyzing the research study. The impact will be more on the area of improvement, suggestions and opinions of the CRM system in order to have an effective system.

2.3. User Testing

User testing approach on the CRM system has been used in this study. The goal for this approach is to get the users' responses, feedbacks and suggestions on the improvement of the current CRM system besides to ensure the level of user satisfaction towards the system. Output of this approach would be able to impact the system usability due to the suggestions for better system enhancement and improvement. In this study, the user testing sessions were conducted in the organization, Tractors Malaysia Sdn Bhd which is located in Puchong, Selangor. Five participants consist of sales administrator, sales representatives and sales executives involved in the user testing at their own workplaces. Before the user testing, all the participants have been given a short briefing regarding the process and flow of the usability testing. They were requested to perform four tasks on the testing and the feedbacks would be recorded while the participants started to do the tasks given.

3. Results

A set of questionnaires have been given to 55 users of the system but only 46 users responded to the questionnaires (Refer: Appendix B). The questionnaires have been distributed to the respective users at the head office and a few branches from different business units such as from Sales and Marketing, Parts, Rental and Services. There were three sections included in the questionnaires which are respondents' background, user satisfaction level by areas and comments or suggestions to improve the CRM system. Figure 3.1 shows the respondents' current position in Tractors Malaysia. Refer to the pie chart, the researcher can see that sales executives were the major respondents for this questionnaires which were 37% or 17 out of 46 respondents. The other 26% of respondents of this questionnaires were branch and sales administrators while 20% involved were sales representatives from head office and branches who were directly communicate with the customers. The next 6 or 13% of the respondents were senior managers and the other two respondents were the branch managers. From this analysis, the researcher can see that different level of users gave their full commitment to this evaluation of user satisfaction.



Figure 3.1. Respondents' current position in Tractors Malaysia

In Sales Link system, there are two access level provided to the users which are sales representative and sales executive. Each of the access level have different access rights which by sales executive has more functions and features than sales representative access level. Figure 3.2 shows the respondents' access level in the system where 35% or 16 out of 46 respondents have sales representative's access level. The other 15 respondents have sales executive's access level while the rest have both sales representative and sales executive accesses. Basically, the access levels were determined by the superiors based on the job scopes of each user.



Figure 3.2. Respondents' access level in Sales Link system

From the questionnaires, respondents have identified their frequencies of accessing the Sales Link system. Based on Figure 3.3, the researcher can see that 22 out of 46 respondent's access the system more than ten times per month. Besides that, 17 respondents have identified that they were using the system one to five times per month while seven respondents access the system for six to ten times per month. However, there was no respondent never used the system since it has been officially go live in 2012.



Figure 3.3. Respondents' frequencies of accessing Sales Link system

There were several factors that influenced the number of user frequencies towards the system. The management in the organization basically have set their target in key performance index (KPI) for each sales person to do appointments and follow ups with the customers as much as they can. All the customer information should be inputted in the system in order to ease the process of monitoring sales performance by top management. Besides that, the awareness of users on using the system also influenced the frequencies of accessing the system. The data in the system would be valuable to the organization in terms of data accuracy and reliability. According to Figure 3.4, 28 out of 46 respondents have determined that they were neutral with Sales Link system in terms of user satisfaction. Furthermore, 10 respondents felt that they were satisfied with the system, however eight respondents expressed that they were dissatisfied with the system. No respondent identified the system as very satisfied and very dissatisfied.



Figure 3.4. Respondents' satisfaction level towards Sales Link system

This section has 16 questions which cover six different areas in user satisfaction which are content, accuracy, and format, ease of use, timeliness and layout. Each of the area have been analyzed based on the feedbacks from the respondents. Figure 3.5 shows the result of content area in Sales Link system where the highest percentage for each of the question is fair. There are 60.9% on question one, 47.8% on question two, 45.7% on question three and 63% of respondents on question four have identified the contents as fair to them. Furthermore, 18 out of 46 respondents satisfied that the system provides precise

information while 39.1% satisfied that the contents meet their needs but 13% dissatisfied on it. Nevertheless, 23.9% respondents satisfied and the other 23.9% dissatisfied on reports provided by the system. This situation is caused by different reports' requirements by users in different divisions. Some might have their own format that was not available in the system while some can rely on the reports provided by the system. The other factor was the differences of access level for users where senior management might require more information than sales representatives. Besides that, 4.3% of respondents very satisfied with the reports provided while 2.2% felt very dissatisfied on it. Another measurement in content area is regarding the sufficient information provided by Sales Link. Majority of respondents chose fair while 17.4% and 4.3% agreed that they were satisfied and very satisfied with the information. The rest, 15.2% dissatisfied with the sufficient information where this might be caused by the information that is not fully fulfill their need. This can be related to the dashboard details issue where it was not provided by the system and user could only look at the graphics and figures only. By right, they should extend another user interface with the full details on what have been stated in dashboard function. Table 3.1 shows the percentage of satisfaction measurement based on content.



