POLITEKNIK MALAYSIA

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RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATIFACTION PROVIDED BY COURIER SERVICE COMPANY

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DECLARATION OF ORIGINALITY

TITLE   : RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION PROVIDED BY COURIER SERVICE COMPANY

SESSION   : JUNE 2020

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2.   We admit this outstanding piece of work is our own work except each part we had already explain the sources.

3.   We agreed to relinquish the 'intellectual property' of the project to the Politeknik to meet the requirement for the award of the **Diploma in Business Studies** to us.

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ABSTRACT

With economic development, courier service companies is growing faster. In the fierce competition, quality of service become more and more important in the courier service and it gradual becomes the core competitiveness of courier service companies. This study is to examine the relationship between service-quality that elements that been provided by the courier service company towards customer satisfaction. The paper contributes to our knowledge on customer satisfaction by presenting the service qualities from a customer perspective and by delivering an effective approach to focus on the important dimensions in SERVQUAL model in the parcel service delivery business. A set of online self-administered questionnaire focused on customers satisfaction were distributed to 4721 students in Politeknik Sultan Salahuddin Abdul Aziz Shah. Pearson's correlation analysis has revealed that all the five service-quality elements are positively associated with customer satisfaction with a moderate correlation. The knowledge about changing expectations of clients allows adjusting courier proposals to customer needs to gain a competitive advantage in the global market.

ABSTRAK

Dengan Perkembang ekonomi, syarikat perkhidmatan kurier berkembang dengan lebih pantas. Dalam persaingan yang sengit, kualiti perkhidmatan menjadi semakin penting dalam perkhidmatan kurier dan secara beransur-ansur menjadi daya saing terus syarikat.perkhidmatan kurier. Kajian ini adalah untuk mengkaji hubungan antara kualiti perkhidmatan dengan elemen yang telah disediakan oleh syarikat perkhidmatan kurier terhadap kepuasan pelanggan. Ini memberi sumbangan kepada pengetahuan kami mengenai kepuasan pelanggan dengan penyampaian kualiti perkhidmatan dari perspektif pelanggan dan dengan memberikan pendekatan yang berkesan untuk menumpukan dimensi penting dalam model SERVQUAL dalam perniagaan penyampaian perkhidmatan penghantaran bungkusan. Satu set soal selidik kendiri dalam talian yang berfokuskan pada kepuasan pelanggan diedarkan kepada 4721 pelajar Politeknik Sultan Salahuddin Abdul Aziz Shah. Analisi korelasi Pearson telah menunjukkan bahawa keempat-empat elemen kualiti perkhidmatan tersebut secara positif dikaitkan dengan kepuasan pelanggan dengan korelasi sederhana. Pengetahuan mengenai perubahan harapan pelanggan memungkinkan penyesuaian cadangan kurier kepada keperluan pelanggan untuk mendapatkan kelebihan daya saing di pasaran global.

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LIST OF ABBREVIATION

SERVQUAL   Service Quality

SPSS   Statistical Package for the Social Science

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

This research focuses on introduction, background of the research, problem statement, research objectives, research question, scope of research, significance of the research and the definition of the operational terms and summary.

1.2 BACKGROUND RESEARCH

In past decades, logistics has always been a supporting function for production and consumption. For the traditional courier service companies, functions are only considered as a cost. However, since the 1990's, this perception started to change in the marketing principle to determine the capacity of courier service leading to greater customer satisfaction and loyalty. Malaysia has huge potential for the growing of e-commerce market, as the country saw an improved internet access, high mobile penetration and enhanced security (Kim, 2015). The most significant aspect in the business world whether it is intended for products or services is customer satisfaction. Customer views are perceived as service delivery that aids as a standard against which a performance is judged (Veronica, Jacqueline, & Mellisa, 2015). They contribute to a better success, lower costs and customer trustworthiness. The model to measure customer satisfaction towards service quality is called the SERVQUAL model (Parasuraman *et al., 1985*). In supporting the model, Lovelock and Wirtz (2004) emphasized that the need to measure service quality is to compensate customer's money, time and effort by using services provided by a company. It is imperative for every business to give its very best service quality in order to strive and please its customers. To make a business organization successful in the long run, customers continuously play a vital role**.**

1.3 PROBLEM STATEMENT

An increasing number of customer retention can lead to increasing profitability for organization. Apart from that, it is crucial to study the customers' satisfaction. Recent studies showed that there is a need to understand the customers' satisfaction because it gives a better picture for the courier company to develop marketing efforts that can promote their services to fascinate new customers. Therefore, Courier Company will promote the service quality, satisfaction and value the customers will perceive upon using their services.

One of the cases related to courier service was relating to the company's responsiveness towards customer. Mokhtar (2013) stated one of the courier services customers posted a parcel to overseas, but the parcel had damage and its content lost during the delivery period. The parcel should arrive one week after the delivery. The customers had made complaint, but courier services refuse to pay for the damage and loss. As Courier Company, courier Service Company should be able to give prompt service to their customers, and they need to be responsible to the parcel delivery. With this incident as a case in point, does the responsiveness of the courier service company affect the customer satisfaction?

On another occasion, as posted in social media like Twitter, Instagram and Facebook which is a platform for online shopping, courier services received a lot of complaints about frequently late in updating their parcel delivery tracking record, updating tracking record is important as this will give assurance to customer about their parcel delivery. Should the company unable to deliver parcel on time, customers must be notified the soonest possible. The company need to convey the confidence and trust of their customers through assurance of their service. Thus, does assurance of courier Service Company influence the customer satisfaction?

The capability of service providers to offer committed products and services constantly and truthfully can be described as term reliability (Ngo & Nguyen, 2016). Provided reliable services will lead to customer satisfaction. Reliability refers to the efficient attainment of advantage assurance in a correct way, for example, giving speedy

and safe interactions, a wide variation of item, and opening additional counters during peak time. The greatest thing influencing customer satisfaction is the speediness of exchange (Janahi & Almubarak, 2017).

Students are well described as a respectful customer of higher education and how they expect to be treated during the service delivery and the actual end result experienced by them will affect their judgment of the quality of service delivery. Mokana muthu, 2018). Thus this study will be focused on student perception as customer in using courier service.

1.4   RESEARCH OBJECTIVES

The objective of this research are:

i)   To determine the relationship between service quality and customer satisfaction provided by courier service company in term of Reliability.

ii)   To determine the relationship between service quality and customer satisfaction provided by courier service company in term of responsiveness.

iii)   To determine the relationship between service quality and customer satisfaction provided by courier service company in term of assurance.

iv)   To determine the relationship between service quality and customer satisfaction provided by courier service company in term of empathy.

