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Employee and Customer Satisfaction Levels on the Systems, Applications, and Products (SAP) System of Motortrade Nationwide Corporation

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Abstract: As businesses increasingly integrate technology into their operations, Enterprise Resource Planning (ERP) systems like SAP (Systems, Applications, and Products) play a crucial role in enhancing efficiency, streamlining workflows, and improving decision-making. This study assessed the satisfaction levels of employees and customers with the SAP system in Motortrade Nationwide Corporation, focusing on system quality, information quality, and overall satisfaction as well as on the accuracy, reliability, and speed of the system. A quantitative research design was used, and data were collected using a structured questionnaire from 20 employees and 26 customers of the four Motortrade branches in northern Cagayan, Philippines. Statistical tools, including descriptive analysis, t-tests, and ANOVA, were applied to analyze the data. Findings revealed that employees reported a very high level of satisfaction with SAP, particularly on the system quality, information quality, and overall system performance. Similarly, customers expressed very high satisfaction on the system's accuracy, reliability, and speed. Analysis showed that system quality, information quality, and overall satisfaction significantly influenced employees across different age groups, while accuracy, reliability, and speed had a significant impact on customer satisfaction based on sex. The study concludes that SAP plays a key role in improving business operations and enhancing the experience of both employees and customers. However, satisfaction levels vary across different user groups, suggesting that some employees and customers may interact with the system differently. These differences highlight the importance of further evaluating SAP's usability to ensure that it meets the needs of all users effectively.

Keywords: Customer-Employee Satisfaction, Information Quality, Motortrade Philippines, Quality System , System Application and Product (SAP)

Introduction

In today's competitive global economy, companies must continuously innovate to remain competitive. One way organizations achieve this is by adopting Enterprise Resource Planning (ERP) systems, which integrate business processes and improve efficiency. Among these, SAP (Systems, Applications, and Products in Data Processing) has become a leading solution, helping businesses streamline operations in areas such as finance, sales, logistics, and human resources (Columbus, 2014). With technology playing an essential role in modern business strategies, companies must ensure that these systems effectively support both employees and customers.

Motortrade, a leading motorcycle dealership in the Philippines, has adopted SAP to enhance its internal operations and customer service. A well-implemented SAP system can optimize inventory management, sales tracking, and administrative processes, allowing businesses to function more efficiently (Galigao, 2020).

However, while SAP promises increased productivity and streamlined workflows, its success largely depends on how well employees utilize the system and how effectively it meets customer needs. Analyzing these factors is crucial in determining whether SAP delivers its intended benefits.

Employees play a significant role in ensuring smooth business operations, and the tools they use can directly impact their performance. A properly integrated SAP system helps employees complete their tasks with greater accuracy and efficiency, improving overall job satisfaction. However, if the system is difficult to navigate or lacks sufficient training support, employees may experience frustration, which can lead to decreased productivity (Afzali et al., 2022). Understanding employees' experiences with SAP is essential in ensuring that the system functions as a tool for efficiency rather than a source of difficulty.

At the same time, customer satisfaction is just as crucial in maintaining a successful business. Customers are no longer just passive buyers but active participants in shaping their purchasing experiences. In a highly competitive market, customers expect accurate, reliable, and efficient service, which SAP can facilitate by providing real-time updates on product availability, financing options, and transaction processing (Galigao, 2020). Businesses that effectively leverage SAP can offer a smoother, more responsive customer experience, enhancing loyalty and trust.

However, technology alone does not guarantee customer satisfaction. Poor system implementation, slow response times, or inaccurate information can lead to frustration and dissatisfaction. When SAP functions effectively, it ensures speed, reliability, and accuracy, which are key factors in meeting customer expectations. Businesses must continually assess whether SAP is improving customer interactions or causing delays that may drive customers toward competitors.

As technology continues to shape the modern business landscape, companies must evaluate how well their ERP systems contribute to both employee efficiency and customer experience. The implementation of SAP should not only focus on process automation but also on usability and accessibility for its users. Businesses that prioritize proper system integration and user training will be better equipped to maximize the benefits of SAP.

Understanding how employees and customers interact with SAP is essential in determining whether it truly enhances operational performance. By ensuring that SAP meets the needs of its users, companies can maintain a more efficient workplace, stronger customer relationships, and long-term business success.

