



THE EFFECT OF COURIER SERVICE ON CUSTOMER SATISFACTION



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I hereby acknowledge that this project paper has been accepted as part of fulfilment for the degree of Bachelor Supply Chain & Logistic Management with Honours.



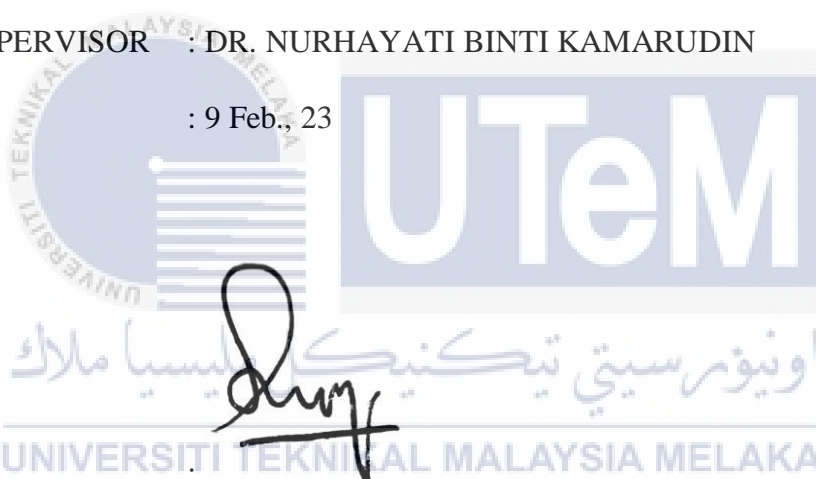
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This thesis is submitted in partial fulfilment of the requirements for the award of
Bachelor of Technology Management (Supply Chain & Logistic) with Honours



JANUARY 2023

DECLARATION

I hereby declare that all the work of this thesis entitled “THE EFFECT OF COURIER SERVICE ON CUSTOMER SATISFACTION” is original done by myself and no portion of the work encompassed in this research project proposal has been submitted in support of any application for any other degree or qualification of this or any other institute or university of learning.

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DEDICATION

I would like to appreciate the dedication of my beloved family members who educated me and motive me to learn until degree level. And also, I express a deep sense of gratitude to my lecturer whom also my supervisor for my final year project, Dr. Nurhayati Binti Kamarudin and my fellow friends. They have provided me fully support and advice throughout this research. Without their blessing and encouragement, this research is impossible to complete within short period of time



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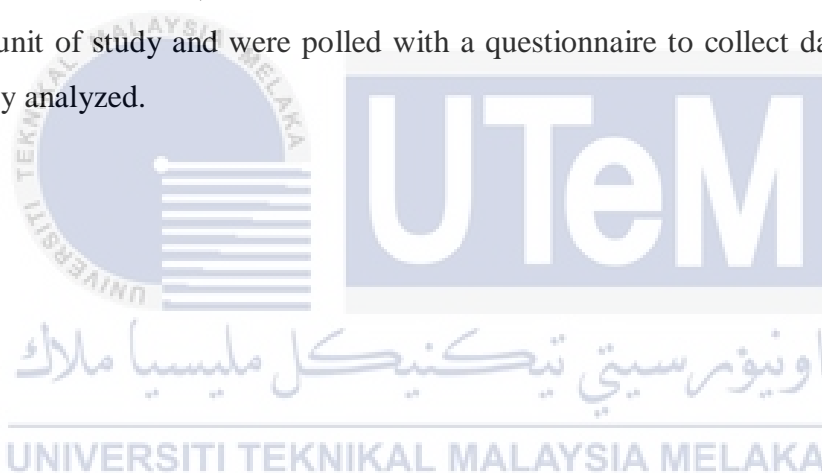
First and foremost, I would like to express my gratitude to God for giving me good health, strength, and the opportunity to gain my knowledge successfully to complete this Final Year Project (FYP) within a given time. I would like to thank my parents for their support and patient in waiting for me to finish my degree. I also express my sincere thanks to my friends for giving timely pieces of advice to this research project. They are sharing a lot of knowledge related to proceed this research project. It helps me to complete this research project more efficiently.

Secondly, I am expressing my sincere appreciation and thanks to my beloved supervisor Dr. Nurhayati Binti Kamarudin for her helping, teaching, monitoring, support, and contribution. She has guided and assisted me patiently during two semesters in session 2022/2023. Also, I sincerely appreciate and thanks to Datin Dr. Suraya binti Ahmad as my panel research for sharing his knowledge and experience in Research Methodology. His suggestions have been useful for me to proceed well this research project.

Last but not least, I would like to express my appreciation to all respondents who had contributed their time and efforts in filling the questionnaires. They had provided valuable feedbacks that assist me in finishing this research. With the assistance and supports from the respondents, I have successfully fulfilled all the components of a questionnaire. Once again, I am grateful and honestly thankful to all.

ABSTRACT

Customer satisfaction is one of the most important parts in business especially in services to gain a competitive advantage. Courier services needs to consider what the customers want because they know that if they do not meet the satisfaction of the customer, other competitor will be at an advantage for giving better services. Courier companies need to make sure that they fulfil the criteria needed by their consumers. The goal of this article is to measure the influence of courier service on customer satisfaction. The study comprises variables such as timeliness, condition and accuracy of order, quality of personnel contact and quality of information. Its purpose is to determine whether or not the premise that a variable in the has a significant influence on customer satisfaction for courier companies is correct. To reach a conclusion, 196 students from Universiti Teknikal Melaka Malaysia were chosen as the unit of study and were polled with a questionnaire to collect data, which was then statistically analyzed.



Keyword: Courier Service, Customer Satisfaction

ABSTRAK

Kepuasan pelanggan adalah salah satu bahagian terpenting dalam perniagaan terutamanya dalam perkhidmatan untuk mendapatkan kelebihan daya saing. Perkhidmatan kurier perlu mengambil kira apa yang pelanggan inginkan kerana mereka tahu bahawa jika mereka tidak memenuhi kepuasan pelanggan, pesaing lain akan mendapat kelebihan untuk memberikan perkhidmatan yang lebih baik. Syarikat kurier perlu memastikan bahawa mereka memenuhi kriteria yang diperlukan oleh pengguna mereka. Matlamat artikel ini adalah untuk mengukur pengaruh perkhidmatan kurier terhadap kepuasan pelanggan semasa wabak. Kajian ini merangkumi pembolehubah seperti ketepatan masa, keadaan dan ketepatan pesanan, kualiti hubungan kakitangan dan kualiti maklumat. Tujuannya adalah untuk menentukan sama ada premis bahawa pembolehubah dalam mempunyai pengaruh yang signifikan terhadap kepuasan pelanggan bagi syarikat kurier adalah betul atau tidak. Untuk mencapai kesimpulan, 196 pelajar Universiti Teknikal Melaka Malaysia telah dipilih sebagai unit kajian dan telah ditinjau dengan soal selidik untuk mengumpul data, yang kemudiannya dianalisis secara statistik.



Kata kunci: Perkhidmatan Kurier, Kepuasan Pelanggan

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This research is conducted to spot the effect of courier service on customer satisfaction. This research will start with background research, problem statement, research objectives, scope of study, research question, significance of study and limitations of study.

According to Jules (2018) courier service is a business usually a private one that facilitates the delivery of packages and important papers. Courier services can either specialize on a specific type of shipment inside a specific destination for example, same-day local shipping or regional shipping and provide a wide range of shipping services with destinations all over the world.

Furthermore, with the introduction of online shopping, courier services grew in popularity. During globalization era, courier services were in high demand and it is generating in tremendous growth in the courier company. Despite the fact that the country is dealing with, courier services consistently prioritize their customers and strive to improve their services which are their main priorities. Many of courier services in Malaysia has taken this situation as an opportunity to provide more service in their company. According to the Malaysian Reserve (2021) stated that the delivery services increase the capacity on the parcel volume and look for more delivery partners.

1.2 Background of study

With the emergence of coronavirus-19, the WHO Emergency Committee declared a global health emergency on January 30, 2020, based on the increasing rate of notification of cases in China and worldwide. On January 25, 2020 ex- Prime Minister Tan Sri Muhyiddin announced that the first case in Malaysia were confirmed among the travelers from China in Johor via in Singapore. The recent increase in Covid-19 has made government decide to impose a movement control order (MCO) on March 18, 2020.

Malaysia has enormous potential for delivery services as the country's e-commerce business expands and internet connectivity improves. Because of the growth of online shopping, not only do courier businesses have to deal with an increase in demand, but they also have to deal with rising client expectations, since they expect exceptional parcel delivery service and a high-quality product.

For the aim of this study, it focuses more on customer satisfaction toward courier services. Customer satisfaction is a metric that measures how satisfied customers are with a company's products, services, and capabilities. Customer satisfaction data, such as surveys and ratings, can assist a business in determining how to effectively enhance or adjust its products and services.

According to Hayuning, Salmia & Hutabarat (2015) stated that the customer satisfaction has a positive significant effect on a customer loyalty. Client pleasure leads to increased customer loyalty, which leads to increased corporate profitability. Customer satisfaction is a result of the comparison of predicted service and perceived service, whereas service quality is the comparison of intended service and perceived service.

1.3 Problem statement

In today's competitive service-business environment, it is critical for each company to transmit its best service quality in order to compete and gratify its clients. Customers continue to play a significant part in the long-term success of a commercial concern.

According to the Suguna, M., Shah, B., Raj, S. K., & Suresh, M. (2021) stated that meeting the delivery schedule affects the customer's expectation because the projected delivery date has already been shared with the customer and the customer expects the requirement to be met at the specified time, yet the timeline is difficult to reach owing to Covid. People are remaining indoors during Covid, and clients want not only speedy delivery but also same-day deliveries. This amount of anticipation has an impact on the efficiency of service delivery in Malaysia.

Next, the problem statement about the great damage that customer have accepted. As reported in a web portal called <https://www.complaintboard.com/>, which could be a place for customers to post grievances, many of which are from Malaysian customers. The issue is about enormous damage that customers have tolerated. As a courier services company, courier provider must ensure that customer received the parcel in very good shape, customer might switch to a different courier service company is that they not satisfied with the delivery service Siali, F., Wen, A. W. S., & Hajazi, M. U. A. (2018). Through guarantee of service, the courier provider must portray the arrogance and trust of its customers.

Lastly, the problem statement is about poor-quality information by courier service. As reported as well in the web portal, many customers have complained about how often the courier providers late in updating their parcel delivery tracking records, leaving the customers unable to track the status of their parcel. As a courier service provider, updating tracking records is critical since it provides customers with assurance about their shipment. When the parcel is suffering late delivery or supply chain challenges as a result of the coronavirus, online shoppers will frequently contact customer service. Then, ecommerce businesses are faced with a difficulty and may move their business elsewhere if courier provider answer honestly about any delayed shipments or supply chain concerns Amanda (2022).

1.4 Research objective

The objective of this research is to identify the effect of courier service on customer satisfaction. The research objectives developed in this study was based on problem statement above as follow:

1. To identify factors that influence of customer satisfaction on courier service
2. To find out the dominant effects of courier service on customer satisfaction.

1.5 Research questions

This purpose of the study is to answer following questions:

1. What are the factors that influence customer satisfaction on courier service?
2. What are the dominant effects of courier service on customer satisfaction?