Figure 3.5. Respondents' satisfaction level based on content

Attribute	Very dissatisfied (%)	Dissatisfied (%)	Fair (%)	Satisfied (%)	Very satisfied (%)	Total (%)
C1 : System provides precise information	0	0	60.9	39.1	0	100
C2 : Content meet your needs	0	13	47.8	39.1	0	100
C3 : Systems provide reports as needed	2.2	23.9	45.7	23.9	4.3	100
C4 : System provide sufficient information	0	15.2	63	17.4	4.3	100

Table 3.1. The percentage of satisfaction measurement based on content

Two questions have been analyzed in this area as shown in Figure 3.6 where 37% of respondents chose fair for system accuracy while 11% and 5% were dissatisfied and very dissatisfied on the accuracy. This might cause by technical errors for certain times where the

data is not updated in the system. Basically Sales Link system is integrated with three other systems and the data from the systems is updated once a day. If the data transfer from those systems failed, the data in Sales Link is not accurate. Besides that, 11% and 2% felt satisfied and very satisfied with the system accuracy. This was influenced by information needed by them which depends on their requirement. For the next question which covers on the satisfactions of system accuracy, 21% chose fair while the other 7% and 2% felt satisfied and very satisfied with the system accuracy. Nevertheless, 11% and 5% felt dissatisfied and very dissatisfied with the accuracy of the system. This component could also related to the databboard's issue where users could not checked on the accuracy of the system because the details for each figure were not provided by the system. It would tend to trouble the users on getting the right information at the right time. Table 3.2 shows the percentage of satisfaction measurement based on accuracy.



Figure 3.6. Respondents' satisfaction level based on accuracy

Attribute	Very dissatisfied (%)	Dissatisfied (%)	Fair (%)	Satisfied (%)	Very satisfied (%)	Total (%)
A1 : System accuracy	10.9	23.9	37	23.9	4.3	100
A2 : Satisfied with the system accuracy	10.9	23.9	45.7	15.2	4.3	100

Table 3.2. The percentage of satisfaction measurement based on accuracy

Three questions have been analyzed under format as shown in Figure 3.7. The highest percentage for question one and two were 50% and 52.2% which they chose fair. In terms of output presented in useful format, 39.1% satisfied while 10.9% dissatisfied on this statement. The question on "Is the information clear?", 43.5% and 2.2% of respondents were satisfied and very satisfied with it while the other 2.2% dissatisfied on the question. This shows that majority of the respondents agreed the information is clear in Sales Link system. Analysis on characters in the system shows that 47.8% of respondents satisfied that it was easy to read while 43.5% chose fair on this analysis. Only 8.7% of respondents chose dissatisfied where they might prefer bigger font size displayed in Sales Link system. Table 3.3 shows the percentage of satisfaction measurement based on format.



Figure 3.7. Respondents' satisfaction level based on format

Attribute	Very dissatisfied (%)	Dissatisfied (%)	Fair (%)	Satisfied (%)	Very satisfied (%)	Total (%)
F1 : Output presented in useful format	0	10.9	50	39.1	0	100
F2 : Information clear	0	2.2	52.2	43.5	2.2	100
F3 : Characters easy to read	0	8.7	43.5	47.8	0	100

Table 3.3. The percentage of satisfaction measurement based on format

Figure 3.8 shows the analysis of user satisfaction on ease of use. Two questions have been measured in this area where 54.3% chose fair, 23.9% of respondents satisfied while 21.7% dissatisfied on the friendliness of the website. Furthermore, for question whether the website easy to use or not, 47.8% identified it as fair and 32.6% dissatisfied on the question. This might cause by several factors such as lack of system familiarization and too much information in the system where users were tend to get confused. 19.6% of respondents satisfied that the website is easy to use. Table 3.4 shows the percentage of satisfaction measurement based on ease of use.