Research Objectives

This study generally assessed the satisfaction levels of employees and customers with the SAP system of Motortrade Nationwide Corporation. Specifically, it examined the satisfaction level of employees in terms of system quality, information quality, and overall system satisfaction, as well as the satisfaction level of customers in relation to accuracy, reliability, and speed of service. Additionally, this study explored which aspects of the SAP system employees found efficient or challenging in their daily tasks. It also analyzed differences in employee satisfaction levels when grouped according to age, sex, organizational position, and employment duration, as well as variations in customer satisfaction based on age, sex, and length of acquiring service.

Methods and Procedures

Research Design

A quantitative research design was adopted, emphasizing objective measurements and numerical analysis. Structured questionnaires, adapted and modified from established research studies of Zheng and Kim (2013) and DeLone & McLean’s IS success model (2003), were used to assess satisfaction levels.

Research Locale

The study was conducted in selected Motortrade branches in the northern part of Cagayan province, Region 2, Cagayan Valley, specifically in the in its branches at Centro, Sanchez Mira, Aparri branch, Aparri Honda 3S, and Libertad, Abulug.

Respondents and Sampling Procedure

The respondents comprised 20 employees who directly interact with the SAP system and 26 customers who indirectly experience its benefits. Purposive-convenient sampling was employed to ensure accessibility to participants with relevant experience. Research ethics was employed in the conduct of the study.

Research Instrument

The primary instrument used was a structured questionnaire, consisting of two sections: demographic profiling and satisfaction assessment. The satisfaction assessment utilized a 4-point Likert scale to evaluate system quality, information quality, and overall satisfaction for employees, while for customers, it measured

accuracy, reliability, and speed. The questionnaire was pilot-tested using Cronbach alpha obtaining a reliability index of .78.

Data Gathering Procedure

Following management approval, questionnaires were distributed to respondents. The study objectives were explained to encourage honest responses. Completed questionnaires were collected, coded and analyzed using appropriate statistical tools.

Data Analysis

Descriptive statistics, including means and standard deviations, were used to summarize data. Inferential statistics, such as t-tests and ANOVA, were applied to identify significant differences in satisfaction levels based on demographic variables. The responses were interpreted using 5-point Likert scale.

Results and Discussion

Personal Profile of the Employees

The profiles of the Employees were classified according to the respondents' sex, age, organizational position, education, and employment duration with Motortrade.

In terms of sex, of the 20employees, 11 or 55% were male, while 9 or 45% were female. This data support the study of Murdoch, (2019) which underscores the potential gender disparities in technology usage.

For age, of the 20employees, 15 or 75% were in the age bracket of 26-35 years old; 4 or 20% of the users were in the age bracket of 18-25 years old; 1 or 5% was in the age bracket of 36-45 years old and no user was using the system in the bracket of 46 and above. This demographic skew raises questions about workforce diversity and the potential lack of experience that older employees could contribute (Viviani, C. A., et al. 2021).

For organizational position, of the 20 employees, 8 or 40% were in the entry-level position; 7 or 35% were in the mid-level; 4 or 20% were in the senior level and 1 or 5% was in the managerial or executive level. This is supported by the study of Robinson, (2024) stating that organizations often prioritize filling entry-level roles to ensure operational efficiency and maintain productivity, these positions are essential for executing day-to-day tasks and support higher-level functions within the company.

For education, of the 20 employees, 17 or 85% have a bachelor's degree; 3 or 15 percent have completed a diploma; there were no respondents (0%) have only completed secondary school; and no respondents (0%) have a master's degree. This phenomenon is particularly evident in industries that associate a college degree with essential skills and competencies necessary for success (Clark & Cluver, 2023).

For employment duration with Motortrade, of the 20employees, 10 or 50% of the employees have worked at Motortrade for less than 1 year; 6 or 30% have worked at Motortrade for more than 6 years; 2 or 10% have worked at Motortrade for 1-3 years; 2 or 10 percent have worked at Motortrade for 4-6 years. This phenomenon is particularly evident in industries experiencing rapid technological advancements or shifts in consumer preferences. Consequently, organizations may prioritize hiring new talent to remain competitive and innovative (Peck, 2024).

Personal Profile of the Customers

The profile variables of the customers analyzed in the study include their sex, age, and years of acquiring service in Motortrade.