1.6 Scope and limitation study

The research is about the effect of courier service on customer satisfaction. This research will be conducted in Melaka at University Technical Melaka Malaysia and the respondent will be the chosen among the student who use the courier service only. This study view Utem from the aspect of the fascinating development as Melaka is one of the booming in courier services among the other country in Malaysia.

1.7 Significance of study

From the research perspective, this study is predicted to allow information about the customer satisfaction on courier service in UTeM and to encourage more this research for revise and modify this study for further studies for another level and objectives. This study will help company courier services have a better knowledge of client satisfaction in Malaysia. Lastly, this research will help consumer feel more confident to deliver the product using courier service and if the goods is delivered without damage, the consumer will save more cost.

1.8 Summary

This first chapter shows background study, defined problem statement, research objectives and research questions of the study. The research objectives and questions are developed by the problem statement. Next, the researcher has addressed the scope and limitations of the study, as well as the coverage and restriction of this study. Finally, the significance of the study is stated by outlining the study's purpose and the benefits of this research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The definitions of both the dependent and independent variables will be addressed in the subsequent reviews of the literature. The variable determinant is required to comprehend how independent variable influence the dependent variable. The researcher reviewed the specific theoretical models that were used to develop this conceptual framework.

2.2 Customer satisfaction

Satisfaction is commonly seen as an overall appraisal of the performance that a business can deliver, whether it be a product or a service. Product and service conditions are critical components for a firm to properly meet customer needs, and these results may lead to consumer loyalty. Additionally, Murfield, Boone, Rutner & Thomas (2017) found that customer satisfaction is positively related to customer loyalty in an omnichannel environment.

Customer satisfaction is a critical component of the business approach that determines service efficiency. It has been given a few notions that may be used in many situations and are always associated with both items and services. It was defined as a product or service evaluation by the customer to determine whether the product or service meets the customer's wants and expectations. Customer satisfaction differs from the five types of satisfaction: enjoyment, relaxation, novelty, and surprise. Customers' pleasure or dissatisfaction in a variety of service situations would have an impact on each other. Despite the fact that good customer relationships would contribute to the firm's service experience, the service quality of the company should also be strengthened as a result of the information that customers gathered from each other.

Customer satisfaction is critical in influencing future behavior, such as loyalty via repurchase intention, word of mouth, and site revisits. Customers who are pleased with the courier service provider's offerings will increase their usage and future usage aspirations. Customer satisfaction, according to Rita, Oliveira, & Farisa (2019), can be characterized as an indication of a customer's acceptance of a service probability, resulting in an optimistic feeling.

Customer satisfaction has also been a significant role in improving a service provider such as long-term thankfulness, customer efficiency, and customer maintenance. Furthermore, several studies show that customer happiness has a major impact on customer buyback perceptions. Happy consumers disseminate good informal interchange, attracting new customers and assisting with long-term business. Measuring customer satisfaction can determine how a company operates or provides goods or services thus, customer satisfaction is the degree of achievement for all organizations, including the public sectors Ok, Suy, Chhay & Choun (2018).



2.3 Timeliness

Punctuality in logistic and courier service is the arrival and departure of the item according to the predetermined schedule. The schedule chart itself is a guide to the arrangement of the item journey which is described in the time of arrival, departure and travel time from the warehouse to the end of the customer. According Mahfuudz et al. (2018) the timeliness of delivery is critical since the accuracy of product delivery is one of the most important variables in enhancing customer satisfaction. Delivery time is when the customer orders the product until the product arrive at the customer Aminah et al., (2017). The term "delivery time" refers to the time between when a customer orders a product and when the goods arrive at the customer's destination.

Customers typically use estimated arrival times to judge whether or not the delivery service is satisfactory. A multiple analysis indicated that timeliness, which was the usually one of the most important dimensions of courier service quality in other research, was replaced by condition and accuracy of order Aleksandra Gulc (2020). According to the Gramling, Orschell & Chernoff (2021) stated that only 20% of customers were willing to forgive eCommerce retailers for delivery delays caused by supply chain issues. As a result, customers are unwilling to accept delivery delays. Many eCommerce companies struggle to satisfy client needs on time, which makes timely delivery services crucial.

The important for courier provider need to be timeliness because the on-time deliveries result in great consumer and client satisfaction and create a loyalty for the customer to use the service again. Customers will be pleased to receive their items on time, but courteous courier services will make for a pleasant delivery process. Some of the goods have an expiration date, which is why courier provider need to be delivered within the strict deadline which include medical samples, food, medications, and temperature-sensitive things. For ensure complete customer and client pleasure as well as meeting corporate demands, courier services must become professional in order to make deliveries on time.

2.4 Accuracy and Condition Order

According to Shannon (2020) defined that the accuracy order is the proportion of all ecommerce orders that are fulfilled and transported to their final destination without error, such as an inaccurate item selection or unit quantity. Delivering the incorrect order not only ruins the unboxing experience, but it may also be costly and time-consuming because courier provider will need to spend more time and labor to get it right. Delivering the wrong parcel to the customer will be dissatisfaction which unhappy customers will never trust the courier provider and will avoid the service again in the future because of customer have a bad delivery experience.

Order accuracy is a dimension connected to the courier service's accuracy for orders taken from clients. Order quality is a dimension associated with the quality standards of courier services provided to customers. Order discrepancy handling is a dimension connected to dealing with numerous problems during client courier service according to Hendayani & Dharmawan (2020). The accuracy orders can adapt by using the identification technology for capturing parcel data such as quick response (QR) and radio frequency identification (RFID) which helps courier provider to grow and increasing system efficiency and accuracy order, Maznah, Akmal & Hafiz (2021)

By accuracy the order, the courier provider will be achieved the increase customer loyalty by improved the order accuracy order. Providing customers exactly they anticipate provides a happy experience, and today's customers reward businesses that provide outstanding experiences with their loyalty according to Larisa (2019). As the result of accuracy order from courier provider for customer, they get the more positive reviews and decrease negative reviews. The courier user are 28 percent more likely to leave a review after a pleasant encounter, but they are more likely to leave one after a poor experience. Approximately half of customers say they submit reviews to warn others not to do business with the company which can drive customer away. According to research, one unfavorable review turns away 22% of prospects, or approximately 30 customers. The percentage of lost clients rises as the number of unfavorable reviews rises. Three unfavorable reviews drive away 59.2 percent of customers and more than four unfavorable reviews raise the customer loss by 70% Jesse (2019).

For the condition order is about dimension relating to the courier services' ability to maintain the condition of an item shipped in the event of possible damage to the products. The condition of the product should be a major concern for the courier service to avoid mishandling which can give negatives feedback from customer and definitely they will use another courier for the next time. Order discrepancy handling is a dimension connected to dealing with numerous problems during client courier service. In order to ensure customer loyalty and restrict switching behaviors, courier providers of 21st century must be able to anticipate customer future needs and demands and offering them before anyone else, Anna Otsetova (2017).

The order condition refers to the state of the items, whether they are damaged or not. Either the products arrived damaged, the provider must communicate with the customers. The courier will not be held liable if the item is not adequately labeled regarding the fragility of the items by the supplier. As a result of the transaction between the consumer and the courier, who just sends the items as a middleman, courier provider did not use this dimension and instead only use the accuracy of order dimension. In order to handle the goods as the condition, the courier provider can refer to well-known quality methods of 7R parameters that can be used regardless of implementation:

- Right product
- Right quantity
- Right condition
- Right place
- Right time
- Right customer
- Right price Coyle et al (2010)

These seven criteria regulate how each logistics operator, from the producer to the end sale, should manage the flow of goods or services in their respective activities. The application of all regulations provides some assurance of efficient, dependable, and secure products and services turnover. A number of studies must be conducted in order to control the flow of commodities and services.

2.5 Quality of Contact Personal

According to the Foster (2017) defined that contact personal is used for people at the 'front lines' who interact with the public in a service area. In the customer service department, the employee is responsible to handle the customer complaints, questions and request are essential. Therefore, the contact personnel must be kind, friendly and polite to lead a positive experience for handling the customer. The contact personnel are believed to be the one of effect of courier service on customer satisfaction.

Based on the research from Muzhaffar, Noruul, Nur & Mustakim (2016) stated that the quality of contact personal in courier service are the relationship between the consumer and the personnel of the shippers. This indicates that the consumer always desired a positive interaction with the staff who assisted them with their needs. The courier employees must be able to handle the situation and empathize with the consumers. In others research from Sarder (2021) stated that the logistic customer service required a clear explanation in order relate to the logistic because this department is component of a company's entire customer service offering, logistics-specific customer service elements such as fulfillment, timeliness, quality, and cost.

By be the responsiveness of courier providers represents their client service, it refers to the availability of courier customer care to assist consumers in an attentive, precise, knowledgeable, and timely manner. The impact of the responsiveness in contact personal or customer service shows that customers will be more satisfied when department customer service is more responsive to service performance. It was discovered that customer response and overall satisfaction are mediated by perceived service performance.

Due to the current situation, the customer service team will be faced and need to respond to the customer about the shipping delays in the courier supply chain. Despite these difficult circumstances, customer care personnel can answer queries and keep consumers updated by providing information regarding the whereabouts of the client's parcel and offering an apology for the difficulties the customer is experiencing.

2.6 Quality of Information

Information can be defined as knowledge expressed or obtained about a certain fact or circumstance. According to the Paggi, H., Soriano, J., Lara, J. A., & Damiani, E. (2021) stated that quality information considers data quality as series of demension describing the quality of the information produced by an information system which that is measure of the success of the system producing the information. The courier providers must provide precise and correct information about the services offered to the customers. Customers will be able to make informed decisions if they have enough information.

Based on the research from Muzhaffar, Noruul, Nur & Mustakim (2016) stated that the consumer can obtain beneficial information from courier people and even through the courier's website to use as a reference for their orders. Customers emphasize obtaining their packages quickly and safely; therefore, couriers must provide useful information if any complications develop. The quantity of useful information that the consumer can acquire from the courier's employees and website for order reference is denoted by the quality of information. Customers emphasize obtaining their products quickly and safely, therefore couriers must provide useful information if any problems develop. In addition, the quality of information on the provider's website boosts customers' enjoyment and leads them to use the services repeatedly Widagdo & Roz (2021). Service providers need to attach the correct information and link to all the at the advertisement such as flyers, media social and the host website of the courier providers.

According to the Farooq A, Laato S, & Islam AKMN (2022) stated that the internet's function in crises is arguably highly complex, since it contains a variety of information sources and social media platforms that allow people to not only gain knowledge but also communicate and share experiences. Customers can read reviews on the internet or feedback in the Shoppe and Lazada about how the courier service handles their customers' parcels or their items before deciding to continue using the courier service. Customers might choose different courier services that meet many of their criteria when they have any complaints about the courier. The quality of information is critical in developing a cost-effective and agile logistics management process. It guarantees that tasks are done and transferred from one location to another in a seamless and timely manner

2.7 SUMMARY

This chapter provides an overview of the associated theory on the study issues. This chapter emphasizes timeliness, condition and accuracy order, quality contact personal, and quality information. A literature review is important in research because it serves as a reference for gaining insights and better knowledge by evaluating previous papers investigated by previous researchers. The literature reviews explain the dependent and independent variables as well as their connection.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

According to the website Indeed (2021) stated that research methodology describes how a researcher intends to conduct their research. It's a methodical, logical approach to solving a research challenge. A methodology describes a researcher's approach to the research in order to produce trustworthy, credible results that fulfill the researcher's goals and objectives.

