DIPLOMA IN BUSINESS STUDIES

COMMERCE DEPARTMENT

A STUDY ON CUSTOMER SATISFACTION FOR COURIER SERVICES AT GLENMARIE POS LAJU

FINAL YEAR PROJECT

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TITLE: **A STUDY ON CUSTOMER SATISFACTION FOR COURIER SERVICES AT GLENMARIE POS LAJU**

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ABSTRACT

This study is conducted to identify the satisfaction about facilities and quality services that provided by courier services. As the study was conducted in Glenmarie Poslaju because the researchers are focusing with the customer level of satisfaction in Glenmarie Poslaju. The objective of this research, therefore, is to measure the customer satisfaction towards service quality provided by Glenmarie Poslaju. In this research, customer satisfaction is observed through satisfaction, service quality and commitment. 400 set of questionnaires was distributed to respondent and analyzed by using SPSS. The result showed that satisfaction, service quality and commitment affect customer satisfaction towards service quality provided by Glenmarie Poslaju.

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CHAPTER 1 - Introduction

1.1 Introduction

This research is conducted to spot identify the satisfaction about facilities and quality services that provided by courier services. This research will start with background research, problem statement, research objectives, scope of study, and followed by hypothesis of study, significance of study, limitations of study and therefore the operational terms.

According to Hasnan, N., Noordin, A., & Osman, N. H. (2014), postal and courier services are associated with delivery of parcels, packages, documents, letters, and printed materials. A courier service was developed to supply a faster and safer alternative to the standard post that had been the sole delivery service for therefore long. Traditional mail services are known for having slow delivery times and may incur expenses if items are large or heavy; couriers perceived to be the right alternative and despite it being slightly dearer than normal postage it's beneficial surely deliveries.

In additional, courier services became increasingly popular the arrival of Internet shopping. Having the ability to order large and multiple items from online sellers required specialist delivery services that might enable customers to not only receive their items but also enable online sellers to supply things like next day delivery. Something that's is only possible with a courier service. Courier companies are the best tool for those who work from home either full time or simply occasionally. Ensuring important documents are delivered to the proper person, securely and quickly is crucial within any business. More delivery experts are branching out into extensive delivery services to confirm they fulfill the requirements of their customers. Such a large amount of people depend upon the professionalism and security of a courier provider to move their most prized possessions.

1.2 Background of The Study

For the aim of this study, it focuses more on customer satisfaction toward courier services. Customer satisfaction may be defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help an organization determine a way to best improve or changes its products and services.

According to (Ho, Jessica SZE Yin, 2012), within the industry, customer satisfaction may be a vital element which contributes heavily to customer loyalty. Customer satisfaction that increases customer loyalty eventually results in business profitability. Customer satisfaction may be a "result" of the "comparison between predicted service and perceived service while service quality refers to the "comparison between desired service and perceived service".

POS Malaysia BHD is engaged within the provision of postal and related services, which include receiving and dispatching of postal articles, postal financial services, dealing in philatelic products and sale of postage stamps. The corporate operates in three segments: mail, courier and retail. Mail includes the supply of basic mail services for corporate and individual customers and customized solutions, such as mail-room management and junk. Courier includes courier solutions by sea, air and land to both national and international destinations.

1.3 Problem Statement

In today's challenging service-business world, it's imperative for each business to convey its easiest service quality so as to strive and please its customers. To form a business concern successful within the long term, customers continuously play an important role.

In other occasion, as reported in a web portal called https://www.complaintboard.com/ , which may be a platform for customer to post complaints, a number of them is from GLENMARIE customer. The complaint is about damage from the great that customers have accepted. As a courier service company, they must ensure that customer received the parcel in a very 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). The

corporate must to convey the arrogance and trust of their customers through assurance of their service.

Additionally, plenty of complaint about frequently late in updating their parcel delivery tracking records, making customers unable to trace the situation of their parcel. As a courier service company, updating tracking records is vital as this may give assurance to customer about their parcel delivery. Should the corporate unable to delivery parcel on time, customers must be notified the soonest possible. With this incident as a case in point, does it affect the customer satisfaction?