In terms of sex, of the 26 customers, 19 or 73.1% were male while 7 or 26.9% were female. The predominance of male customers in establishments such as motorcycle dealers can be attributed to a combination of cultural, social, and economic factors that influence consumer behavior. In the study of Fatihudin, (2017) it states that historically, motorcycles have been marketed predominantly towards men, which has fostered a perception of motorcycling as a masculine activity.

For age, of the 26 customers, 18 or 69.2% of the customers were in the age bracket of 18-25 years old; 4 or 15.4% in the bracket of 46 years old and above; 3 or 11.5% of the customers were in the age bracket of 26-35 years old; 1 or 3.8% was in the age bracket of 36-45 years old. Notably, in the study of Galigao (2015), motorcycle manufacturers have identified Millennials as a key target market, especially given that 14% of individuals in this age group are actively seeking to purchase their first motorcycle.

For the length of acquiring services, of the 26 customers, 21 or 80.8% acquired services for 1-3 years; 3 or 11.5% acquired services for less than 1 year; 2 or 7.7%acquired services for more than 6 years; and no customers acquired services for 4-6 years. Research by Ong et al., (2024) indicates that several elements influence customer satisfaction in the motorcycle service sector which include trust in service quality, economic benefits associated with ownership, and effective traffic management.

Level of Employee Satisfaction with Systems, Applications, and Products (SAP) System

A. Quality of the System

The data gathered from the employees show a very high level of satisfaction as 9 of the ten indicators were strongly agreed by the respondents, and one indicator was merely agreed by the employee-respondents. The mean score for statement "the SAP system is user-friendly" was (3.5) and is described as "Strongly Agree", which means that the employees generally find the system easy to use and navigate. In statement "I can complete tasks faster with SAP" with a mean score of (3.6) and is described as "Strongly Agree" means that the employees feel the system enhances their efficiency. In statement "The system is reliable and rarely crashes", the mean score was (3.2) and is described as "Agree" or the employees generally find the system dependable and stable, though some occasional issues may need improvement for greater reliability and satisfaction. In statement "Iy is easy to navigate the SAP system", the mean score was (3.4) and is described as "strongly agree" or the employees find the SAP system straightforward to use. In statements "The SAP system experiences minimal downtime or disruption" and "The SAP system improves my overall work efficiency", both have a mean score of (3.3), described as "Strongly Agree" or the employees find the system reliable with minimal interruptions, efficient, and stable, enhancing their work performance and satisfaction. In statement "The system has a well-designed and intuitive interface" , the mean score was (3.5) and is described as "Strongly Agree" which means that the employees find the system's interface visually appealing. In statement "The SAP system's speed is satisfactory for my task", the mean score was (3.3), described as "Strongly Agree" which means that employees are highly satisfied with the system's speed, finding it efficient and reliable for their tasks. For statement "The SAP system integrates well with the tools used for work", the mean score was (3.4) and is described as "strongly agree" or the employees believe the SAP system integrates well with other tools, meeting or exceeding expectations for functionality. Lastly, the mean score for the statement The SAP system is customizable to fit my specific need" was (3.3), also described as "Strongly Agree" or the employees are satisfied with the system's flexibility, as it adapts to their processes and enhances efficiency.

Overall, employees "Strongly Agree", indicating a very high level of satisfaction with SAP's system quality, as shown by a (3.35) overall mean score. This reflects a favorable perception of SAP in meeting organizational needs. Kumar (2023) found that high system quality enhances user satisfaction, boosting employee engagement and performance, and ultimately benefiting organizational success.

B. Quality of Information from the System

Of the ten indicators along quality of information of the SAP system, all of those were rated strongly agree by the employee- respondents. For the statement "The information provided by the system is accurate", the mean score was (3.50), described as "Strongly Agree" which indicates that employees trust the accuracy of the system's information. The indicator "The SAP system delivers relevant data for my role", had a mean score of (3.40), also described as "Strongly Agree," highlighting that employees find the information relevant to their tasks. In the statement "The data provided by the system is timely", the mean score was (3.35), described as "Strongly Agree," demonstrating employees' satisfaction with the timeliness of the information. The statement "The reports generated by the system meet my needs", the mean score was (3.40), described as "Strongly Agree," indicating that the reporting capabilities align with employees' expectations. The statement Errors in the system are not frequent", received a mean score of (3.25), described as "Strongly Agree." This suggests that while errors are rare, further improvements could enhance confidence in data reliability. Statement "The SAP system provides information in the real time" , had a mean score of (3.40), described as "Strongly Agree," highlighting the system's capability to deliver immediate information. For the statement "The information is easy to understand and use", the mean score was (3.45), described as "Strongly Agree," reflecting employees' positive perception of the data's clarity and usability. The statement "The SAP system provides valuable insights for decision-making", achieved a mean score of (3.40), described as "Strongly Agree," emphasizing the system's role in supporting effective decision-making. The statement "The information provided by the SAP system is exact, also had a mean score of (3.40), described as "Strongly Agree," reiterating employees' satisfaction with the system's precision. Lastly, the statement "The SAP system ensures data security and confidentiality", garnered the highest mean score of (3.55), described as "Strongly Agree," indicating strong confidence in the system's ability to safeguard information.