In this chapter, the researcher will discuss each component of the researcher process. This chapter also discusses in detail the style of analysis chosen and the data collecting technique employed. The researcher will outline the study's design and pertinent methodology, as well as the data source, sample design, research strategy, and a few data analysis techniques that will be used throughout data collection.

3.2 Research Framework and Research Hypothesis

In this study, the proposed conceptual framework is to represent a diagram of the constructs and variables. The independent variables are timeliness, condition and accuracy order, quality of contact personal and quality of information. The diagram below depicts the connection between independent and dependent variables.

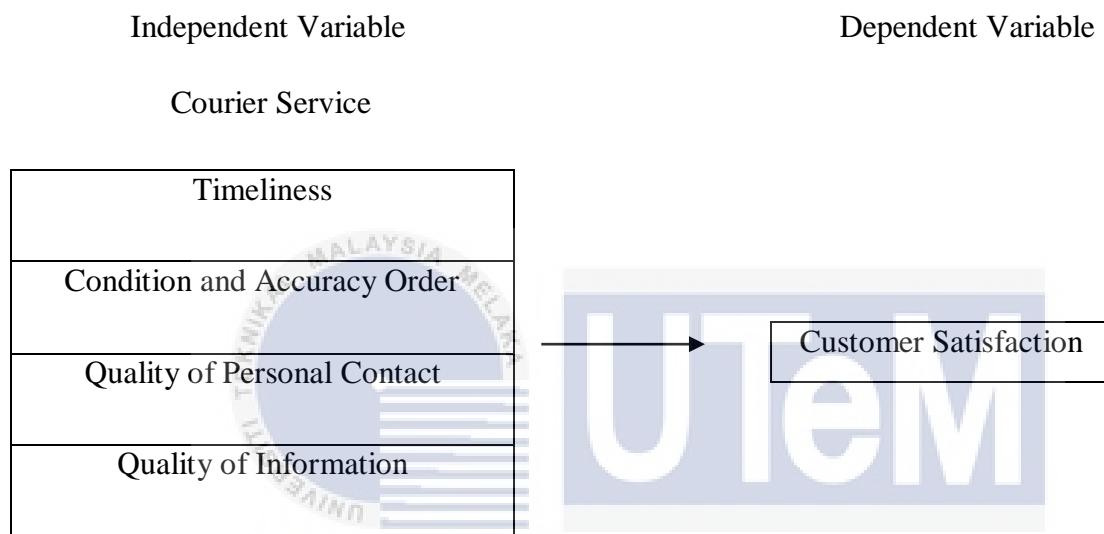


Figure 1

HYPOTHESES

HYPOTHESES 1 (H1)

H1: There is significant relationship between the timeliness and the customer satisfaction.

HYPOTHESES 2 (H2)

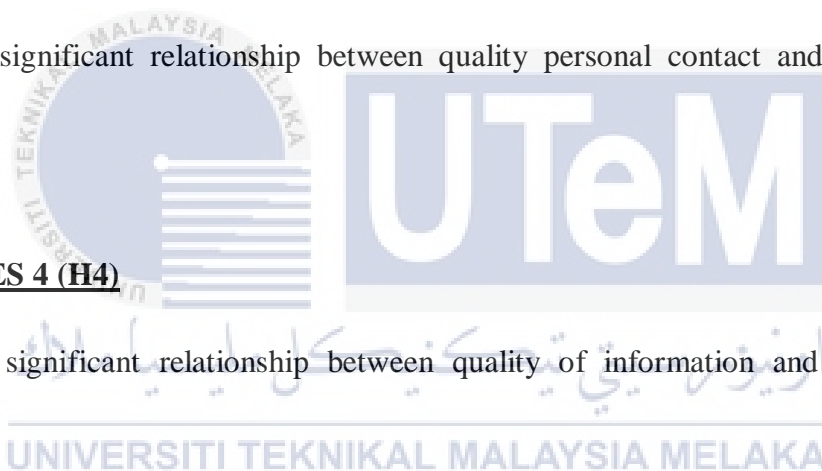
H2: There is significant relationship between condition and accuracy order and the customer satisfaction.

HYPOTHESES 3 (H3)

H3: There is significant relationship between quality personal contact and the customer satisfaction.

HYPOTHESES 4 (H4)

H4: There is significant relationship between quality of information and the customer satisfaction.



3.3 General construction of research design

3.3.1 Justification of the study

The research design is the planning of the settings under which the research is conducted, and it establishes the foundation for data collection, measurement, and analysis. The research design includes a plan for what the researcher will accomplish. There are three basic types of research designs: exploratory studies, descriptive studies, and explanatory studies. According to Saunders et al. (2016), the purpose of exploratory investigations is to learn about what is going on and to gain insights into relevant themes. Following that, descriptive investigations seek to obtain an accurate profile of contemporary phenomena.

In this research explanatory research is used as the research design. Explanatory research is used to collect data on the effect of courier service on customer satisfaction. For instance, research questions that seek for explanatory answer such as “Why” or “How” can be used to collect explanatory response.

3.3.2 Quantitative

A quantitative study is a survey that is done to determine the impact of courier service on customer satisfaction. Quantitative research, as defined by Ahmad et al. (2019), is a type of research that depends on natural science approaches to generate numerical data and challenging facts. Furthermore, this seeks to establish a cause-and-effect relationship between two variables by the use of mathematical, computational, and statistical methodologies. Because it can be assessed accurately and precisely, this research is also known as empirical research.

3.3.3 Deductive study

Researchers who take a deductive approach will start with an interesting social theory and then test its implications with data. In other words, they use the same measures as inductive research, but they will reverse the order, moving from the general level to the more specific one. Deductive research approaches are most commonly associated with scientific investigation. The researcher studies what others have done, read existing theories about whatever phenomenon is being studied and then tests the hypotheses that emerge from those theories.

3.4 Research method

There are three types of research methodologies: quantitative methods, qualitative methods, and mixed methods. Quantitative research is used to collect numerical data via questionnaires and analyze statistics that are totally dependent on graphs or statistics. For example, qualitative research is used to acquire non-numerical data via interviews and analyze data using data classification. Mixed method studies collect and analyze data using both quantitative and qualitative methods Almalki (2016).

3.4.1 Survey method

A questionnaire is used by the researcher in a survey to collect data from respondents in order to complete the research questions. Questionnaires are a very convenient way to collect information from a large number of people in a short amount of time. As a result, questionnaire design is critical to ensuring reliable data collection so that results may be evaluated and generalized.

The researcher will use Google Forms to deliver the online questionnaire, which students FPTT in fourth year are the target respondents. According to Nawi et al. (2019), that online survey questionnaire was built using clear and unbiased wordings so that respondents could readily grasp the questions. Essentially, the researcher relates to prior research to create a questionnaire about customer satisfaction with courier service providers during the epidemic. The questionnaire is also created by the researcher based on the research objectives. The researcher will deliver the questionnaire to the intended respondents and will distribute 196 questionnaire surveys at random to students who use courier services.

3.4.2 Research Instrument

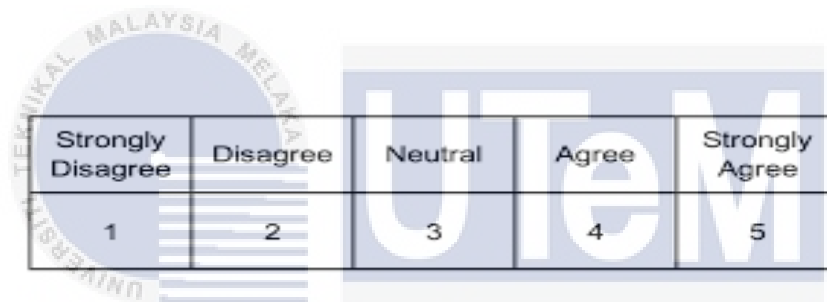
A research instrument is any of the various methods by which a researcher collects data from respondents for his or her research work. All types of information obtained by researchers from study participants are referred to as "data." Depending on the type of research being conducted, researchers may use a variety of measurement tools in their studies.

3.4.3 Questionnaire

In this research, the self-administered questionnaire survey method is used to distribute questionnaires to respondents. The questionnaire is divided into three pieces. Section A was designed to collect demographic information such as gender, age, income level, and degree of education. Section B then asks questions about the impact of the courier service on customer satisfaction. Section C of the questionnaire addresses the variables of timeliness, condition and accuracy order, contact personal quality, and quality information.

3.4.4 Scaling

The respondents were requested to react to the questions using a Likert scale, which reflects the level of agreement of the respondents from 1 to 5.



Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

FIGURE 3: LIKERT SCALE

Source: Mark (2019)

3.4.5 Data analysis

3.4.5.1 Statistical Package for Social Science (SPSS)

SPSS is the name given to all data reviewed using statistical software. SPSS is an abbreviation for social science statistics package. It is used in the editing and analysis of software for all forms of data. SPSS can analyze and modify a wide range of data types, as well as practically all structured data formats. Furthermore, SPSS is software that is utilized for statistical analysis. Typically, SPSS is capable of managing a large amount of data and completing the study successfully. Once all of the data has been collected, the researcher will use SPSS to analyze it.

3.4.6 Data collection

According to Yellapu (2018), descriptive analysis employs numerical description and comparison of variables to determine central tendency and dispersion. Mean, median, and mode are used to assess central tendency, whereas variance, standard deviation, and percentage are used to quantify dispersion. Descriptive analysis is a method for transforming unstructured data into usable information. To give descriptive information, the data has been reorganized, arranged, and changed. The frequency % was used to describe how data on demographic factors were calculated

3.5 Data collection methods

Primary Data Sources

Primary data are those that are personally observed or acquired on an individual basis. Primary data that is true, impartial, and trustworthy is still withheld. Primary data acquired by humans is frequently more reliable than secondary data because it has not been edited or modified.

Secondary Data Sources

Secondary sources are data that has previously been gathered by another source. Secondary data is information obtained by a community that is unrelated to the study report but was gathered at a separate point in time in the past. Websites, books, journal papers, internal records, and government publication websites are examples of secondary data sources.

3.5.1 The independent variable

Within a study, an independent variable is one that the researcher controls or manipulates in some way. A researcher will purposely modify an independent variable while waiting to see if and how the dependent variable changes in reaction to the change.

The independent variable is also known as the explanatory, predictive, right-hand-side, or variable. These, like dependent variables, represent how independent factors are used to explain or predict changes in dependent variables. In research, experimenters will often control independent variables to the greatest extent possible in order to understand their true relationship with the dependent variables.

3.5.2 Dependent Variable

A dependent variable is one that is measured in an experiment and represents an outcome. This variable is not directly controlled by the researchers. Instead, they seek to learn anything about the link between variables by studying how the dependent variable responds under various conditions.