1.5   RESEARCH QUESTIONS

Based on the research objectives, some research questions are created such as:

i)   What is the relationship between service quality and customer satisfaction
        Provided by courier Service Company in term of Reliability?

ii)   What is the relationship between service quality and customer satisfaction
        provided by courier Service Company in term of Responsiveness?

iii)   What is the relationship between service quality and customer satisfaction
        provided by courier Service Company in term of Assurance?

iv)   What is the relationship between service quality and customer satisfaction
        provided by courier Service Company in term of Empathy?

1.6 SCOPE OF THE RESEARCH

Due to time constraint and social distancing limitation, this research was restricted only to students in Politeknik Sultan Salahuddin Abdul Aziz Shah, Shah Alam as they are most likely to use courier service when they shop online. This research was a small representation of customer who use courier service in Malaysia. Therefore, it should not be expected as generalization of the perceptions of all customers.

1.7 SIGNIFICANCE OF THE RESEARCH

This research focusing the small scope of customer satisfaction of courier service in Politeknik Sultan Salahuddin Abdul Aziz Shah, Shah Alam, Selangor. The aim of the research to know and understand the challenges faced by customers in using courier service and customer expectations in order to fulfill customer satisfactions. The improvise service will be forwarded to the courier service company through customer satisfaction section in their survey form. There, it is hoped that this research contributes to the following area:

- To assist customers with better service quality.
- To get information of the parcel status by providing and update the tracking number.
- To get better understanding of customers' perception of courier services.
- To ensure that customer receive parcel in a good condition.

1.8 DEFINITION OF OPERATIONAL TERMS

This section defines the concepts and terms that are used in the research which is customers, customers satisfaction, service quality and courier Service Company. It also explains the actual meaning of the terms in order to help better understanding and avoid potential confusion.

1.8.1 Customers

Customer is an individual that purchases goods or services. Customers are important because they drive revenues; without them businesses have nothing to offer. (Andrew Bloomenthal, 3rd Feb 2020).

1.8.2 Customers' satisfaction

Customer satisfaction is defined as a measurement that determines how happy customer with a company products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its product and services.

1.8.3 Service quality (SERVQUAL)

An assessment of how well a delivered service conforms to the client's expectations. Service business operators often assess the service quality provided to their customers in order to improve their service, to quickly identified problems, and better assess client satisfaction. (businessdictionary.com).

1.8.4 Courier Service Company

A courier company is one which delivers messages, packages and mails and is known for their speed, security, tracking service and specialization. A courier service was developed to offer a faster and more secured alternative to the usual mail service that had been the only delivery service for so long. (Jim Drew, 1st May 2013)

1.9   SUMMARY

This chapter were summarized about our research on the Relationship between Service Quality and Customer Satisfaction provided by courier Service Company. Chapter 1 start from background of research, follow by a problem statement we need to identify, research objective, research questions, scope for our research in the relationship between service quality and customer satisfaction provided by courier Service Company. Significance of the research and the last one is definition of operational term we are using for this research. For the next chapter. We will emphasis more on literature review on Service Quality and Customer Satisfaction provided by courier Service Company.

CHAPTER 2
LITERATURE REVIEW

2.1   INTRODUCTION

This chapter explains about the generalization of the variables in service quality of a courier service based on customers' satisfaction. The attribute of the service quality of courier service in this study is based on the 4 SERVQUAL model. Which is reliability, responsiveness, assurance and empathy.   Based on this research the researcher decide not to add the element of tangibility because that element represent the appearance of the personnel, physical facilities, equipment and communication materials which is not the field that we are looking for this research. In addition to the four elements, a new element; customer satisfaction was added.

2.2   CONCEPT/THEORY OF SERVQUAL

Customers' satisfaction is defined as a measurement that determines how happy each of the customers are with the company's services, products and capabilities when handling a situation. Customer satisfaction information including survey and ratings can helps a company determines how to improvise or changes its services and products.

The main idea of this chapter is to summarise the idea that we got from the past literature and bring out our understanding for this research. The idea for this research is to find out is there any relationship between service quality and customer satisfaction; also, that service quality could be evaluated with the use of four service quality dimensions and most useable is the SERVQUAL scale. Following the two clarifications about the different views of customer satisfaction of a customer of either being transaction specific or cumulative (Boulding et al., 1993; Andreassen, 2000).

SERVQUAL by Parasuraman et al. (1985, 1988) defined service quality through the gap between customers' perception and expectation of company's service quality performance. For the conclusion, a service quality was built from expected and desired

quality (Baki et al., 2009). Many studies have identified that the SERVQUAL model of Parasuraman et al., 1985, is the most accurate model to be used in determining the quality of the services offered

Table 2 shows the four crucial dimensions that leads to model of service quality developed and concluded by Parasuraman et al (1985) and been used by other researchers (Munusamy et al., 2010; Banomyong et al., 2011; and Ooi et al., 2011).

Table 2: Definitions of SERVQUAL model's dimensions.

DIMENSIONS	DEFINITION
Reliability	The element of service provider's abilities to perform the promised service dependably and accurately.
Responsiveness	The element of the ability of the service providers to provide prompt service and the willingness to help customers.
Assurance	The element that represents the knowledge and courtesy of service providers and their ability to convey trust and confidence.
Empathy	The element of the ability of the service provider in providing care and attention individually to each customer.

Figure 1:Research Framework
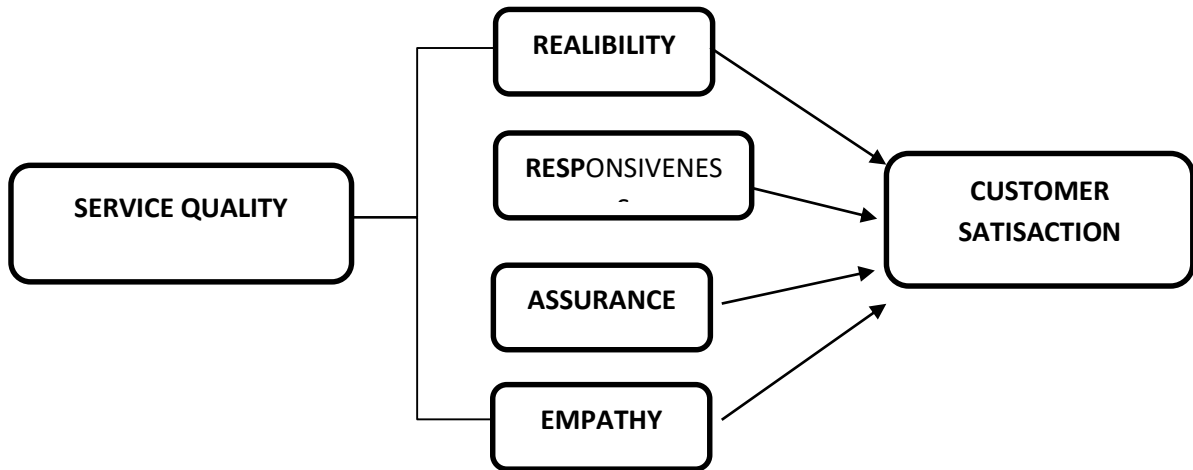
Source: Developed for the research

Based on the research framework, the following hypothesis are proposed:

H1: There is significant relationship between reliability on service quality and customer satisfaction on courier service.