Attribute	Very dissatisfied (%)	Dissatisfied (%)	Fair (%)	Satisfied (%)	Very satisfied (%)	Total (%)
E1 : Website	0	21.7	54.3	23.9	0	100
friendly to users						
E2 : Website	0	32.6	47.8	19.6	0	100
easy to use						

Tahle 3.4	The percentag	of satisfaction	measurement	hased on	ease of use
I avie 5.4.	The percentag		measurement	Daseu Un	ease of use

Two questions have been analyzed as shown in Figure 3.9. They were various levels of satisfaction for both areas that have been identified by respondents. Question one measured either the respondents get the information they need in time or not. 37% of respondents identified it as fair while both satisfied and dissatisfied have 23.9% of respondents. 10.9% of respondents felt very dissatisfied on this area. It should be caused by system or technical errors where the information needed were not available. There were 4.3% of respondents identified as very satisfied for both get information needed in time and system provides up-to-date information. Majority of respondents which were 39.1% dissatisfied and 10.9% very dissatisfied on the up-to-date information provided by the system. But the rest of respondents which were 23.9% identified it as satisfied and very satisfied. Table 3.5 shows the percentage of satisfaction measurement based on timeliness.



Figure 3.9. Respondents' satisfaction level based on timeliness

Attribute	Very dissatisfied (%)	Dissatisfied (%)	Fair (%)	Satisfied (%)	Very satisfied (%)	Total (%)
T1 : Information users need in time	10.9	23.9	37	23.9	4.3	100
T2 : System provides up-to-date information	10.9	39.1	26.1	19.6	4.3	100

Table 3.5. The percentage of satisfaction measurement based on timeliness

Three questions on system's layout have been analyzed as shown in Figure 3.10. In terms of user satisfaction on system's layout, 54.3% of respondents identified it as fair while 32.6% of them satisfied and the rest identified it as dissatisfied. Furthermore, the highest percentage on menus and submenus usage were 41.3% which was identified as fair while 32.6% of respondents satisfied with the menus and submenus. The balance of 26.1% felt

dissatisfied which is probably caused by the unused menus and submenus in the system that will tend to confuse users while using it. In terms of icons' usage, 52.2% identified it as fair and 34.8% satisfied with the icon's usage. In this system, basic icons have been used which are search, edit and delete record. The rest of respondents felt dissatisfied and very dissatisfied on the icons' usage. This was caused by the limited number of icons can be used in the system where as it should extend to a few more icons that is easy to understand by users. Table 3.6 shows the percentage of satisfaction measurement based on layout.



Figure 3.10: Respondents' satisfaction level based on layout

Attribute	Very dissatisfied (%)	Dissatisfied (%)	Fair (%)	Satisfied (%)	Very satisfied (%)	Total (%)
L1 : Layout of the system	0	13	54.3	32.6	0	100
L2 : Menus and submenus useful to users	0	26.1	41.3	32.6	0	100
L3 : Icons' usage	2.2	10.9	52.2	34.8	0	100

Table 3.6. The percentage of satisfaction measurement based on layout

The analysis result in Table 3.7 shows that, "information clear" under format area received the highest satisfaction average score which was 3.46 while "precise information provided by the system" under content and "characters are easy to read" under format received the second highest satisfaction average score which was 3.39. The lowest satisfaction average was scored by "up-to-date information provided by the system" under timeliness which was received only 2.67 while the "satisfaction on system accuracy" scored as the second lowest with 2.78. The questions like "Is the system accurate?", "Is the website easy to use?" and "Do you get the information you need in time?" received the average score of 2.87, which indicates a low user satisfaction level compared to the others.

Questions	Average
C1 : System provides precise information	3.39
C2 : Content meet your needs	3.26
C3 : Systems provide reports as needed	3.04
C4 : System provide sufficient information	3.11
A1 : System accuracy	2.87
A2 : Satisfied with the system accuracy	2.78
F1 : Output presented in useful format	3.28
F2 : Information clear	3.46
F3 : Characters easy to read	3.39
E1 : Website friendly to users	3.02
E2 : Website easy to use	2.87
T1 : Information users need in time	2.87
T2 : System provides up-to-date information	2.67
L1 : Layout of the system	3.20
L2 : Menus and submenus useful to users	3.07
L3 : Icons' usage	3.20

In terms of overall satisfaction average as in Table 3.8, the highest average among the six elements that have been highlighted in the questionnaires was format with 3.377 while the second highest was content with 3.2 average compared to the other elements. Layout received 3.157 average on this user satisfaction level questionnaires. In this summary, the lowest average of user satisfaction identified by the users was timeliness with 2.77 average. Most of the users felt that in terms of timeliness, the system did not fully meet their needs especially on extracting and viewing critical data at certain time. This would also applicable to the issue that has been mentioned before where the dashboard details did not provided by the system. Without any details on graphs and charts, users would not know from where the figures coming from. Besides that, accuracy received the second lowest average which was 2.825 while ease of use received 2.945 average. Overall user satisfaction level on user interface shows that respondents satisfied on the format of Sales Link system while timeliness was the element that has less user satisfaction from the users.