Although "dependent variable" is the most popular name, they can also be called "response variables," "outcome variables," or "left-hand-side variables." These alternative names help to clarify their purpose: a reliant

3.6 Reliability and Validity

Validity and reliability are two critical factors that researchers must consider in order to provide a trustworthy result. Keeping the danger of creating an arbitrary questionnaire and obtaining incorrect responses to a minimum is contingent upon the validity and reliability of the data gathering Saunders et.al, (2019). To overcome these constraints, the researcher will explore other ways for increasing the precision and reliability of the measurements and therefore the study's quality. According to Mohajan, H. K. (2017), the cornerstone of great research is the trustworthiness (reliability and validity) of the data used to make decisions; without this, no sound conclusion can be made. Measurements can be accurate but not valid in quantitative analysis; however, if they are not dependable, they cannot be valid Thatcher, 2010; Twycross & Shields (2004).

3.7 Pilot study

According to the Matt & Nick (2022) stated that pilot test is a practice test for research study that allows to evaluate the research approach with a small group of test subjects before conducting your major study. Although this is an extra step, it could be the best time spent on any research project. Pilot testing is carried out to assist the researcher to uncover defects and errors in the questionnaire before it is distributed to the general public and respondents. The feedback and comments supplied by respondents in response to the pilot test will be validated and incorporated into the final sample of the questionnaire. As a result, the survey will comprise a total of 196 respondents. Finally, before distributing the questionnaire to respondents, the researcher may allow it to be appraised.

3.8 Population and Sampling

3.8.1 Sampling size

The data will be collected from the students fourth year in Fakulti Pengurusan Teknologi & Teknousahawanan (FPTT) who have the experience on courier service in Melaka. As a result, the estimated population of the students are 400 and the sample size is 196.

N	S'	N	S'	N	S'
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Figure 3

Krejcie & Morgan table (1970)

3.8.2 Sample selection

The main location of the research focus on student Universiti Teknikal Malaysia Melaka. UTeM has two campuses: the main campus in Durian, Tunggal Melaka, and the Technology Campus in Ayer Keroh, Melaka. According to the website Lookp (2022) stated that Melaka have 71 courier providers that growing rapidly and various of company. Therefore, student UTeM is a suitable state that to conduct the research on the effect of courier service on customer satisfaction.



FIGURE 2: MAP OF UTeM

Source (Google Image, 2022)

3.9 Data collection process

In this study, there are two types of data sources: primary and secondary data. Primary data is information that is true and original and can be gathered throughout a research project. To solve the problem, primary data were gathered. The researcher is the first to collect primary data. Questionnaires, surveys, experiments, face-to-face interviews, and observations are examples of primary data sources Ajayi (2017). The researcher collected primary data by distributing questionnaires to Malaysia's new generation of respondents. Respondents were given a list of questionnaires to complete by marking the appropriate responses.

Secondary data records gathered or created with the assistance of various people. Secondary data sources can be mined for additional or alternative conclusions, knowledge, or interpretations Almalki (2018). Ainsworth (2021) defines secondary data as information gathered by others for various purposes or to address a specific issue of concern. Secondary data sources, journal articles, internal records, books, and government publication websites, according to Ajayi (2018). Secondary data was gathered by the researchers using Google Scholar web pages and library databases such as Emerald Insight and ScienceDirect. Researchers used library websites and databases to find relevant journals, reports, and newspapers for this study's purpose. Secondary data is more convenient, less expensive, and faster to collect than primary data.

3.10 Approach and structure of data analysis

According to Saunders et al. (2019), descriptive analysis is a numerical description and comparison of variables that focuses on central tendency and data scattering. Meaning, median, and mode are examples of central tendency measures, while variance, standard deviation, and population percentage are examples of dispersion measures. Descriptive analysis is required to examine the information provided by the respondents and convert the raw data to a more understandable and interpretable format. The demographic background of those who responded can also be described using percentages and frequency distributions. Descriptive analysis is used in this study to distinguish between respondents among the student UTeM based on their gender, age, races and programme.

3.11 Summary

This chapter goes over the research methods used in this study. In order to produce an accurate outcome, an excellent and successful research technique is required. The quantitative methodologies will be used in this investigation. As primary data collection instruments, the questionnaire will be developed and disseminated to respondents. Secondary data sources are utilized to support the researchers' hypothesis and to further knowledge and comprehension. The researcher will conduct a pilot test prior to releasing the questionnaire to design, edit, and eradicate any flaws that may emerge during the actual study. Academics in the field of study will use SPSS.



CHAPTER 4

DATA ANALYSIS

4.1 Introduction

Data for this chapter was gathered using a Google Form to target respondents and conduct a survey. This chapter presents the outcomes of more thorough data analysis and interpretation, including descriptive analysis, measurement of central tendencies, multiple linear regression analysis, analysis of Pearson's correlation coefficient, and reliability test. In this study, the data gathered from 196 sets of questionnaires will be analyzed using Statistical Packages for Social Science (SPSS) tools.

4.2 Pilot Test

Pilot test is conducted before the data collection process and distribution of questionnaires to the respondents. Pilot test is a small-scale pre-test on the research in order to collect the data from the target audience which is almost identical and similar to the respondents in. The purpose of conducting pilot test was to ensure all the questions stated in the survey form are understandable by all the respondents with any doubt and problem. Therefore, there are 40 target respondents had been selected to conduct the pilot test in the study

4.2.1 Validity Test

In this research, validity test had been conducted. 23 items were included in this questionnaire were valid. Therefore, the internal validity can be observed in this pilot test which is to determine the relationship between the independent variable and dependent variable

4.2.2 Reliability Test

Test table 4.1 Reliability Test for Pilot Test

(Source: Data Analysis of SPSS)

Cronbach Alpha	Cronbach Alpha Standardized Item	N of Items
.781	.780	23

Table 4.1 indicates the result of reliability test for pilot test in this research. In this research, there are total of 23 items are measured and there are 40 target respondents are involved in the test. Based on the Table 4.1 shown above, the Cronbach Alpha value for the pilot test in this research was 0.781 which is greater than 0.7. Hence, it can conclude that the result of the reliability test on this research were in the strong level of reliability

Item – Total Statistics

	Scale Mean item Deleted	Scale Variance Item Deleted	Corrected Item Correlation	Squared Multiple	Cronbach Alpha Deleted
1. The short waiting time for delivery effect my satisfaction about service.	89.55	58.79	.310	.369	.774
2. The ability to deliver the parcel with the promised time.	89.59	58.14	.413	.507	.769
3. Providing the service on time	89.35	59.68	.328	.315	.774
4. The ability to send the parcel before the target time.	89.39	59.52	.382	.489	.771
1. The accuracy and reliability of the delivery	89.65	61.39	.166	.296	.781
2. The product delivered to the exact customer	89.65	58.07	.373	.401	.771
3. The courier services provide a good packaging.	89.64	59.37	.314	.377	.774
4. The courier service send the exact parcel and handle with care	89.82	59.20	.324	.361	.774
1. The customer service representative's response to my queries very fast.	89.90	56.33	.451	.438	.765
2. Ease of contacting the customer service representative	89.79	59.01	.284	.415	.776
3. Speed of customer service representative answering calls from customers	89.88	56.29	.461	.447	.764
4. The delivery man make a call before send the parcel.	89.64	59.73	.221	.217	.780
1. The user friendly of the website courier service.	89.52	59.43	.310	.277	.774
2. There are several of method delivery that been stated on the website	89.65	59.97	.203	.245	.781
3. Information complete and easy to consumer make decision	89.43	60.89	.184	.195	.781
4. Delivery man takes photo in front customer house prove that been send	89.67	61.31	.128	.244	.785
5. Time information by delivery service as promised in real time-tracking	89.59	61.04	.180	.169	.781
1. Good service gave impact customer loyalty.	89.81	55.65	.521	.392	.761
2. High customer satisfaction create positive value	89.49	58.94	.370	.237	.771
3. Easy get in touch with customer service.	89.73	57.72	.374	.377	.770
4. I am very interested with delivery experience.	90.01	57.01	.457	.396	.765
5. Good condition parcel	89.81	58.68	.339	.341	.773
6. Politeness deliveryman affect customer satisfaction	90.05	58.64	.332	.283	.773

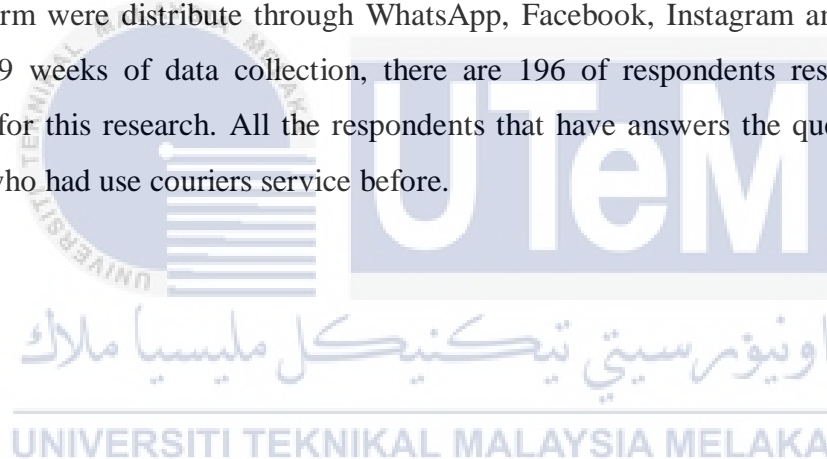
Table 4.2 Item-Total Statistic

4.3 Descriptive Statistic Analysis

In this research, descriptive analysis was conducted in order to provide an easier way to understand. Descriptive analysis also allow researcher to provides a clearly view of summaries with assist of graphic analysis about respondents and measures to ensure better understand. The used of descriptive analysis enable the researcher to analyse the demographic profile such as gender, age, programme and races. In this chapter, demographic background of respondents such as gender, age, programme and races in this study have been further explained with the used of pie chart.

4.3.1. Response Rate

The questionnaires were distributed by using Google Form to the target respondents. The google form were distribute through WhatsApp, Facebook, Instagram and other social media. After 9 weeks of data collection, there are 196 of respondents responded to the questionnaire for this research. All the respondents that have answers the questionnaire are those people who had use couriers service before.