H2: There is significant relationship between responsiveness on service quality and customer satisfaction on courier service.

H3: There is significant relationship between assurance on service quality and customer satisfaction on courier service.

H4: There is significant relationship between empathy on service quality and customer satisfaction on courier service.

2.3   LITERATURE REVIEW

Service Quality

Due to the rapid growth in importance of services in an organization and in an industry, several researches have been carried out extensively to develop service quality theories and models over the decades. In this research the researcher decided not to use tangible as our variable because it is not significance to measure the customer satisfaction.

Parasuraman et al. (1985) develop a 22 item SERVQUAL scale. Which of four dimensions, namely Tangible, Reliability, Assurance and Empathy, to measure the service quality. The SERVQUAL instrument posits that service quality is the different between customer's expectation and their perceived perceptions of the actual service, which is known as disconfirmation approach. Based on this approach, the customer's expectation and perception are measured after service is provided.

By integrating with the four dimensions in SERVQUAL, thus service quality is a multi-dimensional phenomenal (Bougoure and Neu, 2010). The four dimensions in SERVQUAL are defines ad below (Parasuraman et al, 1988).

Reliability

Is a way company to execute services in a right condition without making any mistakes. It is the measure of stability of a company performance and how can a company be dependable (Choy, Ma & Koo, 2013). In this research of Omar, Saadan and Seman (2015), reliability is found to be the one of most important dimensions in this principle of service quality. They (company) must perform their best in order to gain a trust from customers. In this context of dimension, is to measure whether the parcel reached the right place and its destination.

According to Hennayake (2017), reliability is known as the ability of a company or organization to perform their service accurate and reliably as promised. In

other words, reliability can be defined as the company ability such as to send the customer's parcel, resolving problems, pricing and service provision.

Responsiveness

Based on Gulc (2017) perception, responsiveness dimensions are based on the fast respond and the ability to give feedback if the customers having a problem with company. It will identify the willingness of employees to solve a problem and their responsiveness towards the customers' needs is the main factors in SERVQUAL (Goh, Kow, Lee, Loh & Sam, 2013). Each employee in any courier deliver service are needed to become responsible in order to provide a fast service for their customers.

Responsiveness has the biggest impact on perception and will eventually affect the total customers' satisfaction perception (Firdous, 2017). Lastly, the result of the responsiveness was an important influential factor towards the customers' satisfaction.

Assurance

According to Ma, Madu and Madhu (2002), assurance show the ability to delivers the confidence and trust to their customers. The courier service must guarantee their employees were well training and knowledgeable about their task. In research of Goh, Kow, Lee, Loh and Sam (2013) indicated a skilled employees or worker would make sure their customer provides a good, kind and fast response to their problem. Phiri and Mcwabe (2013), assurance is the most important aspects of SERVQUAL dimensions. This can be proved by the facts where customers choose to deal with people or company they can trust. This dimension is needed to ensure the customers satisfaction.

Empathy

In this point of dimension, Felix (2017) stated that empathy showed the kind and individually attention from a company to their customers.it includes the most important thing in any business nowadays which is communication, understanding the customer needs and access customers. Employees should be fully involved with the customers in every situation. As a result, this is a way for the company care and makes customers feel special and valued related to the empathy of service quality to ensure customers stay loyal.

Customer satisfaction

Customer satisfaction is regarded as the heart of all marketing activities. The principal purpose of marketing in services is to satisfy customer need and wants. The ability to satisfy customers is essential in-service industry since satisfied customer will reward the firms with favourable behaviours.

There have been many attempts to clarify and define satisfaction in the service and marketing literature. Consequently, many definitions of customer satisfaction have been given by researchers. Oliver (2010) links customer satisfaction to the customer's fulfilment response in which the level consumption-related fulfilment is pleasant or unpleasant.

In a study by Ha and Jang (2010) to examine customer satisfaction in an ethnic segment, customer satisfaction is viewed as a cognitive assessment of service of food quality and affective elements created by consumption experiences.

2.4 SUMMARY

Based on the thorough review of literature which has been discussed in this chapter, there are strong evidences to show that service quality of courier service is relatable to customer satisfaction. Other than methods and procedures, the next chapter will continue to discuss about how to collect the data using suitable design.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research methodology refers to suitable methods used to carry out research and to determine the effective measures in addressing the problem statement. The previous chapter has discussed the conceptual framework, concept, and the literature review. This chapter contain the chapter introduction, research design, data collection methods, research instruments methods, sampling technique, data analysis and chapter summary.

3.2 RESEARCH DESIGN

This is a study on the relationship between service quality and customer satisfaction provided by courier Service Company. According to RL Labaree (2019) a research design is the set of methods and procedures used in collecting and analysis measures of the variables specified in the research problem. A research design is a method that has been created to find answer to research question. It is a different component of the studies to integrate and find a coherent and logical answer.

This research is a quantitative research it's emphasizes objective measurements and the statistical, mathematical/numerical analysis of data collected through online questionnaires. It is an involvement of using structural question in which the respondent's option has been predetermined and many respondents are involved (Burns & Bush, 2006).

The respond that we get from the questionnaire will be studied and analyze to help us understand the ways to help maximize the level of satisfaction in customer. A quantitative research design will be helpful to the researcher in order to describe and test the relationship and hypothesis to understand the cost and effect between variable.

3.3 DATA COLLECTION METHOD

Data collection method is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses and evaluate outcomes. There are two (2) types of data, primary data and secondary data. It is an important aspect of any type of research study (NA Athukorala, 2011).

Primary data is a data that the researcher get by using the first-hand sources like surveys and interviews in term of quantitative research and observation for qualitative research. A simple online self-construct questionnaire will be distributed using the Google form. The question asked were very simple, direct and clear.

Sampling refers to selected small number of respondents from a larger population to make a conclusion in which, the number of selected respondents will represent the whole. In this research the population is the customer who study in Politeknik Sultan Salahuddin Abdul Aziz Shah, Shah Alam

Questionnaire was used to help the researchers to collect the data from the courier service users. Questionnaire are set structured questions which respondents read and answer from the given option (Bryman and Bell, 20ll). It is the easiest way to collect data from the larger number of people.