The overall weighted mean score of (3.41), categorized as "Strongly Agree," indicates a very high level of employee satisfaction with the system's information quality. Employees perceive the system as effective in meeting their needs, streamlining workflows, and enhancing job satisfaction. Kumar & Tahmaseb-McConatha (2023) found that high-quality information systems improve communication, decision-making, and productivity. Research also highlights that accessible and reliable systems enhance user experience and job satisfaction, emphasizing the need for organizations to invest in maintaining high-quality information systems.

C. Overall Satisfaction with the System

In relation to the overall satisfaction of the employees on the SAP system, all of the 15 indicators were strongly agreed by them, meaning, they have a very high level of overall satisfaction on the use of the SAP system.

The statement "My overall satisfaction with the SAP system directly affects how efficiently I work" received the highest mean of (3.60), emphasizing that employees' overall satisfaction with the system directly affects how efficiently they work.

Three indicators, statements 3,11 and 12 had a mean score was (3.50), showing that the SAP system has positively influenced employees' work performance by improving productivity and efficiency. Also, it reflects that using the SAP system enhances overall work satisfaction by improving performance and morale. The findings also suggest that employees feel more motivated to perform their jobs when the system operates efficiently.

There are also three indicators with a weighted mean of (3.45), suggesting that updates and upgrades to the system enhance employee satisfaction by improving its functionality and ease of use. Also, the findings highlight that the system has reduced workloads and made tasks more manageable, leading to greater employee satisfaction. The result also indicates that employees are satisfied with the overall performance of the SAP system in meeting their work needs.

Statements 2, 8 and 15 had a mean score of (3.40). The findings reflect that the system meets employees' expectations in terms of functionality, demonstrating its reliability in fulfilling job requirements. It also suggests that the SAP system simplifies day-to-day tasks, making work more efficient. The findings indicate that the SAP system's role in employees' jobs has made them feel more confident and competent in their roles.

For statements10 and 13, the mean score of (3.35)shows that employees view the SAP system as a valuable tool for improving work efficiency, and it highlights that the SAP system contributes positively to employees' productivity and overall job performance.

The lowest three indicators (statements 5,6, and 9) with a mean score was (3.30) indicates that that system support quality significantly impacts employee satisfaction. Also, it means that the employees see the system as enhancing job satisfaction by simplifying tasks.

Likewise, the result indicates that employees' satisfaction with the SAP system positively influences their job performance.

The overall weighted mean score of (3.42), categorized as "strongly agree," reflects a very high level of employee satisfaction with the overall satisfaction with the system. This score suggests that employees perceive the system as effective and beneficial to their work processes. Research indicates that higher employee satisfaction can lead to a significant productivity increase of up to 12% (Gallup, 2024). A satisfied workforce is more likely to engage positively with their tasks and contribute to a collaborative environment, leading to improved outcomes for both employees and the organization.

Level of Customer Satisfaction with Systems, Applications, and Products (SAP) System

A. Accuracy

For accuracy, nine of the ten indicators were agreed by the respondents, and only one indicator was strongly agreed. This is the statement "the system ensures correct pricing for products" with a mean score of (3.27) The other statements were agreed indicating that the customers perceive the system as effective in ensuring correct pricing for products. Also, it was agreed that invoices and billing are mostly error-free but may need occasional improvements, that the system is capable of accurately recording customer purchases, that customers find the system reliable in processing orders correctly without mistakes, and that the system reduces miscommunication with customers but has room for improvement.. Moreover, the SAP system's accuracy was agreed suggesting that customers perceive the system as accurate in reflecting product availability but recognize minor inconsistencies, highlighting that payments are processed accurately, fostering trust in the system, indicating that discounts and promotions are applied correctly, though some improvements may be needed., showing that the system accurately logs service delivery timelines, ensuring reliable tracking, and reflecting that customer history is detailed and accurate, meeting their expectations.