4.3.1.1 Gender

Gender	Frequency	Percentage
Male	96	49%
Female	100	51%
Total	196	100%

Table 4.3 Statistical Analysis of Respondent by Gender

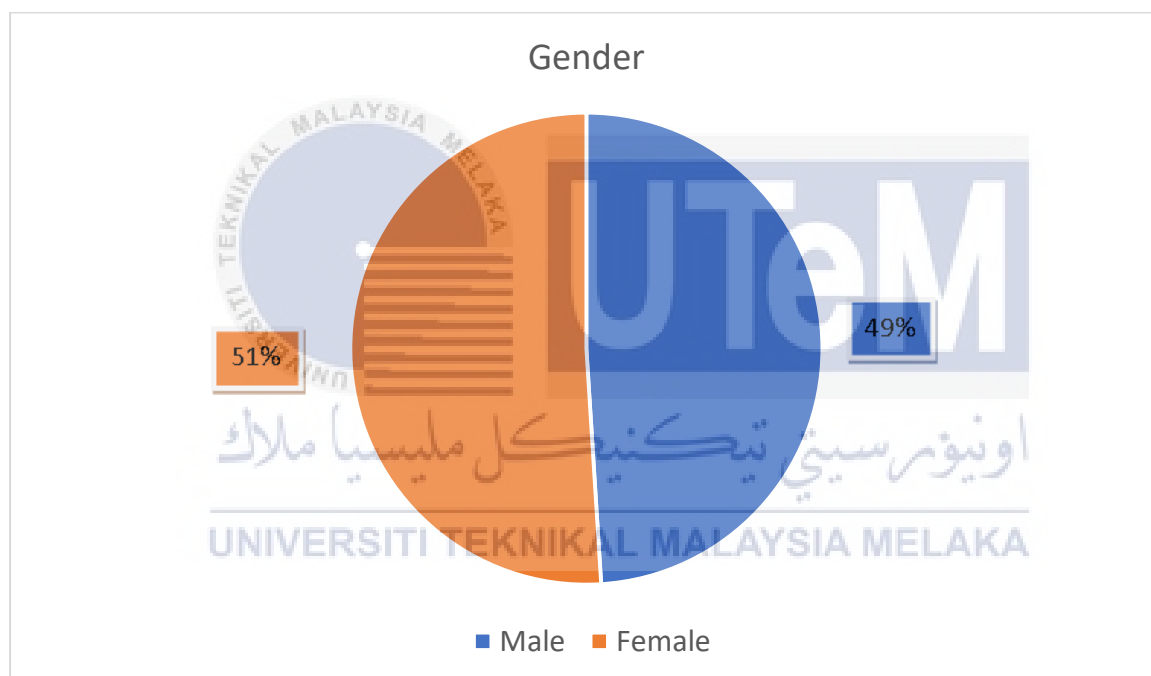


Figure 4.1 Gender of Respondent

Table 4.3 and Figure 4.1 showing the statistical analysis of respondent by gender in this research. It shows that there are 96 respondent which is 49% of the data collected in the research are male while there are 100 respondents which is 51% of the data collected in the research are female. There is not much difference of gender data collected in this research.

4.3.1.2 Age

Age	Frequency	Percentage
19-21	27	13.8 %
22-23	119	60.7%
24 & above	50	25.5%
Total	196	100

Table 4.4 Age of Respondent

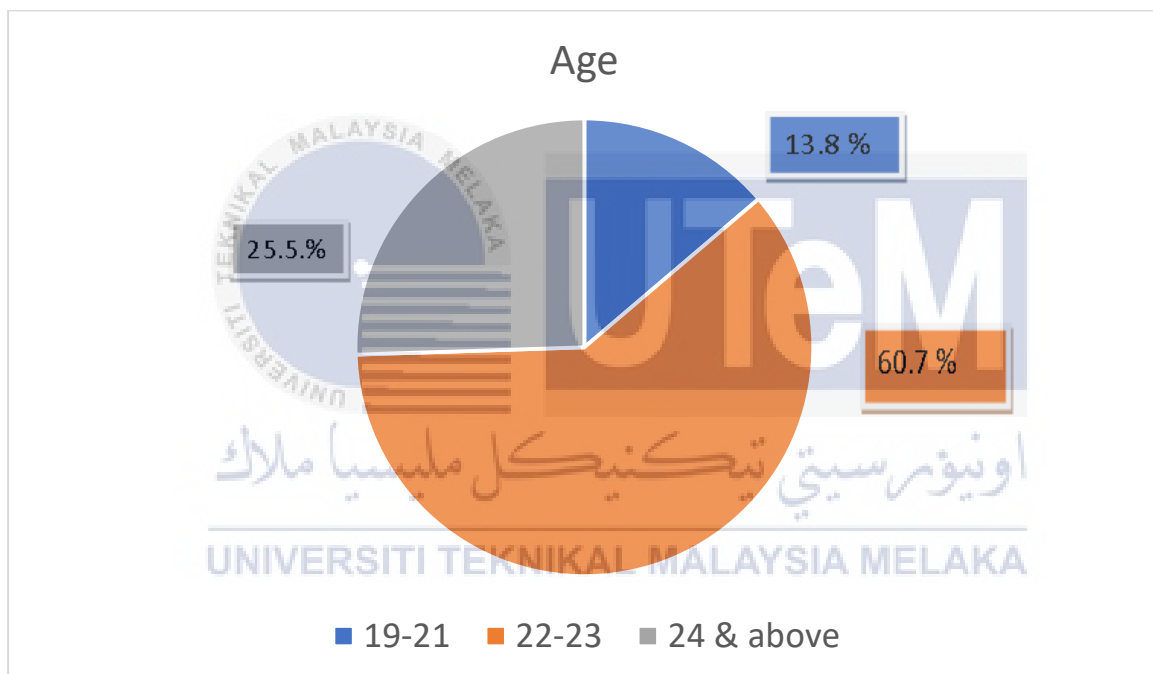


Figure 4.2 Age of respondent

Table 4.4 and Figure 2 are showing ages categories of data collected in this research. In the sample of 196 respondents that are collected, there are 27 respondents or 13.8 % of the respondents are falls into the 19-21 years old category. Majority of the respondents are belonged to the 22-23 years old category which have 119 respondents or 60.7% out of 304 respondents. While 24 & above are 25.5 % which is 50 respondents out of 196 sample. This can explain that mostly be using the courier service are age 22-23 years old.

4.3.1.3 Programme

Programme	Frequency	Percentages
BTMS	38	19.4%
BTEC	44	22.4%
BTMI	56	28.6%
BTMM	58	29.6%
TOTAL	196	100%

Table 4.5 Programme

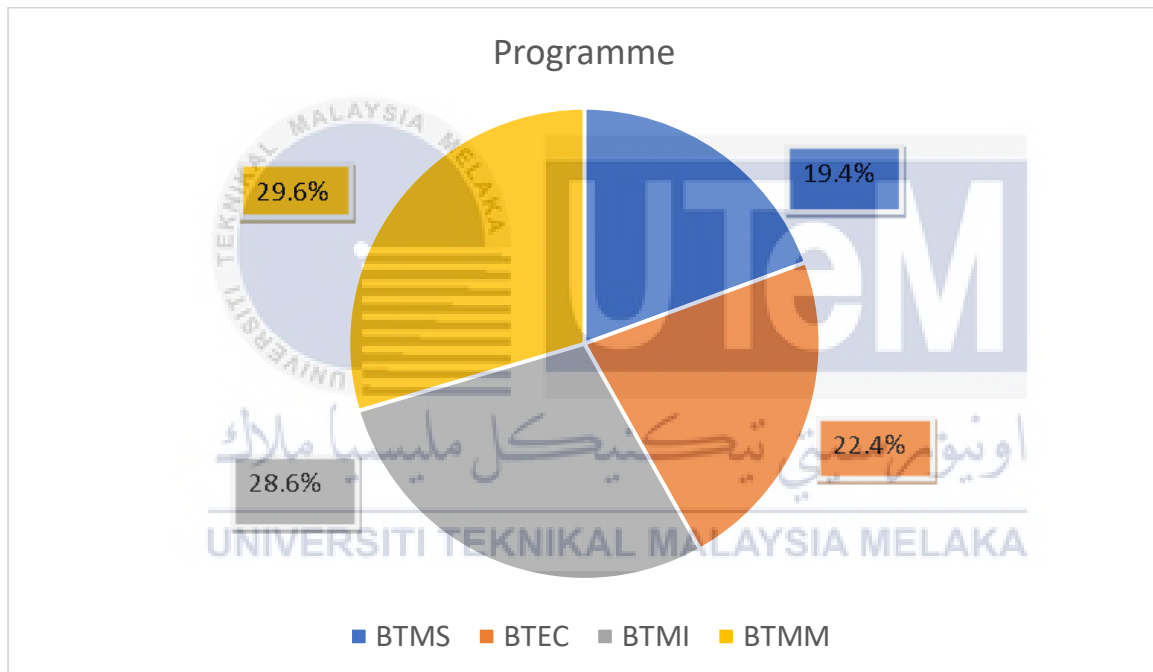


Figure 4.3 Programme

Table 4.5 and Figure 4.3 are showing the programme status of the respondents. Majority of the respondents are from programme BTMM which have 58 respondents and 29.6% out of 196 respondents. There are 56 respondents or 28.6% which is second most category respondents from BTMI students. Besides, there are 44 (22.4%) respondents are BTEC student and 38 (19.4%) respondents are BTMS programme which is the least respondent.

4.3.1.4 Races

Races	Frequency	Percentages
Malay	136	69.4%
Chinese	36	18.4%
Indians	24	12.2%
Total	196	100%