3.3.1 PRIMARY DATA

Primary data refers to data observed or collected directly from first-hand experience. Primary data will be collected for this research. The questionnaire will be used to collect data from respondents to make research study on the relationship between service quality and customer satisfaction provided by courier Service Company.

3.3.2 SECONDARY DATA

Secondary data analysis can be defined as "second hand" analysis. There are two sources which is electronic based sources and paper-based sources. In this research, it concentrated more on paper-based resources to search secondary data. These sources are used to research for electronic relevant articles and journals. Besides that, the researchers also referred several references books, newspaper and articles. By using secondary data, several advantages will be obtained by researchers. Secondary data is efficient because gathering new data can take a good deal of time and energy.

3.4 RESEARCH INSTRUMENT

Research instrument is one of the important tools to measure the achievement of the research. It helps to assess whether the researcher is achieving his goals. It helps to decide the data and information needed or not needed for the analysis. Normally, it is used to determine the analysis variables. This research instrument is consisted of the configuration of the questionnaire and the results of the pilot test. In this section, we will address the instrument used to assess the respondent's actions.

3.4.1 QUESTIONNAIRE DESIGN.

This research uses an online self-administered questionnaire, and the questionnaire has distributed via Google form provided by the researchers to the respondents for the purpose of gathering information and to know about customer satisfaction. A simple random sampling technique was used in this research. The responden must give their feedback and true perception by answering the question stated based on the scale given. The questionnaires are divided into three sections.

SECTION A

In section A, consists related to the respondent's demographic profile data such as gender, age, status, and races. The two question regarding their previous experience using courier service were asked adated from Mlekwa (2014), " Have you experience using any courier/shipping service before ? and "Which is the courier or shipping service do you like the most?"

SECTION B

Section B was about the influence of demension in servqual model which is realiablity, responsiveness, assurance and empathy toward the level of customer satisfaction. This demension is used to investigate the problem and impact upon data colletion from the answer of survey a given from respondent. This section used consisted of a standart likert 5 scale
 (1 strongly disagree, 2 Disagree, 3 Nuetral, 4 Agree and 5 Strongly Agree)

Table 3.1: Four dimension of service quality

	Reliability	Sources
1	Courier services provide a service as promised to customer.	
2	Courier services postman deliver my parcel on time.	
3	Courier services makes sure my parcel deliver tracking status is updated to customer.	Goh, Kow,Lee,Loh and Sam (2013)
4	Courier services inform or call me when they reached my house to deliver a parcel.	
5	Courier service perform a service right the first time.	

	Responsiveness	
6	Courier service provide prompt services to customers.	
7	Courier services postman ready to help customers if customer have a problem.	
8	Courier service responds to any inquiries from customers	Goh et al. (2013)
9	Courier service care about their customers.	
10	Postman of courier services always deliver the right and actual parcel to customer.	

	Assurance	
11	Customer feels guaranteed to deliver their parcel using courier service.	
12	When customers have problem, courier service are kind and supportive to settle a customer problem.	
13	The postman of courier service assures services to their customers.	Goh et al. (2013)
14	Courier services postman were polite and helpful to customers .	
15	Postman of courier services has a willingness to install confidence in customers.	

Empathy	
16 Customer service of courier service is caring in serving their customers.	
17 The courier service postman gives individual attention to customers.	Goh et al. (2013)
18 Postman of courier service aware of the customers need.	
19 Postman are easy to communicate with.	
20 Customer service are always available for customers.	

SECTION C

Lastly, in Section C, the respondents were asked to rate the level of saticfation of using courier service.

1.   Courier service give a good sevice to their customer to make sure customer feel safe in using courier service.

2.   Courier service always updated a tracking number to their customer to make sure customer know about deliver time and also inform a customer when they reached customer house.

3. The price set is reasonable with the weight of item/parcel.

4.   Courier service provide the ease of tracking and tracing items by internet and telephone.

5.   Courier service always accurate deliver the package to address of shipment.

3.5 SAMPLING TECHNIQUES

This research was conducted using simple random sampling. Simple random sampling is a subset of a statistical population in which area member of the subset has an equal probability of being chosen. A sample random sampling is meant to be unbiased representation of a group.

3.5.1 POPULATION

In statistics, population is the entire pool from which a statistical sample is drawn. A population may refer to an entire group of people, objects, events, hospital visits, or measurements.

This target population of this study is people who have experience in using the courier service in Malaysia. Questionnaire are distributed via Google form due restricted movement order from the government starting from 18 march 2020.

In this research, people who study in Politeknik Sultan Salahuddin Abdul Aziz Shah, Shah Alam have been chosen as respondents of the questionnaire.

3.5.2 PILOT TEST

A pilot test has been conducted to test the reliability of the questionnaire before we conduct the actual survey. The main purpose of the pilot test is to test the reliability of each attributes, detect weakness and discover any errors occur in the questionnaire. It is important to make sure every phrases and wording are clear and easy to understand by the respondents without the aid of researchers especially when the researchers conducted the survey via online. The Pilot test has been distributed to customers who use courier service frequently. It is carried out with pilot test where 41 sets of survey

questionnaire were given to respondents and reliability test will be analyse using Cronbachs Alpha. Table 3.3 shows the result from 41 respondents in pilot testing.

Table 3.2: Alpha Coefficient Range Strength of Association.

Alpha Coefficient Range	Strength of Relation
< 0.6	Poor
0.6 < 0.7	Moderate
0.7 < 0.8	Good
0.8 < 0.9	Very Good
0.9 >	Excellent

Table 3.3: Reliability Test.

CONSTRUCTS	CRONBACHS ALPHA
Reliability	0.845
Responsiveness	0.799
Assurance	0.781
Empathy	0.832
Customer satisfaction	0.766

3.6 DATA ANALYSIS METHOD

Data Analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. An essential component of ensuring data integrity is the accurate and appropriate analysis of research findings. Data analysis has two prominent methods: qualitative research and quantitative research. Each method has their own techniques. Interviews and observations are forms of qualitative research, while experiments and surveys are quantitative research. In this step, we are required to collect the data using online self-administered survey to the respondents. This is to evaluate the customer's satisfaction

level by themself. In order to avoid any misunderstanding on the details, we have prepared the data analysis in details method. Which have 3 section overall.