The effect of poor service quality by courier services may reduce user trust toward courier service. It's important for firms to fulfill the strain stated in an exceedingly particular order in terms of quantity and quality upon arrival, in terms of whether or not the package sustained any type of damages. Should any complaints be too brought forward and mismanaged, it'd result in customer dissatisfaction and further prompt a switch to the opposite competitors within the industry (Ho, Jessica SZE Yin, 2012). The power of the personnel to tell apart regular clients is equally important to be told different preferences, problem solving and improve knowledge on the products still as providing customized attentions which will increase satisfaction reciprocally encouraging future repurchases. Therefore, this studies research is predicted to assist company to enhance their services quality and for administrators understand the problems associated with the upkeep management of courier service, thus helping improve level of customer satisfaction.

1.4 Research Objectives

i.General objectives

The objective from this research is to review customer satisfaction towards GLENMARIE POSLAJU. Customer satisfaction is vital because it reflects the non-public customer evaluation of the standard performance related with the consumption experience (Siali, F., Wen, A. W. S., & Hajazi, M. U. A., 2018). When level of perceived quality of the great or service increased, it enhanced the extent of customer satisfaction.

ii. Specific objectives

Based on (Ho, Jessica SZE Yin, 2012)the main objectives for this case study are shown as below:

1. To investigate the services that POSLAJU give to their customer.

2. To explore the link between cost, operation and customer satisfaction by

POSLAJU.

3. To look at the influences of the most factors on customers' satisfaction.

4. To spot the customer satisfaction on POSLAJU services between other courier services.

1.5 Research Question

This study are conducted by identifying the amount of satisfaction among users towards GLENMARIE POSLAJU. Within the light of determine the issues faces by users at Shah Alam POSLAJU and identifying way of improvement that we are able to use to unravel these problems. This study will cope with following questions.

Q1) What is the level of service quality at Glenmarie Poslaju?

Q2)What is the level of customer satisfaction towards service quality provided by Glenmarie Poslaju?

Q3) What is the relationship between service quality, commitment and customer satisfaction?

1.6 Scope of Study

The research is to explain the satisfaction of customer/people who using service from POSLAJU. This research focuses on those that are using delivery service provided by POSLAJU. The purpose of doing this research is to search out whether the user satisfy with the service provided by POSLAJU.

1.7 Significance of the research

1)User

i. The users will satisfy with the development of the service quality.

ii. This research will help the users to feel more confident and enjoyable while using the delivery services from GLENMARIE POSLAJU.

iii. If the merchandise delivered with none damages will help customer from issue more cost.

iv. The customer will feel safe to delivery product using service from GLENMARIE POSLAJU.

2) For the researchers

i. The research is predicted to allow information, model or respect to be developed for further studies.

ii. The researcher hopes that other researchers evaluate, revise, reconstruct or modify this study and write further studies for other levels and objectives.

1.8 Definition of Operational Terms

Customer satisfaction is defined as measure of how products and services supplied by an organization meet or surpass customer expectation. It's also determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help an organization determine the way to best improve or changes its products and services.

The foremost common model used for determining service quality and customer satisfaction in commission industries is SERVQUAL. The model fits that area of interest, which is that the service quality that the industry provides and also the model also separates the difference between the perceived and expected quality. The model version that has been reduced into three dimensions, which are satisfaction, service quality, commitment. The questionnaire consists of three sections. Section A consists of questions concerning the demographic background of the respondents. Sections B require the general questions.

Section C require respondents to answer the questions regarding satisfaction, service quality commitment.

1.9 Summary

The primary chapter demonstrate background research, problem statement, research objectives, scope of study, followed by hypothesis of study, significance of study, limitations of study and also the definition of operational terms.

CHAPTER 2 - Literature Review

2.1 Introduction

A proposal of Customer Satisfaction to service quality courier service describe about the customer that are actively involve with courier service during their business or personal delivery product. 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, this perception started to change in the marketing principle to determine the capacity of courier service leading to greater customer satisfaction and loyalty. Courier services industry in Malaysia is beginning to experience mounting competition since the entry of the first foreign courier service provider into the country. Unfortunately, little information is available to pinpoint country specific areas of customer satisfaction concerns among-st courier services providers. Hence, this research aims to determine the service quality dimensions that influence customers' satisfaction in courier service industry focusing on quality timeliness, condition/accuracy of order, quality of information; and availability/quality of information.

The main objective of this study is to analyze and review past studies and obtained information. This research work will investigate the factor that cause to lack of customer satisfaction towards courier services. This will help management to ensure lack of services that they provided to customer, from that they will know the improvement they should make to meet customer satisfaction.