Table 4.6

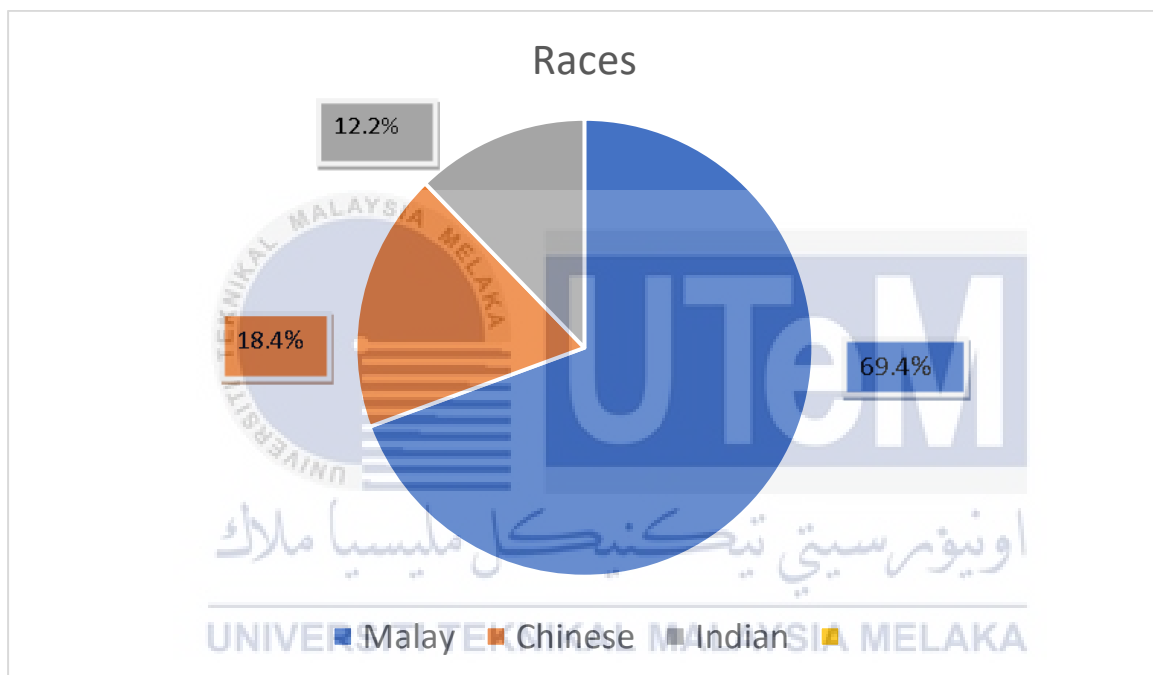
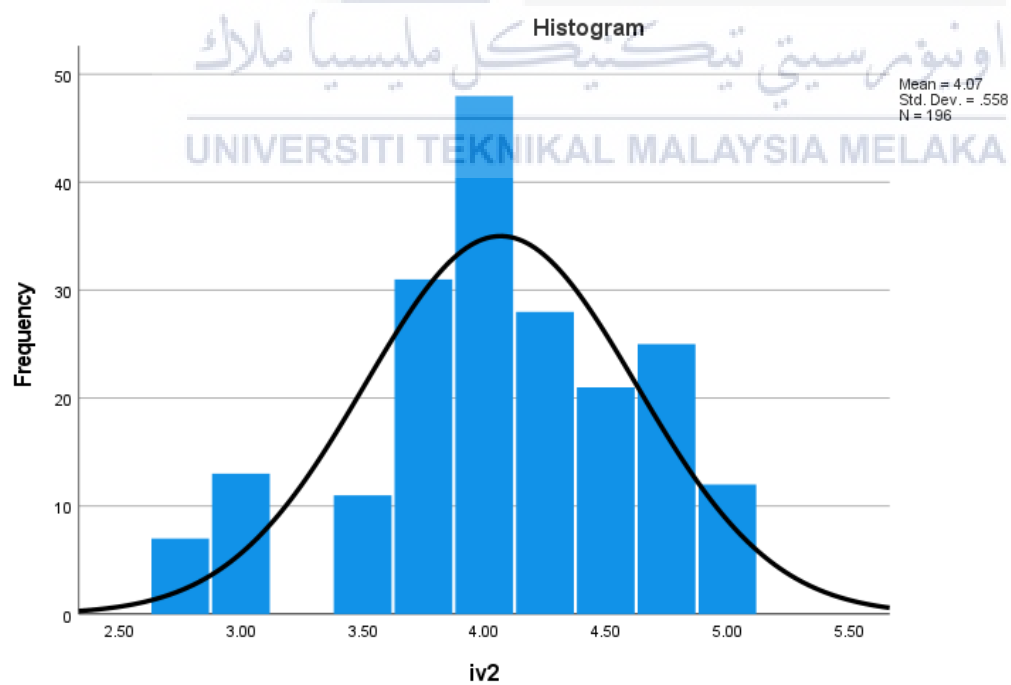
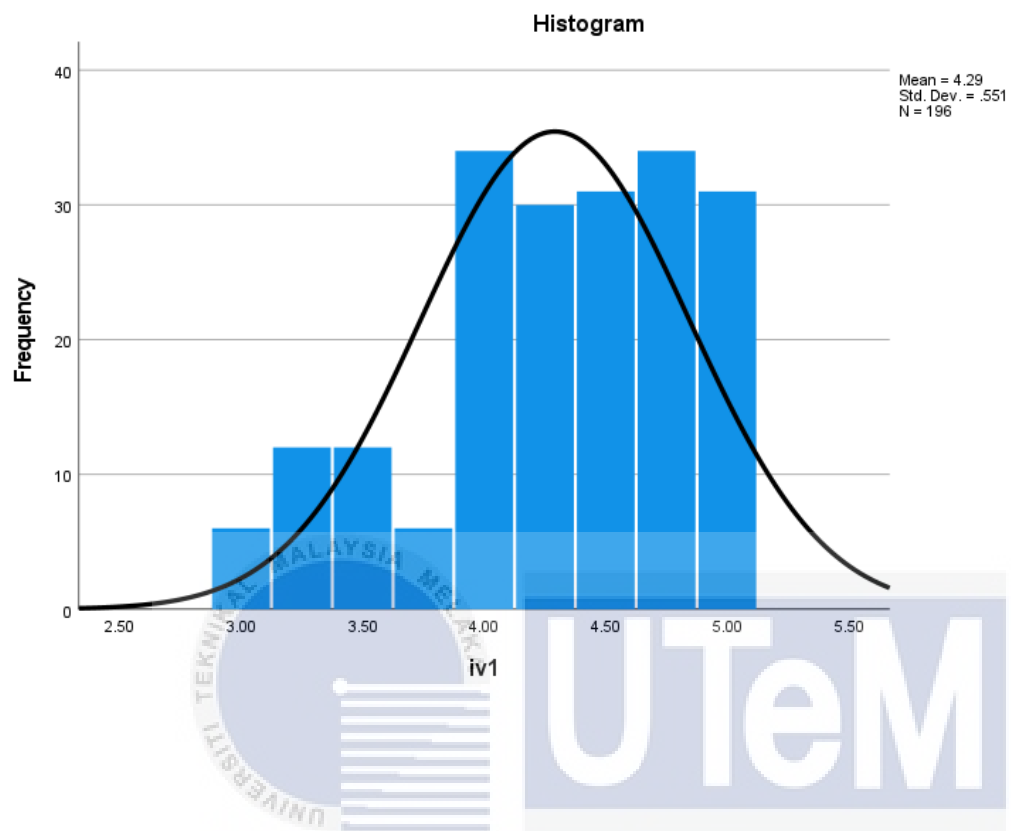
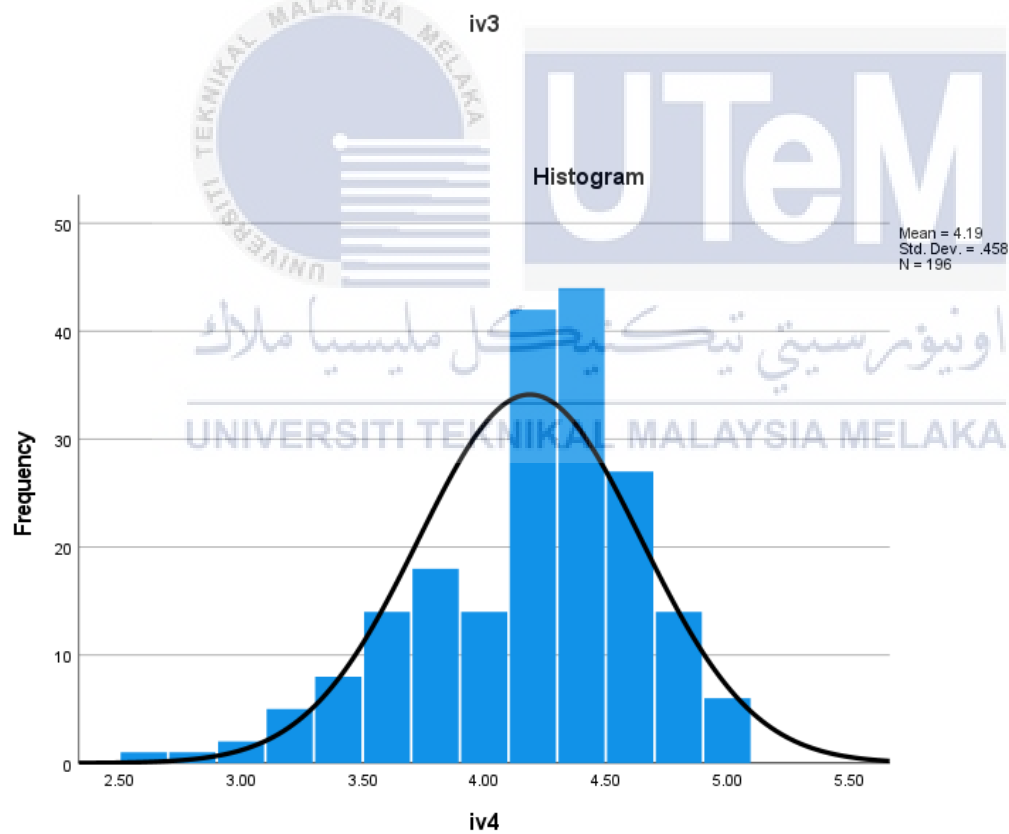
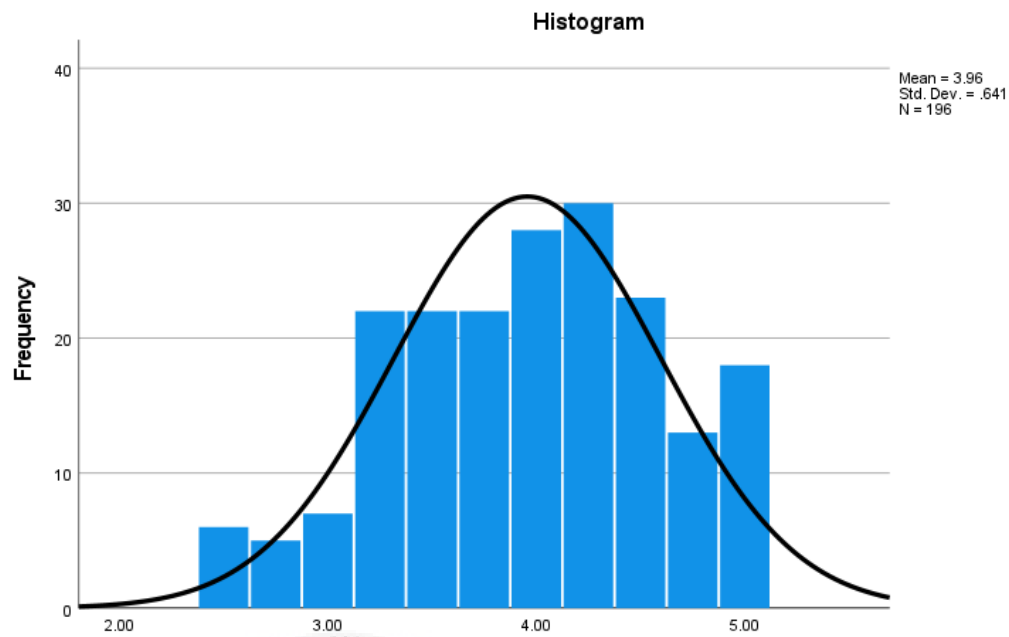


Figure 4.4

Table 4.6 and Figure 4 are showing the races of respondents. Most of the respondents are Malay which is 69.4% or 136 respondents of the sample. It is acceptable as the number of respondents as students are a lot also. Besides, Chinese respondent 36 (18.4%) respondents. The races that had least respondents are Indian and have 24 respondents which are 12.2%.

4.3.2 Descriptive Analysis





4.3.3 Mean Score

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Dev
IV1	196	3.00	5	4.29	.551
IV2	196	2.75	5	4.06	.558
IV3	196	2.50	5	3.95	.641
IV4	196	2.60	5	4.18	.458
Valid N	196				

Table 4.8 Descriptive Statistical of Research Variables
(Sources: Data Analysis SPSS)

Table 4.8 shows some descriptive results for the research variables used in this study. The table shows minimum, maximum, mean and standard deviation for the research variables of timeliness, condition and accuracy order, personal contact and information. The results shown below are the summation of all the items belong to each variable from the five-point Likert scale. The highest mean from the table is 4.29 which from timeliness (IV 1) and the least mean are 3.96 which from personal contact (IV 3). For the timeliness (IV 1) the standard deviation is 0.55, condition and accuracy order (IV 2) are 0.56, the highest standard deviation are personal contact (IV 3) are 0.64 and the is information 0.46.