Sample size is the small fraction of the population which is considered a vital element to reduce sample error. As we assess the respondent's perception, our population is 4721.Thus, for the research we will use Random Sampling method by using Morgan table to determine our sample size. Random sampling is one of the simplest forms of collecting data from the total population. Under random sampling, each member of the subset carries an equal opportunity of being chosen as a part of the sampling process. An unbiased random sample is important for drawing conclusions

Data analysis can provide several facts that exits as a result of filtering and calculation of the amount of information that has obtained through the questionnaires completed. The data which obtained by the researchers is processed using the IBM 'Statistical Package for The Social Sciences' which also known as SPSS. The statistical method used is 'Descriptive Statistic' which are the frequency and percentage, mean and correlation which is to study the relationship between service quality and customer satisfaction provided by courier Service Company. Then, from the result of the survey carried out by us, we will change the result that has been obtained into a form that is easier to be understood.

Table 3.4: Level of mean score value.

Mean score value	Level
3.80 – 5.00	High
2.40 – 3.79	Low
1.00 – 2.39	Medium

3.7 SUMMARY

This chapter were summarized about what kinds of method we use, type of sampling, our target population, how our questionnaire distributed and who we choose to respond for our questionnaire. The research design is using quantities' method and the data collection performed using the questionnaire. The questionnaire for research instrument is divided into three section which is Section A, Section B and Section C followed by sampling technique using simple random sampling. Section A is about demographic profile data customer, Section B was about the influence of dimension SERVQUAL model and the last Section C is about the rate of satisfaction customer toward courier service. Then the next chapter will continue how to know the response rate of respondents.

CHAPTER 4

FINDINGS

4.1 INTRODUCTION

In this chapter, Researchers' interpreted and presented the information that obtained from the survey through analysing the information which is relevant to the research questions and hypothesis. This chapter will consist two parts, which are descriptive analysis and scale measurement. In descriptive analysis can be subset it into respondent's demographic profile and central tendencies measurement of construct. Central tendencies measurement of construct is used to indicate the mean, mode and median. The second part is scale measurement. It us used to test the reliability and interpreted the inferential analysis. In this chapter, the result of questionnaire survey will be analysed using Statistical Package for Social Science (SPSS). It is very important to analysed collected data in order to solve research questions.

4.2 RESPONSE RATE

Response rates, also known as completion rate or return rate is the number of people who answered the survey divided by the number of people in the sample. It is usually expressed in the form of percentage. The response rate can also apply to individual questions.

A set of self-administrated questionnaire were distributed to the respondent via link by using Google form and the researcher manage to collect the 304 answers from a total sample of 354 respondents. The equal of rate of respond was 85.88%.

We get a sampling perfectly right, but still, there'll always be people unwilling or unable to take the survey. A similar problem of student might be due to busy, illness, overlooking, and other happenings, which take the choice of responding or not out of the hands of the person who responded to the first wave of a survey, or to a temporary

unwillingness to respond. All of these reasons might in principle make the final sample different from the initial one, and different from the population.The problem of possible response bias is therefore always present in survey research (e.g., Boshuizen, Viet, Picavet, Botterweck, & van Loon, 2006; Couper, Kap- teyn, Schonlau, & Winter, 2007).

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

Demographics are characteristic of a population. Characteristic such as race, gender, age, marital status are all typical examples of demographics that are used in surveys.

The Demographic profile of the respondents has been identified in section A of the questionnaire. This section shown the background of the respondent and the overall respondents is 304. A total of 4 questions were asked to collect data regarding to the respondents' gender, age, and race.

In this section also the respondent was asked about the Courier service that they usually used to help the researcher identify which courier service is preferred.

Table 4.1 Demographic profile of respondents.

	PROFILE	Frequency (N)	Percentage (%)
GENDER	MALE	125	41.3
	FEMALE	178	58.7
RACE	MALAY	238	78.5
	CHINESE	27	8.9
	INDIA	8	2.6
	OTHER	30	9.9
COURIER SERVICE	POS LAJU	220	72.6
	JNT	223	73.6
	NINJA VAN	66	21.8
	DHL	51	16.8
	OTHER	12	4.0

Source: Developed for the research.

4.3.1 Gender

Table 4.2 Respondent gender.

	PROFILE	Frequency (N)	Percentage (%)
GENDER	MALE	125	41.3
	FEMALE	178	58.7

Source: Developed for the research.

The result of gender analysis consists of 125 males which is affected to 41.3% while, the number of females' respondent are 178 or 58.7%.

4.3.2 Respondent race

Table 4.3 Respondent Race.

	PROFILE	Frequency (N)	Percentage (%)
RACE	MALAY	238	78.5
	CHINESE	27	8.9
	INDIA	8	2.6
	OTHER	30	9.9

Source: Developed for the research.

The respondent races group are based on the data collected, most of the respondents are Malay which amounted 78.5% or 238 out of 303 respondents. The second highest race is others which has amounted 9.9% or 30 respondents. The third highest are Chinese which is 8.9% or 27 respondents for total. Lastly, the lowest are from Indian, which is 2.6% or 8 respondents.

4.3.3 Courier Service used by respondent

Table 4.4 Courier Service Used by respondent.

	PROFILE	Frequency (N)	Percentage (%)
COURIER SERVICE	POS LAJU	220	72.6
	JNT	223	73.6
	NINJA VAN	66	21.8
	DHL	51	16.8
	OTHER	12	4.0

Source: Developed for the research.

The highest courier services that have been chose by respondents are JNT which amounted 223 or 73.6%. Next, followed by Pos Laju which are amounted 220 or 72.6%. The third highest courier services that has been chose are Ninja Van which is 66 or 21.8%. Then, DHL has taken the fourth place which amounted 51 or 16.8%. Lastly, courier service that has been chose are other which is 12 or 4%.

Section A of the questionnaire consist of 5 questions which is Gender, race, age, marital status and courier service that is used by the respondent. However, in this report, we only include 3 out of 5 items due to the circumstance. The marital status of respondents in this research are not significance because most of them are mostly single. There are no respondent or 0% on divorced. For age category, the average of people whos taking this questionnaire are students.

4.4 RELIABILITY ANALYSIS

Using the Alpha Cronbach coefficient, the reliability of each item in the instrument was measured. To facilitate the clear understanding, each variable from the questionnaire will be measured separately. In order to deprive the accuracy of the measuring instrument in measuring the variable, the reliability analysis is performed. Reliability of measure is an indication of the stability and consistency with which the instrument the concept and helps to assess the "goodness" of a measure.

Based on reliability test, all variables used in this study were initially consistent and reliable as Cronbach's Alpha for all variables were higher than 0.70 (Wulan & Husaeni, 2015, Mihn, Ha, Anh & Matsui, 2015). The alpha value of reliability was at (0.77), responsiveness (0.85), Assurance (0.88), Empathy (0.85) and customer satisfaction (0.83). Thus, all the variables were at the acceptable range in this study.

Table 4.4 Reliability Analysis for each variable.