2.2 Concept/Theory

The starting point to define the concept of "service quality". The term "Service Quality" is an association of two different words; 'service' and 'quality". Service means any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Quality has come to be recognized as a strategic tool for attaining operational efficiency and better performance of business. "Service quality" means the ability of a service provider to satisfaction customer in an efficient manner through which he can

better the performance of business. The term 'Service quality' is harder to define and judge. The definition service quality by (Philip Kotler and Gary Armstrong , 2013)defined the term service quality as "it is the ability of a service firm to hang on to its customer. That is, in their opinion customer retention is the best measure of service quality.

2.3 Literature Review

Table 2.3   Independent Variable
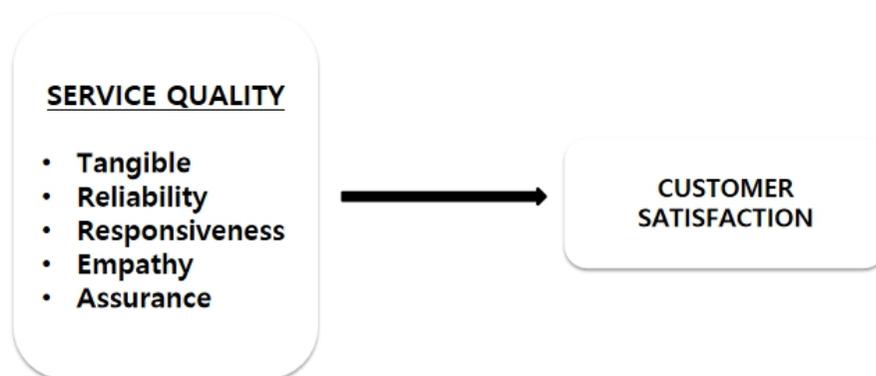
i.   Customer Satisfaction

Understanding Satisfaction is the level of a person's feelings after comparing the performance or perceived results compared with expectation. Satisfaction is a pleasant or positive emotion, feeling or state of mind. Satisfaction is when a desire or a need is fulfilled. Satisfaction is when a person has nothing to complain about. Someone feels satisfied when they achieve a difficult goal. A person feels satisfied by accomplishment, recognition, invention and service.

Customer satisfaction is defined as a customer's pleasure or dissatisfaction which is created after the evaluation of a perceived service-quality performance and actual service delivered (Kotler, P., & Keller, K., 2017)

This assessment is also created based on a customers' pr-purchase comparison and expectation towards a real service carried out (Rao, P.S. & Sahu, P.C., 2013). Hence, when a

service offered fulfill a customer's need, satisfaction is formed, whereas disappointment is resulted from the failure of a service provider's performance versus customer expectation (Kim-Soon. N., Ahmad. A.R. & Visvalingam, L., 2014).

Measuring customer satisfaction doesn't have to be complicated or expensive. In fact, it's fairly simple to incorporate customer satisfaction measurement into current customer success strategy. No matter how company cut it, measuring satisfaction comes down to gathering customer feedback via surveys and customer data. To accurately gauge customer sentiment, company need to ask people how their experience was then compare it against quantitative reports. Of course, there are multiple ways company can execute a survey, from the design to timing, sample, and even how company analyze the data. Regardless of the approach the company choose, there are some fundamental steps that need to be taken to ensure your business profits from its investment.

ii.   Service Quality

He service industry determines service quality as perceived by the 'eyes' of customers, which is complicated ((Arora & Arora, 2015)). Capability in giving better service quality can aid service trades to achieve aggressive improvement. Basically, customers' expectations of a service and how they perceive the performance of it is unalike with service quality. The idea of service quality remains a significant research area in marketing since it delivers valuable understandings on how customers' perceptions of services are ((Joshi & Chadha, 2016). As stated by (Kumar, A., 2018) , delivering services is a continuous method of communication between services providers and their customers. Offering premium service quality in the service industry has been claimed to be crucial to gain a competitive advantage (Muala, A. A, 2016) . (Muala, A. A., 2016) and (Ngo, M. V. & Nguyen, H. H., 2016) have argued that customers' happiness is completely reliant on their observations and views concerning service quality after undergoing it. As mentioned by (Kant & Jaiswal, 2017) and (Kumar, A., 2018) ,there is a considerable relationship between customer satisfaction and service quality. The most common model used for determining service quality and customer satisfaction in service industries is SERVQUAL (Roslan, A., Abdullah, N.H. & Wahab, E., 2015) (Gencer, Y.G. & Akkucuk, U., 2017). The model has been much widely used than other models since

it is consistent, valid, and extensively applicable within service-sector organizations (Gencer, Y.G. & Akkucuk, U., 2017)

2.4 Summary

The second chapter demonstrate introduction of the literature, concept theory and literature review.