Areas	Average
Content	3.2
Accuracy	2.825
Format	3.377
Ease of use	2.945
Timeliness	2.77
Layout	3.157

Table 3.8. Descriptive analysis of data by areas

User Testing

The results of user testing have shown that there should be a few design improvements on the CRM system due to the difficulties that participants encountered during the sessions. The usability elements that need to be improved in the system based on the observation from user testing are as follows:

- i. The colour of font should be standardized for active or inactive fields
- ii. The location and colour of menu and submenu or hyperlink should be in the correct order
- iii. Minimize the number of fields required to be inputted

By improving the elements as mentioned, it could increase the level of user satisfaction besides lead to encourage users to use the system frequently.

Interview Results

Test Participant	Feedbacks	Suggestions to Improve
P1	 The system is easy to navigate. No logout button provided which can cause negative impact to users. 	 Logout button should be provided in order to keep the confidential data saved safely.
P2	 The system is not user friendly. A few menus and submenus are not placed and formatted in a right way. Small font tends to make people confuse and make mistakes. It is not clear enough for those who are not familiar with the system. 	 Menus and submenus should be placed in manageable order to ease the users on doing their tasks. Font should be larger to ease the users on reading and key in their data.
P3	 Easy to navigate even though there were a lot of information required to be inputted. It is an informative system where it gives a lot of customer information. The information from three different systems that were integrated in Sales Link system are useful to the sales person. 	- To provide any graphical presentations with relevant information together with the details. It is important to sales person and top management in order to get accurate information that tally with the graphs or charts shown in the system.
P4	 Confused with the grey menu which seems like it cannot be used. Too many data to be keyed in where users are possible to make mistakes while using the system. 	 Active menus and submenus should be in the correct colours and locations. The system should provide "Help" function to ease the users whenever they encountered any problems rather than referring to the physical user manual.
P5	 There were too many words and fields that need to be keyed-in in one function. Working menus and submenus is not highlighted properly to show it is active. 	 Only relevant fields and data should be displayed or inputted in the system. Unused menus and submenus should be removed from the system.

Table 3.10.	Summary of	of participants'	feedbacks and	I suggestions
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3.2. Objectives Revisited

This section will describe how far the project's objective meet the target. Basically, this study have three objectives to be achieved. The description for each of the objective are as follows. Objective 1: To identify the usability issues in terms of user satisfaction in CRM system of Tractors Malaysia. The usability issues of the CRM system have been identified by conducting interview sessions with five users with different access levels and ranks in different business units. Based on the interview sessions, six problems were identified by the participants which were small font size, too many words and details, low utilization of icons, inappropriate font colour for active inputs, unused menus and submenus, and details of

dashboard function that was not provided. Inputs from the users were very helpful to analyze on the current usability issues of CRM system that need to be improved in future. Objective 2: To evaluate the usability elements of user satisfaction in CRM system of Tractors Malaysia. User satisfaction towards the CRM system has been evaluated by using three methods which were questionnaire, user testing and interview. The result from questionnaire shows that format used in CRM system received the highest average of user satisfaction. Respondents satisfied with the output presentation, clear information and size of the characters. Besides format, content and layout of the system also shows the high percentage of user satisfaction while timeliness received the lowest average of user satisfaction. The same results received by Azleen Ilias, Mohd Rushdan Yasoa', Mohd Zulkeflee Abd Razak, and Rahida Abdul Rahman in their journal titled "The Study of End-User Computing Satisfaction (EUCS) on Computerized Accounting System (CAS) Among Labuan F.T. Government Sectors: A Case Study in The Responsibility Centres" in year 2007 which also shows that format get the highest mean (3.69) while the lowest mean was timeliness (3.34). Furthermore, results by conducting user testing to five participants show that they were able to complete the tasks but a few of them still confused with a few areas such as on the hyperlink or menu and submenus and colour of the font. The difficulties faced by participants during user testing shows that there should be a relevant improvement and enhancement towards the CRM system in order to smoothen the business operations in the organization. Objective 3: To recommend the design improvement for CRM system of Tractors Malaysia Future improvements on the Sales Link system were identified on both questionnaire and interview sessions during user testing. Both positive and negative feedbacks from participants have been identified in analysis and findings section for better enhancement and improvement in order to increase the level of user satisfaction towards this system. The respondents of questionnaires and participants of interview sessions have highlighted a few areas that need to be improved as shown in Table 3.11.