Variables	No. Of Items	Item Deleted	Cronbach's Alpha	Strength of Relation
Realibility	5	0	0.779	Acceptable
Responsiveness	5	0	0.856	Good
Assurance	5	0	0.887	Good
Empathy	5	0	0.856	Good
Customer satisfaction	5	0	0.839	Good
Total	25	0		

Source: Developed for research.

As rules of thumb, values which were above 0.6 were considered acceptable and 0.8 is the most appropriate and acceptable stated by Palliant J, (2011). Based on the table appended all variable that addressed in the questionnaire achieved reliability in the range of 0.7 - 0.8 above to the fact that the item in the questionnaire is variable because had already been used and tested by other researchers in the same field of study. This questionnaire is understandable and align with the situation. The coefficient alpha for the variable of Assurance pursuing high coefficient values of 0.887, followed by empathy and responsiveness which has share the same coefficient values of 0.856. Next, customer satisfaction is on the fourth place with the values 0.839. And lastly, Reliability is the last place with coefficient values of 0.779. Because of the questionnaire was adapted based on the previous studies, adapted process being implement, and a few amendments have been done on the wording of the items. The amendments were trusted not to change the original means of the questions and this was proven with tremendous of coefficient values.

4.5 RESEARCH FINDINGS

The descriptive figures were also measured to analyse the level of service quality and customer satisfaction. The three levels of categories according to the mean consist of low (1.00-2.33), Medium (2.34-3.67) and high (3.68-5.00) (Mohd Najib Ghafar) (Kosnin and Lee, 2008).

Table 4.5 Mean value level.

MEAN VALUE	LEVEL
1.00-2.33	Lower
2.34-3.67	Medium
3.68-5.00	High

Source: Kosnin and Lee (2008).

4.5.1 SECTION B: RELATIONSHIP BETWEEN SERVICE QUALITY TOWARD CUSTOMER SATISFACTION

Table 4.6 Descriptive Statistic for Reliability.

REALIBILITY (MEAN=4.10, SD=0.599)			
NO	ITEMS	MEAN	Std. Deviation
1	Courier services provide service as promised to customer.	4.17	712
2	Courier services postman deliver my parcel on time.	3.92	858
3	Courier services makes sure my parcel deliver tracking status is updated.	4.26	773
4	Courier services inform or call me when they reached my house to deliver the parcel	4.15	950
5	Courier services perform a service right the first time.	4.05	800

Source: Developed for research.

The result from table 4.6 shows that respondents are tend with the question as the mean for question "Courier service makes sure my parcel deliver tracking status is updated" is 4.26 which is higher than the other four question which are, the mean value 4.17, 3.92, 4.15 and 4.05. It shows that most of the respondents agreed that the tracking status of their parcel are updated by the courier service.

Table 4.7 Descriptive Statistic for Responsiveness.

RESPONSIVENESS (MEAN=3.97, SD=0.680)

NO	ITEMS	MEAN	Std. Deviation
1	Courier services provide prompt services to customers	4.01	793
2	Courier services postman ready to help customers if they have a problem with the parcel	3.83	938
3	Courier services responds to any inquiries from customers	3.83	911
4	Courier services care about their customers	3.90	878
5	Postman of courier services always deliver the right and actual parcel to customer.	4.28	736

Source: Developed for research.

The result from table 4.7 shows that most of the respondents agreed with the question "Postman of courier services always deliver the right and actual parcel to customer" as the mean value is the highest which is 4.28 while the other mean value is 4.01, 3.83, and 3.90. This shows that most of the respondents receive the right and actual parcel by the courier service.

Table 4.8 Descriptive Statistic for Assurance.

ASSURANCE (MEAN=4.07, SD=0.677)

NO	ITEMS	MEAN	Std. Deviation
1	Customer's feels guaranteed to deliver their parcel using courier services.	4.15	804
2	When customers have difficulty with their parcel, courier services are kind and supportive to settle the problem	3.96	902
3	The postman of courier services assures services to their customers.	4.07	758
4	Courier services postman were polite and helpful to customer.	4.18	810
5	Postman of courier services has a willingness to install confidence in customers.	4.02	803

Source: Developed for research.

The result from table 4.8 shows that respondents are tend with the question "courier service postman were polite and helpful to customer" because the mean value is 4.18 which is the highest among the other four questions. This shows that majority of the respondents are treated politely and helpfully by the courier service postman when they have any problem with their parcel.

Table 4.9 Descriptive Statistic for Empathy.

EMPATHY (MEAN=3.97, SD=0.608)

NO	ITEMS	MEAN	Std. Deviation
1	Customer service of courier services is caring in serving their customers.	4.04	771
2	The courier services postman gives individual attention to customers.	3.88	901
3	Postman of courier services aware of the customers need.	3.92	812

4	Postman are easy to communicate with.	4.12	836
5	Customer services are always available for customers.	3.94	895

Source: Develop for research.

The result from table 4.9 shows that the highest mean value is 4.12 for the question "Postman are easy to communicate with" while the mean value for other question is 4.04, 3.88, 3.92 and 3.94. This result shows that most of the respondents easily communicate with the postman regarding their parcel.

4.5.2 SECTION C: CUSTOMER SATISFACTION

Table 4.10 Descriptive Statistic for customer satisfaction.

CUSTOMER SATISFACTION (MEAN=4.17, SD=0.608)			
NO	ITEMS	MEAN	Std. Deviation
1	Courier services give a good service to their customer to make sure customer feel safe in using courier services.	4.15	761
2	Courier services always update the status of tracking number to make sure customer know the deliver time and inform the customer when they reached customer house.	4.20	818
3	The price set is reasonable with the weight of item/parcel.	3.96	839
4	Courier services provide the ease of tracking and tracing items by internet and telephone	4.31	748
5	Courier services always accurate deliver the package to address of shipment.	4.28	730

Source: Developed for research.

The result from table 4.10 shows that the respondents are tend with the question "Courier services provide the ease of tracking and tracing items by internet and telephone" as the mean value is 4.31 which is the highest value following with 4.15, 4.20, 3.96 and 4.28. This shows that majority of the respondents easily track their parcel by internet and telephone with the service that are provided by the courier service.

Table 4.11 Mean Level According to Variables.

VARIABLES	LEVELS	FREQUENCY	PERCENTAGE (%)
REALIBILITY	LOW	0	0
	MEDIUM	75	24.8
	HIGH	228	75.2
RESPONSIVENESS	LOW	3	1.0
	MEDIUM	103	34.0
	HIGH	197	65.0
ASSURANCE	LOW	0	0
	MEDIUM	82	27.1
	HIGH	221	72.9
EMPATHY	LOW	6	2.0
	MEDIUM	91	30.0
	HIGH	206	68.0
CUSTOMER SATISFACTION	LOW	0	0
	MEDIUM	66	21.8
	HIGH	237	78.2

Source: Developed for research.