The overall weighted mean of (3.18), categorized as "Agree" indicates a very high level of satisfaction with the system's accuracy, reinforcing its reliability and impact on service quality. Accuracy is crucial for user trust and engagement, even if customers do not directly interact with the system (Graham, 2023).

B. Reliability

In relation to reliability of the SAP system, the customers had a very high level of satisfaction as two (2) of the ten indicators were strongly agreed, while 8 indicators were strongly agree.

The overall weighted mean score of (3.21), categorized as "Agree," which signifies a very high level of customer satisfaction concerning the reliability of the information system in question. Perceived reliability enhances user experience and operational efficiency, indirectly influencing satisfaction (Ouyang, 2020).

C. Speed

As to speed of the SAP system, the customers of Motortrade strongly agreed on 6 indicators, and they merely agreed on 9 indicators. This means that they have a very high level of satisfaction as to speed of the system. This is shown in the overall weighted mean score of (3.21), categorized as "Agree," which signifies a very high level of customer approval or fulfillment regarding the speed on the use of the information system. In today's digital environment, speed is crucial for user satisfaction, even when customers benefit indirectly. Research by Ouyang (2020), shows that as technology reliance grows, so do expectations for faster service, making system efficiency vital for maintaining customer trust and engagement.

Comparison between the Quality of the System and the Profile Variables

The table below shows the statistical analysis comparing employees' satisfaction levels with the quality of the SAP system based on their profile variables. The results indicate that only age significantly influences employee satisfaction, as evidenced by the computed f-value of 8.627 and a p-value of .003, which is below the 0.05 significance level. Among the age groups, employees aged 26-35 years reported the highest satisfaction level. This finding suggests that as employees age, their satisfaction with the system may increase, potentially due to accumulated experience and familiarity with technological tools over time (Mampuru et al., 2024).

Table1. Comparison between the employees' satisfaction level in terms of quality of the system and the profile variables

Profile Variables	Mean	**f-value**	**p-value**	**Remarks**
Age				
18-25	2.30			
26-35	3.63	8.627	.003	**Significant**
36-45	3.40			

Comparison between the Quality of Information from the System and the Profile Variables

The table 2 below shows that only age significantly influences the satisfaction level of employees in terms of the quality of information from the system, as shown by the computed f-value of 5.310 and a p-value of .016, which is below the 0.05 significance level. Employees aged 36-45 years reported the highest satisfaction level. These findings suggest that older employees tend to be more satisfied with the SAP system, possibly due to their greater familiarity with business operations and experience in using enterprise systems. The significance of age in determining satisfaction levels may stem from varying experiences and familiarity with technology across different generations. Iwarsson (2023) underscores a critical gap in existing literature regarding how varying experiences and familiarity with technology across generations impact user satisfaction.

Table 2. Comparison between the employees' satisfaction level in terms of quality of information from the system and the profile variables

Profile Variables	**Mean**	**f-value**	**p-value**	**Remarks**
Age				
18-25	2.38	5.310	.016	**Significant**
26-35	3.65			
36-45	3.90			

Comparison between the Overall Satisfaction with the System and the Profile Variables

The table 3 below presents the comparison between overall satisfaction with the system and the profile variables. The results indicate that age significantly influences overall satisfaction, as evidenced by the computed f-value of 5.946 and a p-value of .001, which is below the 0.05 significance level. Employees aged 36-45 years had the highest satisfaction level among the age range. These findings suggest that older employees are more satisfied with the SAP system, likely due to greater familiarity with business processes and experience in using enterprise systems. Understanding how age affects satisfaction can inform organizations aiming to enhance their systems and cater to diverse employee needs (Esaki et al., 2023). This contradicts the study of McIntosh (2020) which emphasizes that older workers often encounter barriers in accessing training opportunities related to technological advancements, thereby influencing their overall satisfaction. Recognizing

these differences is critical for organizations seeking to foster an inclusive work culture that values employee feedback across all age groups.