Elements	Recommendations of Design Improvement				
Size of font	i. Font should be larger to ease the users on reading and input				
	their data while using the system.				
Too many words	i. Only relevant fields and information should be displayed and				
and information	required as the inputs in the system. It should look simple and				
in one page	understandable by users.				
Colour of fonts	i. Active fields and labels should be standardized to black colour				
	rather than grey colour which usually represent for inactive fields.				
Location and	i. Menus and submenus should be placed in manageable order in				
colour of menus	order to ease the users on doing their tasks.				
and submenus	ii. Active menus and submenus should be in the right colour in				
	order to prevent users from getting confused.				
	iii. Unused menus and submenus should be removed from				
	the system.				
Dashboard	i. The dashboard function should provide detailed information on				
	the charts and graphs displayed in the system.				
Logout button	i. Logout button should be provided in order to ensure data				
-	security.				
Help function	i. The "Help" function is good to have to ease the users whenever				
	they encountered any problems related to the system.				

Table 5.11. Recommendations of design improvement for Orivi system	Table 3.11.	Recommendations	of design	improvemen	t for CR	M system
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4. Discussion

This study only focus on the usability evaluation of Sales Link system focusing on user satisfaction. In future, it is good to have the evaluation on the effectiveness of the CRM system in order to measure how the system impact the organization. System effectiveness is also one of the important element that provides different ways of managing the organization in terms of business operations and process. This study measured six components of user satisfaction which are content, accuracy, format, ease of use, timeliness and layout. In future, additional components that are relevant to be measured are privacy and security which are also important elements for every systems that have high level of data confidentiality. Besides current methodologies that have been used in this study, the researcher can extend the evaluation process by using specific user testing methodology such as cognitive walkthrough and empirical testing. These methodologies would give different perspectives and values of user testing output towards the Sales Link system. Furthermore, the questionnaires should be extended to the other branches in Malaysia and Brunei. The more feedbacks that the researcher have, the better results can be generated. Feedback from different level of people would give different ideas and solutions in order to improve the usability of the system.

5. Conclusion

The usability evaluation that involves a few areas of study was very useful where it could be a starting point to improve the CRM system in the organization. This kind of research would give a better overview of user satisfaction level towards the system where the researcher can get positive and negative inputs from different perspectives by the users. With a positive cooperation from the users, it may not possible to have a comprehensive and effective CRM system in future that will fulfill their needs and wants where it also can impact on the users' competencies on doing their tasks. The improvement of CRM system may not impact on the users only but will also give a better impact to the organization. The evaluation on user satisfaction towards Sales Link system is the main purpose of this research. In preliminary study, a few problems have been identified based on the results of interviews that were conducted to five users of the system. They managed to highlight six problems which consists of several areas such as font size, number of words, icons usage, font colour, menu and submenu, and dashboard. Besides that, the importance of usability evaluation and user satisfaction together with the significance of the study also have been mentioned in the earlier stage. This research used three ways of research methodologies in order to achieve the objectives of the study as stated earlier. Questionnaire, user testing and interview have been conducted to the respective users of Sales Link system which involved different types of users from different business units in head office and branches. The questionnaire follows the format of EUCS and WUS with a few amendments to suit with the system availability. The results from the questionnaire show that format of the system is the area that received the highest user satisfaction average followed by content and layout.

However, timeliness shows the lowest user satisfaction average among the six areas. While for the user testing, users were able to navigate the system based on the tasks given but a few of them have difficulties to complete the task. There would be a few elements in Sales Link system that caused the difficulties such as the font colour and size, a large number of fields required, and menu and submenu issues. The last part on findings show the feedbacks and suggestions for better design improvement required in future. Based on the findings in this research, the researcher can conclude that the level of user satisfaction of the system need to be improved due to the results from questionnaire, user testing and interview sessions. Several areas should be looked seriously in order to encourage people to use the system frequently with the best quality of Sales Link system.

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