CHAPTER 3 - Research Methodology

3.1 Introduction

Research methodology refers to suitable methods used to carry out research and to determine the effective measure in addressing the problem statement. 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

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success. An impact research design usually creates a minimum bias in data and increases trust in the accuracy of collected data. A design that produces the least margin of error in experimental research is generally considered the desired outcome. Proper research design sets your study up for success. Successful research studies provide insights that are accurate and unbiased. You'll need to create a survey that meets all of the main characteristics of a design.

This research is a quantitative research. Quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. It involves using structural question in which respondent's options have been predetermined and a large number of respondents are involved. From this survey, the information will be analyses so that the lack of management can be improve to achieve the objective of our research.

3.3 Population, Sample Size and Sampling Technique

The population is individual who using services from GLENMARIE POSLAJU. The general rule minimum number of respondent or sample size is five-to-one ratio of the number

of independent variables to be analyzed. (Hair Jr., J. F. et al., 1998) proposed the acceptable ratio would be ten-to-one ratio of the independent variables. Based on the five-to-one ratio the minimum number of respondent would be thirty (30) respondents and based on the ten-to-one ratio the minimum number of respondents would be sixty (60) respondents. Non-probability purposive convenient sampling method was used as time constraints and convenience in order to obtain enough respondents. The list of GLENMARIE POSLAJU user cannot be obtained therefore probability sampling could not be done.

3.3.1 Target Population

Target population is the entire group of people or objects to which the researcher wishes to generalize the study findings. The target population meets the set of criteria of interest to researchers. In this research the target population is the customers of GLENMARIE POSLAJU, SHAH ALAM.

3.3.2 Sample Size

The sample sizes that will be selected are the people living in Shah Alam area. Based on Zamboni (2010), sample size is generally represented by the variable "n". Krejcie and Morgan table is used in determining the sample size. Based on Krejcie & Morgan, (1980), the number of population is exceeding 100,000, which resulting the respondents should be 384.

3.3.3 Sampling Technique

In this research sampling technique, researcher use non-probability sampling in which the respondents are decided on from the population in some non-random manners. Researchers have used this sampling technique because all targeted respondents need fit the criteria of that they need to be customers on GLENMARIE POSLAJU, SHAH ALAM.

3.3.4 Sampling Location

Researchers focused on people who using services from GLENMARIE POSLAJU, SHAH ALAM. This is because the targeted population for this research is the customers of GLENMARIE POSLAJU. Researchers distributed the questionnaires through online Google Form.

3.4 Research Instrument

For this study, self-administered questionnaires were carried out. Self-administered questionnaire defines the method where the respondents solution questionnaire by using their very own, through Google Form. (1 author)

Undeniably, the questionnaires function is totally important tool of this study. Questionnaire is to gather statistic and the results can be consistently used to examine and evaluation.

The structure of the questionnaire is done in easy Malay and English language for better understanding of query descriptions to activate critical wondering and analytical behaviour of the respondents.

Typically, the questionnaires are divided into three sections that are segment A for the demographic profile, section B for general question and section C for main section.

In section A, it consists of four question which can be closely related to the demographic record namely gender, age, employment and ethnicity.

In section B, it consists of three question. This segment activates on how well respondent using the service provided by POSLAJU.

In section C, it includes three segment. Segment 1 is for satisfaction, segment 2 for service quality and segment 3 for commitment.

Finally, the 400 questionnaire becomes dispensed to the target respondent. To increase the validity and re-ability of the statistics accumulated, the respondents are requested on their willingness to take part inside the questionnaire prior to the questionnaire.

The questionnaire become allotted and gathered in in 3 weeks from 22 October 2020 until 7 November 2020. The questionnaire was executed easily, as a consequence researchers capable of accumulated it on time.

The questionnaire was executed by distributed to 400 respondent and 384 questionnaires have been answered by respondent through Google Form.

3.5 Data Collection Method

Data collection is defined as the procedure of collecting, measuring and analyzing accurate insights for research using standard validated techniques. A researcher can evaluate their hypothesis on the basis of collected data. This study conducted using two types of data collection method which are primary data and secondary data.