Table 3. Comparison between the overall satisfaction with the system and the profile variables

Profile Variables	Mean	f-value	p-value	Remarks
Age				
18-25	2.17			
26-35	3.72	5.946	.001	**Significant**
36-45	3.80			

Comparison between the Customers' Satisfaction Level along Accuracy, Reliability, and Speed and the Profile Variables

The table 4 below shows the difference in customer satisfaction when grouped according to profile variables. The results indicate that only sex significantly influences customer satisfaction, as shown by the computed p-value of 0.29, which is higher than the significance level of 0.05. Female respondents reported higher satisfaction levels compared to male. This suggests that female customers may have a more favorable perception of the system's accuracy, possibly due to differences in expectations or experiences with the service. The studies on life satisfaction reveal nuanced differences in how men and women evaluate various domains of their lives, including work and relationships (Milovanska-Farrington & Farrington, 2022).

As to the comparison between customers' satisfaction level in terms of reliability and the profile variables, the results indicate that only sex significantly influences customer satisfaction, with a computed t-value of 5.774 and a p-value of .024, which is below the 0.05 significance level. Female customers reported higher satisfaction with the reliability of the SAP system compared to male. This suggests that female customers may perceive the system as more dependable and consistent in delivering accurate and timely services. Research by Sahli (2018) highlights that women exhibit heightened sensitivity to website quality compared to men. This disparity suggests that differing expectations rooted in traditional gender roles may influence how each gender navigates online environments, ultimately affecting their service experiences (Sahli, 2018).

In relation to the comparison between customers' satisfaction level in terms of speed and the profile variables. The results indicate that again, only sex significantly influences customer satisfaction, with a computed t-value of 5.281 and a p-value of .036, which is below the 0.05 significance level. Female customers reported higher satisfaction with the speed of the SAP system compared to male customers. This suggests that female customers perceive the system as more efficient in processing transactions and delivering services promptly. These findings suggest that gender-specific experiences may shape customer perceptions of the system's speed, highlighting the need to explore gender-based factors to enhance satisfaction in this area. Specifically, the study suggests that gender-specific experiences can shape how customers perceive the speed of services offered, thereby impacting their overall satisfaction (Petzhold et al., 2022). The study by Petzhold et al. (2022) also reveals that women prioritize factors such as speed and customer service more highly than men do.

Table 4. Comparison between the customers' satisfaction level in terms of accuracy and the profile variables

	Mean	t-value	p - value	Remarks
Accuracy vs Sex				
Male	3.07	5.423	.029	**Significant**
Female	3.45			
Reliability vs Sex				
Male	3.08	5.774	.024	**Significant**
Female	3.54			
Speed vs Sex				
Male	3.06	5.281	.036	**Significant**
Female	3.60			

Conclusion and Recommendations

The findings of this study indicate that both employees and customers of Motortrade Corporation express a very high level of satisfaction with the SAP system. Employees reported that SAP significantly enhances their work efficiency, with system quality, information quality, and overall satisfaction receiving strongly positive ratings. Similarly, customers expressed high satisfaction levels, particularly in terms of accuracy, reliability, and speed of service.

The results also highlight that employee satisfaction is significantly influenced by age, with younger employees adapting more effectively to SAP. Meanwhile, customer satisfaction varies based on gender, particularly in how they perceive the system's speed and reliability. Given these findings, it is evident that SAP plays a crucial role in streamlining business operations and improving user experience at Motortrade Corporation. However, continuous improvements in system usability and user training can further enhance its effectiveness.

To ensure continued effectiveness of the SAP system, it is recommended that Motortrade enhances its employee training programs by conducting regular sessions that help employees fully understand SAP features and functionalities. Special training should also be provided to older employees to improve their adaptability to the system. Improving system performance by addressing minor technical issues reported by employees can further enhance reliability, and continuously updating SAP features will help align the system with user needs and business processes. Strengthening customer experience should also be a priority, and this can be achieved by integrating more personalized services within the SAP system and ensuring faster response times to customer inquiries and transactions.

Further research and system evaluation should also be conducted to assess the long-term impact of SAP on employee efficiency and customer retention. Future studies can explore qualitative methods such as interviews and focus group discussions to gain deeper insights into user experiences. By implementing these recommendations, Motortrade can maximize the benefits of SAP, ensuring that both employees and customers continue to experience high satisfaction levels, ultimately contributing to the company's long-term success.

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