Table 4.11 shows the descriptive statistic for the variables. Based on the table, Reliability has high level of mean which indicates a high satisfaction (72.9%). According to the table 4.11 shows that the independent variables have high mean level . Responsiveness, Assurance, Empathy and Customer Satisfaction has the level of mean which indicates a high satisfaction to the respondent which is (Responsiveness 65%)(Assurance 72.9)(Empathy 68%) and followed by (customer satisfaction 78.2).

4.5.3 RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION

Correlations are used to explainthe strength and direction of a linear relationship between the variables. Pearson's correaltion was used to investigate a relationship between service quality determinants and customer satisfaction. Table 4.12 shows the size and the strength of correlation.

Table 4.12 Relationship between Service Quality and Customer Satisfaction.

Size of Correlation	Strength of Correlation
0.91 until 1.00 or -0.91 until -1.00	Very Strong
0.71 until 0.90 or -0.71 until -0.90	Strong
0.51 until 0.70 or -0.51 until -0.70	Moderate
0.31 until 0.50 or -0.31 until -0.50	Weak
0.01 until 0.30 or 0.01 until 0.30	Very Weak
0.00	No correlation

Source: Chua (2013).

The r value ranges from +1.00 to -1.00 and the strength of correlation are based on Chua (2013).

Table 4.12.1 Service Quality- Reliability

Correlations

		Reliability	Customer satisfaction
Reliability	Pearson Correlation	1	.653**
	Sig. (2-tailed)		.000
	N	303	303
Customer satisfaction	Pearson Correlation	.653**	1
	Sig. (2-tailed)	.000	
	N	303	303

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

H0: There is no significant relationship between reliability on service quality and customer satisfaction on courier service.

H1: There is significant relationship between reliability on service quality and customer satisfaction on courier service.

Based on the table 4.12, the relationship between Service Quality and Customer Satisfaction is Moderate (r=0.653). The relationship is also significant at level of 0.01. Therefore, we accept the hypothesis that there is a significant positive relationship between service quality and customer satisfaction.

Table 4.12.2 Service Quality- Responsiveness

Correlations

		Responsiveness	Customer satisfaction
Responsiveness	Pearson Correlation	1	.642**
	Sig. (2-tailed)		.000
	N	303	303
Customer satisfaction	Pearson Correlation	.642**	1
	Sig. (2-tailed)	.000	
	N	303	303

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

H0: There is no significant relationship between responsiveness on service quality and customer satisfaction on courier service.

H2: There is significant relationship between responsiveness on service quality and customer satisfaction on courier service.

Based on the Table 4.12, the relationship between Service Quality and Customer Satisfaction is Moderate (r=0.642). The relationship is also significant at level of 0.01. Therefore, we accept the hypothesis that there is a significant positive relationship between responsiveness on service quality and customer satisfaction.

Table 4.12.3 Service Quality- Assurance

Correlations

		Assurance	Customer satisfaction
Assurance	Pearson Correlation	1	.712**
	Sig. (2-tailed)		.000
	N	303	303
Customer satisfaction	Pearson Correlation	.712**	1
	Sig. (2-tailed)	.000	
	N	303	303

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

H0: There is no significant relationship between assurance on service quality and customer satisfaction on courier service.

H3: There is significant relationship between assurance on service quality and customer satisfaction on courier service.

Based on the Table 4.12, the relationship between Service Quality and Customer Satisfaction is Strong (r=0.712). The relationship is also significant at level of 0.01. Therefore, we accept the hypothesis that there is a significant positive relationship between Assurance on service quality and customer satisfaction.

Table 4.12.4 Service Quality- Empathy

Correlations

		Empathy	Customer satisfaction
Empathy	Pearson Correlation	1	.676**
	Sig. (2-tailed)		.000
	N	303	303
Customer satisfactio n	Pearson Correlation	.676**	1
	Sig. (2-tailed)	.000	
	N	303	303

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

H0: There is no significant relationship between empathy on service quality and customer satisfaction on courier service.

H4: There is significant relationship between empathy on service quality and customer satisfaction on courier service.

Based on the Table 4.12. The relationship between Service Quality and Customer Satisfaction is Moderate (r=0.642). The relationship is also significant at level of 0.01. Therefore, we accept the hypothesis that there is a significant positive relationship between Empathy on service quality and customer satisfaction.

4.6 SUMMARY

In this chapter, respondent's demographic have been analysed via frequency analysis were conducted on all the five variables which is Reliability, Assurance, Responsiveness, Empathy and Customer satisfaction. Pearson's correlation analysis has shown that all the five variables elements are positively associated in this study. By applying the result generated from this chapter, we can discuss on the discussion, conclusion and recommendations for the research thoroughly in the following chapter.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

After present and interpreting the details of descriptive analysis and in previous chapter. This chapter will provides the whole of conclusion and discussion of the research Relationship between service quality and customer satisfaction provided by courier Service Company. To summarize the discussion, the finding from chapter 4 will be uses. This chapter focuses on the discussion, conclusion, recommendation and summary for all the chapter.

5.2 DISCUSSION

Among all the variables studied in this research, Reliability is found to be the most significant determinants of customer satisfaction towards courier delivery services. This is because with element of assurance given by the courier delivery services when dealing with the customer, they will feel that the company are dependable (Choy, Ma & Koo, 2013) which they are able to deliver the parcel at the right time and right place.

In addition, Empathy is recorded as the next most significant predictor of customer satisfaction towards courier delivery services. This is because the customer feels the care and valued related to the empathy of service that the company showed when they are doing the delivery (Felix, 2017).

Toward increasing their customer satisfaction, the third significant dimension of SERVQUAL that courier delivery services should prioritize is Responsiveness. With this dimension, the customer will feel they are important to the company. Besides, employees must be able to respond to any inquiries that has been given by their customer. And this will eventually lead to the customer loyalty to the company as it will be the main factor in SERVQUAL (Goh, Kow, Lee, Loh & Sam, 2013).

Next, Assurance is place on the fourth of the significant dimension in the research. Customer found that courier service must ensure their employees are knowledgeable in doing their task. The ability to delivers their parcel together with the confidence and trust to their customer which they are confident enough facing their customer.

Table 5.1 Hypothesis conclusion.

Hypothesis	Significant	Conclusion
H1: There is significant relationship between reliability on service quality and customer satisfaction on courier service.		Accepted
H2: There is significant relationship between responsiveness on service quality and customer satisfaction on courier service.		Accepted
H3: There is significant relationship between assurance on service quality and customer satisfaction on courier service.		Accepted
H4: There is significant relationship between empathy on service quality and customer satisfaction on courier service.		Accepted

Source: Developed for research.