3.5.1 Primary Data

According to (Malhotra, N.K., 1999) primary data are originated by the researcher for the specific purpose of addressing the problem the problem at hand. For this study purpose, the primary data collection was taken from the communicating with certain respondents and also through distributing questionnaires.

3.5.2 Questionnaires

This study also using standardized questionnaires in order to increased speed and accuracy of recording and facilitate data processing. A set of questionnaire was designed and distributed to the targeted respondents to find out the information needed and related to the objectives of study. The type of questionnaire being used in this research is Likert scale. A Likert scale is a psychometric scale commonly used in questionnaires, and is the most widely used scale in survey research, such that the term is often used interchangeably with rating scale even though the two are not synonymous.

3.6 Data Analysis Method

Data analysis is a process of evaluating data using the logical and analytical reasoning to carefully examine each component of the data collected or provided. Also is one of the many steps that are taken when a research experiment is conducted. It also a process of evaluating data using the logical and analytical reasoning to carefully examine each component of the data collected or provided. Data is gathered from various sources related to our research topic.

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Once the data is collected, it is then reviewed and analysis to get to a conclusion or form some sort of finding.

The data gathered through questionnaires was coded and analyzed using the computerized SPSS (Statistical Software Package for Social Science) software version 12. They were summarized using appropriate descriptive and inferential statistics.

3.6.1 Pilot Study

Pilot study is a questionnaire testing process involving a group of small respondents. Acoording to Sabitha (2005) in Uma (2018), the purpose of pilot study is to test its suitability and accountability to the respondent understanding. By conducting the pilot study, researcher can get a chance to improve or change items that are unsuitable, vague and confusing to the respondents (Uma, 2018, Ahmad Mahdzan, 2007 an Sabitha, 2005).

The pilot study has been conducted customer of Glenmarie Poslaju with 30 respondents. Based on the pilot study conducted, all items in the questionnaires can be accepted with the reliability value above than 0.7. Table 1 describe he data of reliability Cronbach's Alpha for research instrument lies in between 0.853 to 0.932.

3.6.1   Result of Reliability Test

Variable	No. Of Items	Items Deleted	Cronbach's Alpha
Satisfaction	5	0	.853
Service Quality	5	0	.943
Commitment	4	0	.932

3.7 Summary

This chapter discussed the population, sample, methods and procedures used to conduct the research. Besides, the descriptions of the finding make pursuit to any items for each aspect. The data were collected are then analyzed and discussed and the results are displayed. The research methodology used to meet the research questions that have made in Chapter 1.

<center>**CHAPTER 4 - Analysis and Result**</center>

4.1 Introduction

      This chapter represents the patterns and analysis of results, which are relevant to the research questions and hypothesis. This chapter will further elaborate the output of study based on the SPSS. A pilot test was conducted with the sample size of 30 respondents. The final result of the survey was analyzed for 411 respondents from Glenmarie Poslaju customer.

4.2   Respondent's Demographic Profile

      The Demographic profile of the respondents has been identified in Section A of the questionnaire. A total of 4 question were asked to collect data regarding to the respondents gender, age, employment and ethnicity.

Table 4.1   Respondent's Demographic Profile

Profile	Frequency	Percentage (%)
Gender		
Male	181	47.1
Female	203	52.9
Age		
Below 20 years	175	45.6
20 - 25 years	204	53.1
26 - 30 years	1	3
31 - 35 years	1	3
Above 36 years	3	8
Employment		
Employed	199	51.8
Student	185	48.2
Ethnicity		

Malay	313	81.5
Indian	37	9.6
Chinese	30	7.8
Others	4	1.0

Table 4.1 Frequency Analysis For Demographic Profile

As show in Table 4.1, the analysis of respondents' gender has revealed that 47.1 % of the respondents were male while female consisted of 52.9% of total sample size.

Furthermore, there was 45.6% respondents falling into category of below 20 years old, 53.1 % for 20 - 25 years old, 3% for 26 - 30 years old, 3% for 31 - 35 years old and 8% for above 36 years old.

Next, there are 51.8 % of the respondent were employed and 48.2% of the respondent were student.

Lastly, majority respondents were Malay, which represented 81.5%, Indian respondent represented 9.6 %, Chinese respondent were 7.8 % and others respondent 1.0 %.