4.4 Pearson's Correlation Coefficient Analysis

Pearson Correlation Coefficient (r) is a statistical test which used to determine the relationship exists and the strength of linear relationship between those variables. In this research, there are 4 independent variables which are timeliness (IV1), condition and accuracy order (IV2), personal contact (IV3) and information (IV4). Pearson Correlation Coefficient was to determine and verify the correlation of the 4 independent variables and one dependent variable which is customer satisfaction. The detailed meanings of Pearson's Correlation Coefficient were clearly explained in details in Chapter 3. The Table 4.9 showed the result of Pearson's Correlation between the independent variables and dependent variables

Correlations

		IV1	IV2	IV3	IV4	DV
IV1	Pearson Co	1	.299**	.273**	.106	.307**
	Sig. (2 tailed)		.000	.000	.141	.000
	N	196	196	196	196	196
IV2	Pearson Co	.299**	1	.112	.116	.281**
	Sig. (2 tailed)	.000		.118	.107	.000
	N	196	196	196	196	196
IV3	Pearson Co	.273**	.112	1	.223**	.420**
	Sig. (2 tailed)	.000	.118		.002	.000
	N	196	196	196	196	196
IV4	Pearson Co	.106	.116	.223**	1	.278**
	Sig. (2 tailed)	.141	.107	.002		.000
	N	196	196	196	196	196
DV	Pearson Co	.307**	.281**	.420**	.278**	1
	Sig. (2 tailed)	.000	.000	.000	.000	
	N	196	196	196	196	196

** Correlation is significant at the 0.01 level (2 – tailed)

Table 4.9 Pearson Correlation

The table 4.9 are showing the Pearson's correlation of independents variables towards customer satisfaction. The results from the analysis show that the four independence variables are having positively relationship towards the customer satisfaction.

Table 4.9 shows that correlation value Personal Contact and customer satisfaction was 0.420 and the level of significance was 0.000 which ($p < 0.05$), it means that there has a significant moderately relationship between those variables.

Besides, the correlation value of Timeliness and Condition and Accuracy order with customer satisfaction were 0.307 and 0.281, the both significance level was 0.000 which ($p < 0.05$). this indicated that there is weak relationship between the independent variables and dependent variable.

Furthermore, Information had the very weak relationship towards customer satisfaction. The correlation values were 0.278 with 0.00 significance level



4.5 Linear Regression

4.5.1 Simple Linear Regression

IV 1 – Timeliness

Model Summary

Model	R	R square	Adjusted R	Std Error
1	.307	.094	.090	.51286

Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.314	1	5.314	20.204	.000
	Residual	51.027	194	.263		
	Total	56.341	195			

Coefficient

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	2.642	.288		9.171	.000
Iv1	.299	.067	.307	4.495	.000

The model summary shows that R is 0.307 and the R square is 0.094 which is 9.4% respondent that understand the question for IV 1. Based on ANOVA table, the result showed the F value was 20.204 with significant level $0.000 < 0.05$, therefore there is a significant relationship between timeliness and customer satisfaction.

IV 2 – Condition and Accuracy Order

Model Summary

Model	R	R square	Adjusted R	Std Error
1	.281	.079	.074	.51712

Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.462	1	4.462	16.684	.000
	Residual	51.879	194	.267		
	Total	56.341	195			

Coefficient

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	2.825	.272		10.374	.000
Iv2	.271	.066	.281	4.085	.000

The model summary for Condition and Accuracy Order (IV2) shows that R is 0.281 and the R square is 0.079 which is 7.9% respondent that understand the question for IV 2. Based on ANOVA table, the result showed the F value was 16.684 with significant level $0.000 < 0.05$, therefore there is a significant relationship between condition and accuracy order with customer satisfaction.

IV 3 - Personal Contact

Model Summary

Model	R	R square	Adjusted R	Std Error
1	.420	.177	.173	.48894

Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.962	1	9.962	41.670	.000
	Residual	46.379	194	.239		
	Total	56.341	195			

Coefficient

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	2.825	.272		10.374	.000
Iv3	.271	.066	.281	4.085	.000

The model summary for Personal Contact (IV3) shows that R is 0.420 and the R square is 0.177 which is 17.7% respondent that understand the question for IV 3 which the highest than others independent variable. Based on ANOVA table, the result showed the F value was 41.670 with significant level $0.000 < 0.05$, therefore there is a significant relationship between Personal Contact with customer satisfaction.

IV 4 – Information

Model Summary

Model	R	R square	Adjusted R	Std Error
1	.278	.077	.073	.51763

Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.359	1	4.359	16.270	.000
	Residual	51.981	194	.268		
	Total	56.341	195			



Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	2.560	.341		7.511	<.001
Iv4	.326	.081	.278	4.034	<.001

The model summary for Information (IV4) shows that R is 0.278 and the R square is 0.077 which is 7.7% respondent that understand the question for IV 4. Based on ANOVA table, the result showed the F value was 16.270 with significant level $0.000 < 0.05$, therefore there is a significant relationship between Information with customer satisfaction.

4.5.2. Multiple Linear Regression Analysis

In order to examine the effect of customer satisfaction on courier service, multiple regression analysis was performed. Table 4.10 and table 4.11 show that the regression coefficient is significant ($F(4,191) = 18.473$, $p < 0.01$)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528	.279	.264	.46119

Table 4.10

Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	15.717	4	3.929	18.473	.000
Residual	40.624	191	.213		
Total	56.341	195			

Table 4.11

Based on the ANOVA table, the result showed the F-test value was 18.473 with significant level $0.000 < 0.05$, therefore we can conclude that there is a significant relationship between timeliness, condition and accuracy order, personal contact and information towards customer satisfaction

4.5.3. Regression Coefficient

Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	.698	.415		1.682	.094
Iv1	.143	.065	.147	2.210	.028
Iv2	.175	.062	.182	2.810	.005
Iv3	.270	.055	.322	4.938	.000
Iv4	.199	.074	.170	2.679	.008

Table 4.12 Regression Coefficient

The table 4.12 showed that the estimated coefficient was beta (constant) was 0.698 with a significant level of 0.094. The beta of Timeliness (IV1) was 0.143 with 0.028 significance level, beta of Condition and Accuracy (IV2) was 0.175 with 0.005 significance level, beta of Personal Contact (IV3) was 0.270 with 0.000 significant levels and beta of Information (IV4) was 0.199 with 0.008 significant levels, the equation of multiple regressions was:

$$\text{Customer Satisfaction on Courier service} = 0.698 + 0.143T + 0.175CA + 0.270PC + 0.199I$$

In this table, Timeliness, Condition and Accuracy order, Personal Contact and Information had a positive relationship with the customer satisfaction. It shows that the personal contact variable was the major factor that effecting courier service on customer satisfaction with 0.270 point while the second major is information variable with 0.199 point.

4.6 Hypothesis testing

The four hypotheses will be tested and discuss based on the result from the multiple regression coefficient.

I. Timeliness

H0: There is no relationship between timeliness and customer satisfaction.

H1: There is a significant relationship between timeliness and customer satisfaction.

The table 4.12 shows that the regression result of timeliness towards the customer satisfaction. The p value of timeliness is $0.028 < 0.05$. Thus, the alternative hypothesis is accepted. Hence, it can conclude that there is significant relationship between the timeliness and the customer satisfaction.

II. Condition and Accuracy Order

H0: There is no relationship between condition and accuracy with customer satisfaction.

H2: There is a significant relationship between condition and accuracy and customer satisfaction.

The table 4.12 shows that the regression result of condition and accuracy towards the customer satisfaction. The p value of condition and accuracy is $0.005 < 0.05$. Thus, the alternative hypothesis is accepted. Hence, it can conclude that there is significant relationship between the condition and accuracy and the customer satisfaction.

III. Personal Contact

H0: There is no relationship between personal contact with customer satisfaction.

H3: There is a significant relationship between personal contact and customer satisfaction.

The table 4.12 shows that the regression result of personal contact towards the customer satisfaction. The p value of personal contact is $0.00 < 0.05$. Thus, the alternative hypothesis is accepted. Hence, it can conclude that there is significant relationship between the personal contact and the customer satisfaction.

IV. Information

H0: There is no relationship between information with customer satisfaction.

H4: There is a significant relationship between information and customer satisfaction.

The table 4.12 shows that the regression result of towards information the customer satisfaction. The p value of information is $0.008 < 0.05$. Thus, the alternative hypothesis is accepted. Hence, it can conclude that there is significant relationship between the information and the customer satisfaction.

4.7 Summary

In conclusion, the survey questionnaires and data collection from 196 respondents have been done in this study. This chapter had collected all the data through google form and the data had analysed by using SPSS. There are several types of analysis have been carried out which included descriptive analysis, reliability analysis, ANOVA analysis, Pearson Correlation analysis, and Multiple Regression analysis. The correlation and the Besides, the significance of hypotheses has been tested in this chapter.

CHAPTER 5

DISCUSSION, IMPLICATION AND CONCLUSION

5.1 Introduction

In this chapter, the researcher will review and analyse the result and finding into a summary of review in statistical analysis that are obtained from the previous chapter. Discussion of major finding in this research and the study implication would be including in this chapter. The research questions and research objectives that have been stated in Chapter 1 will be discussed. The study limitation of this research is clearly defined and stated. In addition, there have some propose recommendation for future study and research. Lastly, conclusion will be made for the whole research.

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5.2 Summary of Result

Information	Frequency with high value	Percentages
Gender	Female	51%
Age	22-23	60.7%
Programme	BTMM	29.6%
Races	Malay	69.4%

Table 5.1 Demographic Information

	Hypothesis	Coefficient	Result	Supported literature
H1	Timeliness	0.143	Significant relationship	Mahfuudz et al. (2018)
H2	Condition and Accuracy Order	0.175	Significant relationship	Larisa (2019)
H3	Quality Personal Contact	0.270	Significant relationship	Muzhaffar, Noruul, Nur & Mustakim (2016)
H4	Quality of Information	0.199	Significant relationship	Muzhaffar, Noruul, Nur & Mustakim (2016)

Table 5.2 Hypothesis

5.3 Discussion

5.3.1 Specific Objective: To determine the effect of customer satisfaction on courier service

There are total of 4 independence variables and one dependent variable in this research. The 4 independent variables are Timeliness, Condition and Accuracy Order, Personal Contact and Information. The dependent variable is customer satisfaction. According to the results stated in Chapter 4, the findings are:

The p-value of Timeliness to customer satisfaction is $0.028 < 0.05$. Hence, it can conclude that there is significant relationship between Timeliness and customer satisfaction under 0.05 significance level. According to Mahfudz et al. (2018) timeliness does significantly affect customer's satisfaction in the research.

The p-value for condition and accuracy order is $0.005 < 0.05$. Hence, it can conclude that there is significant relationship between condition and accuracy order and customer satisfaction under 0.05 significance level. Larisa (2019) had talked about condition and accuracy order can increase customer satisfaction.

The p-value of personal contact are $0.001 < 0.05$. Hence, it can conclude that there is significant relationship between quality personal contact and customer satisfaction under 0.05 significance level. Muzhaffar, Noruul, Nur & Mustakim (2016) had talked about quality personal contact can increase customer satisfaction. It is identify that quality personal contact is affecting customer satisfaction.

The p-value of quality of information is $0.008 < 0.05$. Hence, it can conclude that there is significant relationship between quality information and customer satisfaction under 0.05 significance level. Muzhaffar, Noruul, Nur & Mustakim (2016) had talked about quality information can increase customer satisfaction.