5.3 CONCLUSION

In conclusion, this study found a significant relationship between service quality and courier service and customer satisfaction. Based on the analysis and the discussion in the previous chapter, this research has provided insight the impact of courier service and service quality on customer satisfaction of courier Service Company. Thus, this is useful for other researches to conduct future study in deep on this topic because courier service industry is not very well known.

Through this research, researcher examine the relationship between four independent variables, namely reliability, responsiveness, assurance, empathy with customer satisfaction courier service in Malaysia. Based on the findings, it is found that all dimensions are influencing customer satisfaction. In conclusion, it is hoped that the courier service in Malaysia is able to be more efficient and effective in their operation, thus improving their service to customer and increasing customer satisfaction

This research was done by focusing on the perception of respondents. A total of 303 respondents from Politeknik Sultan Salahuddin Abdul Aziz Shah was involved in this research. However, it is recommended in future research to include customer expectation as part of measurement. The gap between the expectation and perception should be investigate in order to allow the researcher to better evaluate customer satisfaction with courier service in Malaysia. In addition, future researchers are encouraged to expand the sample size of the respondents as larger sample size would result in higher tendency of a result to be more accurate.

5.4 RECOMMENDATIONS

After this research, these are few recommendations would benefits for the research in the future. First recommended to the future researchers to do the research for the whole country, Malaysia if time is allowed. Because if it's done for the whole country the data collected is more accurate than just the selected state or city. It is commendable to involve all the area, city or states in the country when executing the research. This is because we wants to decrease the effect of the data due to people living in a different city will have different opinion and thinking about the courier service company.

Next, the researchers are recommended to execute the research by using interview to reduce the limitation. Giving the questionnaire through the interview survey can be way more effective and convenience to the respondent since the respondent will be able to ask the researchers directly if they do not understand the questions. This can reduce the possibility of the questionnaire being incomplete or invalid. Therefore, the data collected will be precise. Last but not the least, it is advised for the future researcher to find referrals and journal adopt by Malaysian because those factors will help the researcher to understand the study better and it is suitable for the sample.

5.5 SUMMARY

In conclusion, this study report on exploratory investigation of the relationship between dimension in the SERVQUAL model and customer satisfaction in courier service. This study endeavours to make both theoretical and practical contribution to the literature, and it also provides several implications for future research. The findings enhance our understanding of the customer satisfaction in using Courier service. This study has also provided us with better understanding of the dominant dimensions in the SERVQUAL model that influence customer satisfaction in using courier service . It is hoped that Courier Services is able to be more efficient and effective in their operation, thus improving their service to customer and increasing customer satisfaction.

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APPENDICES

Ghantt Chart

Aktiviti	Bulan/Minggu													
	Ogos			September				Oktober				November		
	2	3	4	1	2	3	4	1	2	3	4	1	2	3
Penentuan Tajuk	■													
Kajian literature	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Perundingan dengan penyelia	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Penyediaan Proposal	■	■	■	■	■	*								
Penyediaan Instrumen dan Pengumpulan Data				■	■	■	■							
Analisis data								■	■	■	■			
Penulisan draf projek									■	■	■			
Penyemakan dan draf akhir												■	**	■
Penyerahan Projek Akhir														■

Krejcie and Morgan Table

Table 3.1									
Table for Determining Sample Size of a Known Population									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size   Source: Krejcie & Morgan, 1970

QUESTIONNAIRE

RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATIFACTION PROVIDED BY COURIER SERVICE COMPANY

Section A : GENERAL INFORMATION

Please answer the question below by placing a tick ( ) in the appropriate boxes or applicable by writing your response in the space provided.

1. Gender

   Male   ☐

   Female   ☐

2. Race

   Malay   ☐

   Chinese   ☐

   India   ☐

   Other (please specific): _____

3. Age

   18 – 30   ☐

   31 – 40   ☐

   41 and above ☐

4. Marital status
   Not Married   ☐
   Married   ☐

5. Which is the courier or shipping service you commonly use (can choose more than 1)

Poslaju   ☐

JnT   ☐

Ninja van   ☐

Dhl   ☐

Other (please specific) :_____

SECTION B : RELATIONSHIP BETWEEN SERVICE QUALITY TOWARD CUSTOMER SATIFACTION

The following statement below are related to the relationship between service qualities toward customer satisfaction provided by courier Service Company. For each statement, please rate honestly based on what your experienced in courier service using the following scales:

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

	a. Reliability	scales				
1	Courier services provide a service as promised to customer.	1	2	3	4	5
2	Courier services postman deliver my parcel on time.	1	2	3	4	5
3	Courier services makes sure my parcel deliver tracking status is updated to customer.	1	2	3	4	5
4	Courier services inform or call me when they reached my house to deliver a parcel.	1	2	3	4	5
5	Courier service perform a service right the first time	1	2	3	4	5

		1	2	3	4	5
	b. Responsiveness					
6	Courier service provide prompt services to customers	1	2	3	4	5
7	Courier services postman ready to help customers if customer have a problem.	1	2	3	4	5
8	courier service responds to any inquiries from customers	1	2	3	4	5
9	Courier service care about their customers	1	2	3	4	5
10	Postman of courier services always deliver the right and actual parcel to customer.	1	2	3	4	5
	c. Assurance					
11	Customer's feels guaranteed to deliver their parcel using courier service.	1	2	3	4	5
12	When customers have problem, courier service are kind and supportive to settle a customer problem.					
13	The postman of courier service assures services to their customers.	1	2	3	4	5
14	Courier services postman were polite and helpful to customer	1	2	3	4	5
15	Postman of courier services has a willingness to install confidence in customers.	1	2	3	4	5

	d. Empathy					
16	Customer service of courier service is caring in serving their customers.	1	2	3	4	5
17	The courier service postman give individual attention to customers.	1	2	3	4	5
18	Postman of courier service aware of the customers need.	1	2	3	4	5
19	Postman are easy to communicate with.	1	2	3	4	5
20	Customer service are always available for customers.	1	2	3	4	5

SECTION C: THE LEVEL OF SATICFATION OF USING COURIER SERVICE.

This section were asked to rate the level of saticfation of using courier service. The respondents must give their feedback and true perception by answering the question stated based on the scale given .

3. Courier service give a good sevice to their customer to make sure customer feel safe in using courier service.

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

4. Courier service always updated a tracking number to their customer to make sure customer know about deliver time and also inform a customer when they reached customer house.

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

3. The price set is reasonable with the weight of item/parcel

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

4. Courier service provide the ease of tracking and tracing items by internet and telephone

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

5. Courier service always accurate deliver the package to address of shipment

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