4.3 Descriptive Analysis

The scale measurement used in this study was 5-point Likert scale. For clarity of explanation, the mean-scores were divided into three levels, which are low, moderate and high. Mean values of less than 2.49 was categorized as "low", mean values between 2.50 and 3.39 was categorized as "moderate", while mean values of 3.50 to 5.00 was categorized as "high"

Table 4.2   **Descriptive Statistics for Satisfaction (N=384)**

	Mean	Std. Deviation
1) I am satisfied with ordering services provided	4.00	.721
2) I am agree with the pricing for the type of shipment	3.96	.736
3) I agree that the packaging and product/s were undamaged	3.96	.745
4) I am satisfied that the courier arrived within the specified delivery time	3.95	.763
5) I am satisfied its is accurate that delivery delivered to address of shipment	4.01	.787

The result from table 4.2 shows that respondents are tend with the question " I am satisfied with the ordering services provided" and " I am satisfied its is accurate that delivery delivered to address of shipment" as the mean is 4.00 and 4.01 higher than the other three question which are, the mean value 3.96, 3.96, and 3.95. It show that mostly respondents are tend to be satisfied with the ordering and delivery service provided.

Table 4.3   **Descriptive Statistics for Service Quality (N=384)**

	Mean	Std. Deviation
1) Poslaju Glenmarie Outlet has a clean environment	3.96	.814
2) The courier was friendly and helpful	3.99	.785
3) The staff at the desk are polite and helpful	4.02	.822
4) The staff at the counter provided me with the correct documentation	4.03	.811
5) The staff are neat and well-groomed	4.05	.778

The result from table 4.3 shows that respondent are tend with the question " The staff are neat and well-groomed" as the mean value is 4.05 higher than the other four question which are, the mean value 4.03, 4.02, 3.96, and 3.99. Is shows that mostly respondent are satisfied with the staff that are neat and well-groomed.

Table 4.4   **Descriptive Statistics for Commitment (N=384)**

	Mean	Std. Deviation
1) **Do you agree that it is easy just track and trace parcel by internet and telephones**	4.05	.858
2) **The price set is reasonable with the weight of item/parcel**	3.99	.830
3) **Good items/parcel delivered**	4.04	.820
4) **Delivery are based on consumers need**	4.08	.729

The result from table 4.4 shows that respondents are tend with the question "Delivery are based on consumer need" as the mean is 4.08 higher than the other three question which are, the mean value 4.05, 4.04, and 3.99. It shows that mostly respondent are satisfied if delivery are based on consumers need.

Table 4.5   **Mean Level According to Variable**

Variables	Level	Frequency	%
Satisfaction	High	321	83.59
	Medium	54	14.06
	Low	9	2.34
Service Quality	High	300	78.13
	Medium	71	18.49

	Low	13	3.39
Commitment	High	310	80.73
	Medium	57	14.84
	Low	17	4.43

Table 4.5 shows the mean level according to variable. Based on the table, Satisfaction has high level of mean which indicates a high satisfaction of customer. Service quality also has a high level of mean which is indicated a high level of service quality. Commitment also has high level of mean which indicated a high level of commitment. Overall, the mean level according to variable has a high level of mean.

4.3   Scale of Measurement

Scale of measurement refer to ways in which variables or numbers are defined and categorized. Each scale of measurement has certain properties which intern determines the appropriateness for use of certain statistical analyses. The scale of measurement are nominal, ordinal, interval, and ratio.

4.3.1 Reliability Statistics

Table 4.6   **Reliability Statistics for Each Variable.**

	Cronbach's Alphas	Cronbach's Alpha Based on Standardized Items	No of items
Satisfaction	.936	0	5
Service Quality	.954	0	5
Commitment	.932	0	4

Based on Table 4.6, the result have revealed that the internal re-ability of each construct has ranged from 0.932 to 0.954. Alpha Coefficient of 0.6 was set as the minimum criterion. Construct of tangible features had fulfilled the minimum criterion as it portrayed in alpha coefficient. Thus the result of the pilot test has indicated that overall consistency reliability for each content. The alpha coefficient is in the range of 0.8 - 1.0, they are considered to be very strong.

The result has shows that service quality had the highest coefficient (0.954) while the commitment had the lowest coefficient (0.932).