5.3.2. Specific Objective: To identify customer satisfaction on courier service.

In the research, there are four factors that are affecting customer satisfaction and the results are being analyzed by using Multiple regression to identify the strength of each independent variable with the dependent variable which is customer satisfaction. The results had told us that the strength of each independent variable towards customer satisfaction

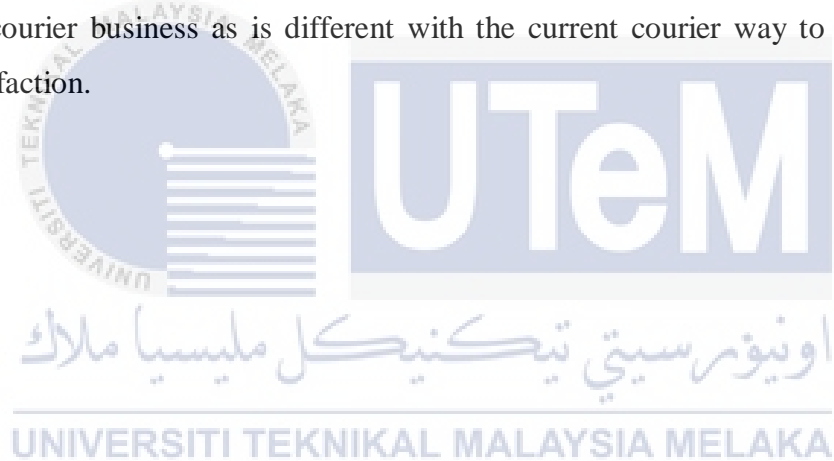
Pearson's Coefficient results had showed that all the independent variables are have the relationship with the dependent variables. While Multiple Regression Analysis had been using to analyze the most significance factor.

Firstly, this research had concluded that quality personal contact variables are the major factors that are positively the effect of courier service on customer satisfaction as the coefficient of quality personal contact are the highest among others towards customer satisfaction are highest which is 0.270 Beta. Therefore, the most significance factors in affecting customer satisfaction on courier service is quality personal contact factor.

5.4 Implication of the study

This research had been using the Theoretical Framework by Samad, N. S. A., Muhamad, S. F., Zakaria, N. S., Bahari, N., & Ab Rahman, A. H (2021) which there are 4 factors that effect courier service on customer satisfaction. In this research, one of the factors that stated by Samad, N. S. A., Muhamad, S. F., Zakaria, N. S., Bahari, N., & Ab Rahman, A. H (2021) can been change from timeliness to price cost. However, the findings of the results for this factor are no significant correlation towards the customer satisfaction. This can be considered for the future researchers as they can include both of the factors into independent variable.

The findings of the research are important as it can help the courier business owner to have a guideline or basic understanding of the customer's needs and wants for customer satisfaction. The findings can be used on business development when a business owner want to start-up a courier business as is different with the current courier way to develop more customer satisfaction.



5.5 Contribution of Study

This research is aimed to contribute the knowledge and provide the information and understanding about the customer satisfaction. This research had introduced the factors that are effect of courier service on customer satisfaction. The factors such as quality of contact and quality of information had been proven that they are one of the factors that are affecting customer satisfaction on courier service.

The research is able to provide and benefit to the future researcher and courier business owner as a guideline. Besides, this research can identify quality of contact and quality of information when customer choose for a courier that have a high value customer satisfaction. This can help the courier business owner able to understand the needs and wants of customers.

Besides, the customers also will be satisfying as there will be more courier business owner who understand their needs and wants so that the customers will use the service from them. It will improve the quality of courier service.

5.6 Limitation of Study

In this research, there were some limitations during the process which is respondent limitation, cooperation of respondents and strength of the independent variable toward dependent variable.

First, the limitation was the respondent limitation, the survey and questionnaire only able to send through WhatsApp or other social media. The respondents are mostly friends, friends of friend and some other strangers. Hence, respondents are cover in all range such as the age categories of 22-23 years were the major categories age group of response.

Not only that, some respondent might not take the survey seriously and simple answer it without considers of the question. This caused the result to be different and not accurate. The strength of the independent variable which is the factor toward dependent variable might be weak. There might be some other factors which be placed as independent variables that are affecting the dependent variables which is customer satisfaction. The factors in this research are still limited.

5.7 Recommendation

In this research, there are some limitations caused the result of this research is not completed and accurate. Hence, there are some recommendations can be given to the future researchers who wanted to carried similar research in future. First, the researcher who going to conduct the similar research in future can looking for more age range of respondents. The data collected can be more accurate and be can reference based on the variation age group.

Besides, the future researcher can gather more target samples in their research or can the data can be done by doing interview session as the data collected from interview of professional that will be more details and precise. The interview can provide a better understand of question to the respondents so that they will take it seriously and answer with some explanation.

Lastly, there are still a lot of factors can be taken as independent variables in affecting the dependent variables. The researchers can consider of more other factors in the research and determine the relationship between the effect of courier service on customer satisfaction. Therefore, future researcher can inspect and investigate more variables that are regarding to this research.

5.8 Conclusion

The research had been completed and it had focus on the effect of courier service on customer satisfaction. From the result and findings analysis, all the hypotheses are accepted in the research. All independents' variables are affecting the customer satisfaction. The personal contact had the strongest bond in affecting the customer satisfaction in use courier service and among all the variables while the timeliness had the weakest bond in the effect of courier service on customer satisfaction. Besides, there are also some limitations in conducting this research. Hence, there are some recommendations suggested for the future researcher so that the results and finding can be better and accurate in the future research.

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APPENDIX A

Questionnaire 'THE EFFECT OF COURIER SERVICE ON CUSTOMER SATISFACTION'

Hello and Good day! My name is Lutfil Iman bin Mohamed Alfu . I am a final year student at Universiti Teknikal Malaysia Melaka (UTeM) studying Bachelor of Technology Management (Supply Chain Management and Logistics) with Honours. I am conducting a final year research study entitled with " **THE EFFECT OF COURIER SERVICE ON CUSTOMER SATISFACTION** ". This survey is part of a study conducted to complete the Final Year Project (FYP).

The purpose of this study is to establish a valid measure of customer satisfaction in courier service for student UTEM in **fourth year**. Results from this study will be used to build and improve customer satisfaction in courier service.

You are invited to participate in the ongoing research study. This questionnaire is divided into three sections and should take you about 5-10 minutes to complete. Please keep in mind that the purpose of this research is strictly academic, and thus completely confidential. Read each question carefully before selecting your response. I appreciate the time and wish you a wonderful day.

For further Clarification and/or instruction, please contact:

Lutfil Iman bin Mohamed Alfu



Supervisor: Dr Nurhayati Binti Kamaruddin

Address: Faculty of Technology Management and Technopreneurship, Universiti Teknologi Malaysia Melaka (UTeM), Jalan TU 62, 75350 Ayer Keroh, Melaka

SECTION A: GENERAL INFORMATION

SECTION A : GENERAL INFORMATION

This section lists some question about your personal information. Please click on the space provided

1. Gender

- ☐ Male
- ☐ Female

2. Age

- ☐ 19 - 21
- ☐ 22 - 23
- ☐ 24 & above

3. Races

- ☐ Malay
- ☐ Chinese
- ☐ Indian
- ☐ Others



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4. Programme *

- ☐ BTMS
- ☐ BTEC
- ☐ BTMI
- ☐ BTMM

5. Did you ever use courier service for your daily life?

☐ Yes

☐ No

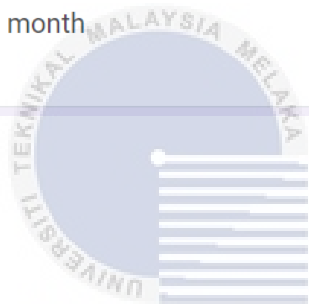
6. How often do you use courier service?

☐ Daily

☐ 0 - 2 times a week

☐ 3 - 5 times a week

☐ Once a month



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SECTION B

In this section, the courier services provide the services that can effect the customer satisfaction by adding the timeliness, condition and accuracy order, quality of contact personal and quality of information. Please choose the answer in the appropriate blank to demonstrate your agreement with each statement using the following 5-point interval scale:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

TIMELINESS
Timeliness is the timely delivery which means the availability of products within a short time. Please choose the answer in the appropriate blank that reflects your experience.

1. The short waiting time for delivery effect my satisfaction about service. *

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

2. The ability to deliver the parcel with the promised time.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

3. Providing the service on time

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

4. The ability to send the parcel before the target time.

1 2 3 4 5
Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

CONDITION AND ACCURACY ORDER

A good condition of the parcel that have no damage and good packaging will have the good quality delivery experience and the all orders that are fulfilled and delivered to the customer without any errors. Please choose the answer in the appropriate blank that reflects your experience.

1. The accuracy and reliability of the delivery

Strongly Disagree 1 2 3 4 5 Strongly Agree

☐ ☐ ☐ ☐ ☐

2. The product delivered to the exact customer

Strongly Disagree 1 2 3 4 5 Strongly Agree

☐ ☐ ☐ ☐ ☐

3. The courier services provide a good packaging. *

Strongly Disagree 1 2 3 4 5 Strongly Agree

☐ ☐ ☐ ☐ ☐

4. The courier service send the exact parcel and handle with care

Strongly Disagree 1 2 3 4 5 Strongly Agree

☐ ☐ ☐ ☐ ☐

QUALITY OF PERSONEL CONTACT

The quality and skill of communication is the first meeting of the customers when they contact the courier services. Please choose the answer in the appropriate blank that reflects your experience.

1. The customer service representative's response to my queries very fast.

Strongly Disagree 1 2 3 4 5 Strongly Agree

☐ ☐ ☐ ☐ ☐

2. Ease of contacting the customer service representative *

Strongly Disagree 1 2 3 4 5 Strongly Agree

☐ ☐ ☐ ☐ ☐

3. Speed of customer service representative answering calls from customers

Strongly Disagree 1 2 3 4 5 Strongly Agree

☐ ☐ ☐ ☐ ☐

4. The delivery man make a call before send the parcel.

Strongly Disagree 1 2 3 4 5 Strongly Agree

☐ ☐ ☐ ☐ ☐

QUALITY OF INFORMATION

Quality of information is a measure of the value which the information provides to the customer of that information of courier services. Please choose the answer in the appropriate blank that reflects your experience

1. The user interface (user friendly) of the website courier service.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. There are several of method delivery that been stated on the website

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. The information provided is complete and makes it easy for consumer to make decision

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. The delivery man takes a photo in front of customer house as a prove that been send

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5. The time information provided by the delivery service as promised in real time- tracking *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

SECTION C

Here are the statements that impact customer experience when using courier service. Please choose the answer in the appropriate blank to demonstrate your agreement with each statement using the following 5-point interval scale:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

1. Good service of courier service gave an impact of customer loyalty *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

2. High customer satisfaction on courier service creates a positive value and repetitive customer

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

3. It is easy to get in touch with the customer service

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

4. I am very satisfied with the delivery and shipping experience

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

5. Good condition of the parcel impact customer satisfaction.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

6. The politeness of delivery man affect customer satisfaction of using courier service.

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

GANTT CHART PSM 2

Task \ Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Form questionnaire															
Distribute questionnaire															
Data gathering															
Analysis data															
Completed for chapter 4															
Completed for chapter 5															
Report submission															
PSM Presentation															

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