Table 4.7   Correlation

		Satisfaction	Service Quality	Commitment
Satisfaction	Pearson correlation	1		
	sig.(2tailed)			
	N			
Service Quality	Pearson correlation	.756**	1	
	sig.(2tailed)	.000		
	N	384		
Commitment	Pearson correlation	.699**	.756**	1
	sig.(2tailed)	.000	.000	
	N	384	384	

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

H1: There is a significant positive relationship between service quality and customer satisfaction.

Based on Table 4.7, the relationship between Service Quality and Customer Satisfaction is Strong ($r=0.756$). 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.

4.4   Summary of the chapter

In this chapter, the descriptive analysis, and scale measurement, which were used to analyse the outcome of the data collected and gathered results for further discussion. The next chapter will provide a more detailed of the major findings and conclusions of the study.

CHAPTER 5

Discussion, Conclusion, and Implication

5.1 Introduction

In the previous chapter, the researchers have obtained results from the data collected. This chapter will discuss on the findings from previous chapter and it contains two parts which are the interpretation of results, and conclusion of the study.

5.2 Discussion

Among the 400 questionnaires that distributed to Glenmarie Poslaju customer, 384 were answered by Google Form. In the 384 sets collected questionnaires, all the respondent are male and female.

Based on table 4.1, the demographic profile show the range is from below 20 years old - above 36 years old. For the gender, female respondents for this research is 52.9% which higher than male respondents which is 47.1%. For the employment, respondents who is employed is 51.8% and respondents for student is 48.2%. For ethnicity, the respondent were Malay 81.5%, Indian 9.6%, Chinese 7.8% and Others 1.0%.

Based on table 4.2, descriptive statistics for satisfaction towards courier service, items "I am satisfied with ordering services provided" have the highest score mean value 4.01. This shows that respondents agree with Glenmarie Poslaju service. Therefore, item that has lowest score is "I am agree with the pricing for type of shipment" which is 3.95. This indicates that the respondents were least satisfied with the pricing level.

Based on table 4.3, descriptive statistics for service quality towards courier service, the overall mean value is 4.05, which is the high level. It show that the respondent is satisfied with the service provided by Glenmarie Poslaju.

Based on table 4.4, descriptive statistics for commitment, the items "Delivery are based on consumers need" score the highest mean level which is 4.08. This indicates that the respondent were agree if delivery are based on consumers need.

Based on table 4.5 shows the mean level according to variable. Based on the table, Satisfaction has high level of mean which indicates a high satisfaction of customer. Service quality also has a high level of mean which is indicated a high level of service quality. Commitment also has high level of mean which indicated a high level of commitment. Overall, the mean level according to variable has a high level of mean.

Based on table 4.6, the reliability coefficient for each variable that measure using the Cronbach's Alpha Coefficient, the value of satisfaction is 0.936, service quality is 0.954 and commitment is 0.932, all the value are above 0.6, where it considers acceptable. Based on the value, all variable that addressed in the questionnaire achieved reliability of 0.8 above to the fact that the items in the questionnaire is reliable.

Based on table 4.7, correlation between variables shows that there is a significant positive relationship between service quality and customer satisfaction. Table shows that the relationship between Service Quality and Customer Satisfaction is Strong 0.756. The relationship is also significant at level of 0.01.

5.3 Conclusion

The aim of this study was to study on customer satisfaction for courier services at Glenmarie Poslaju.The purpose of this study was also to discover whether the users of Glenmarie Poslaju are satisfied with the services or not. The specifics research questions that were answered during this study, they were:

1) To study the level of service quality at Glenmarie Poslaju customer.

 2) To find the level of customer satisfaction towards service quality provided by Glenmarie Poslaju.

3) To examine the relationship between service quality, commitment, and customer satisfaction.

5.4 Recommendation for the future study

In due course of this study, the researchers have found that there is some scope for improving the quality of this study in future.

For future research, the proactive contact is also valid from the customer point of view, who when being earlier informed is able to prepare better for the receipt of the parcel. The considerable part of courier companies does not want to provide courier direct phone numbers. It is caused by the fact that the customers will stop reporting orders through the internet or over the phone to the customer service department and will start phoning couriers up directly. In such case, the courier would not be often to take the decision on the possibility of the receipt of the parcel well, and consequently, wanting to satisfy customer's desire, will be trying to change the route.

The validity and constancy of the result can be improved by enlarging the sample size, specifically more than 400 questionnaires. Besides, the time frame of conducting survey should be extended in order for researchers to get sufficient time to distribute and collect from large number of respondent. For future research can distributed the questionnaire through Google Form to get more respondent from the whole population.

The researchers having this project during pandemic, the researchers having restriction to eye contact with respondents and it's affected researcher's sample. Researchers recommend for future research is to get through respondent directly to distribute their survey, it's very affective way and possibly can get more sample.

5.5 Summary of the Chapter

In conclusion, this section covers the entire chapter of this study. There are implications that can help the quality of POSLAJU GLENMARIE services to make improvements in order to maximize customer satisfaction. Next, this study has covered some of the limitations that the researchers have faced. In addition, this limitation has been supported by feedback from customer satisfaction on courier services at POSLAJU GLENMARIE.

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GANTT CHART

Activities	Month/Week	August			September				October				November		
	Week	2	3	4	1	2	3	4	1	2	3	4	1	2	3
Title Determination		■													
Literature Review		■	■	■	■	■	■	■	■	■	■	■	■	■	■
Consultation with Supervisor		■	■	■	■	■	■	■	■	■	■	■	■	■	■
Preparation of Proposal		■	■	■	■	■									
Instrument Preparation and Data Collection					■	■	■	■							
Data Analysis									■	■	■	■			
Writing a Draft Project										■	■	■			

Final Review and Draft																
Final Project Submission																

Planning and cost

Material	Quantity (unit)	Price (RM)	Total (RM)
Journal print	20	0.7	14
Transportation	1	20	20
Total cost (RM)			34

QUESTIONNAIRE

SERVICE QUALITY ON CUSTOMER SATISFACTION TOWARDS COURIER

SERVICE AT POSLAJU GLENMARIE

INSTRUCTIONS:

1) There are **THREE (3)** section**s** in this questionnaire. Please answer **ALL** questions in **ALL** sections.

2) The content of the questionnaire will be kept **strictly confidential**.

3) Completion of this form shall take you approximately 10 - 15 minutes.

SECTION A – DEMOGRAPHIC (/)

PROFILE OF RESPONDENTS

D1. Gender

- o   Male
- o   Female

D2. Age

- o   Below 20 years
- o   20 – 25 years
- o   26 – 30 years
- o   31 – 35 years
- o   Above 36 years

D3. Employment

- o   Employed
- o   Student

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D4. Ethnicity

- Malay
- Chinese
- Indian
- Others

SECTION B – GENERAL QUESTION

Please tick (/) in the appropriate answer regarding your opinion.

G1. How often do you use the service?

- Daily basis
- Weekly basis
- Monthly basis
- Few times a year
- Once a year

G2. What is your preferred method of ordering?

- In person
- Telephone
- Email
- Via the company website

G3. Which type of shipping do you use most often?

- Letter
- Parcel
- Excessive or oversized shipment

SECTION C – MAIN SECTION

Please circle (O) in the appropriate number regarding your opinion.

Strongly   **Disagree**   **Neutral**   **Agreed**   **Strongly**

Disagree   **Agree**

|_____|_____|_____|_____|

SATISFACTION

No.	Statement	Strongly Disag	Disa gre	Neutral	Ag ree	Strongly Agre
ST1	I am satisfied with ordering services provided	1	2	3	4	5
ST2	I am agree with the pricing for the type of shipment	1	2	3	4	5
ST3	I agree that the packaging and product/s were undamaged	1	2	3	4	5
ST4	I am satisfied that the courier arrived within the specified delivery time	1	2	3	4	5
ST5	I am satisfied it is accurate that delivery delivered to address of shipment	1	2	3	4	5

SERVICE QUALITY

No.	Statement	Strongly Disag	Disa gre	Neutral	Ag ree	Strongly Agre
SQ1	Poslaju Glenmarie's Outlet has a clean environment	1	2	3	4	5

SQ2	The courier was friendly and helpful	1	2	3	4	5
SQ3	The staff at the desk are polite and helpful	1	2	3	4	5
SQ4	The staff at the counter provided me with the correct documentation	1	2	3	4	5
SQ5	The staff are neat and well-groomed	1	2	3	4	5

COMMITMENT

No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CM1	Do you agree that it is easy just track and trace parcel by internet and telephones	1	2	3	4	5
CM2	The efficiency of facilities and transportation provided	1	2	3	4	5
CM3	Good items/parcel delivered	1	2	3	4	5
CM4	Delivery area based on consumers need	1	2	3	4	5