THE STUDY OF DELIVERY SERVICES FEATURES OF CUSTOMER SATISFACTION AMONG STUDENTS OF UNIVERSITI MALAYSIA KELANTAN (UMK) IN CAMPUS KOTA

ANG CHIA SIN

ASYUHADA BINTI ZOOLKIFLIE

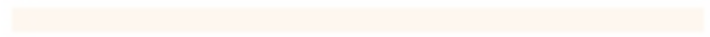NUR IZZAH AFIFAH BINTI ABDULLAH

SITI NAJIHAH BINTI AZNAN
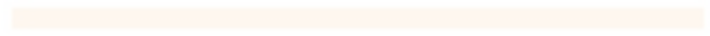
DEGREE OF BACHELOR OF ENTRENEURSHIP (COMMERCE) WITH HONORS

(2024)

UNIVERSITI

MALAYSIA

KELANTAN

The Study of Delivery Services Features of Customer
Satisfaction among Students of Universiti Malaysia Kelantan
(UMK) in Campus Kota

By

Ang Chia Sin

Asyuhada Binti Zoolkiflie

Nur Izzah Afifah Binti Abdullah

Siti Najihah Binti Aznan

A thesis submitted in fulfillment of the requirements for the degree of
Bachelor of Entrepreneurship (Commerce) with Honors

Faculty of Entrepreneurship and Business
UNIVERSITI MALAYSIA KELANTAN

2024

THESIS DECLARATION

I hereby certify that the work embodied in this thesis is the result of the original research and has not been submitted for a higher degree to any other University or Institution.

☑	**OPEN ACCESS**	I agree that my thesis is to be made immediately available as hardcopy or on-line open access (full text).
☑	**EMBARGOES**	I agree that my thesis is to be made available as hardcopy or on-line (full text) for a period approved by the Post Graduate Committee. Dated from _____ until _____ .
☑	**CONFIDENTIAL**	(Contain confidential information under the Official Secret Act 1972)*
☑	**RESTRICTED**	(Contains restricted information as specified by the organization where research was done)*

I acknowledge that Universiti Malaysia Kelantan reserves the right as follows:

1. The thesis is the property of Universiti Malaysia Kelantan.
2. The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research only.
3. The library has the right to make copies of the thesis for academic exchange.

_____
SIGNATURE
NAME: ANG CHIA SIN

_____
SIGNATURE
NAME: ASYUHADA BINTI ZOOLKIFLIE

_____
SIGNATURE
NAME: NUR IZZAH AFIFAH BINTI ABDULLAH

_____
SIGNATURE
NAME: SITI NAJIHAH BINTI AZNAN

Date: 18 JANUARY 2024

_____
SIGNATURE OF SUPERVISOR
NAME: DR. NURUL IZYAN BINTI MAT DAUD
Date: 18 JANUARY 2024

i

ACKNOWLEDGEMENT

TABLE OF CONTENT

LIST OF TABLE

LIST OF FIGURE

ABSTRAK

Perkhidmatan penghantaran semakin popular di Malaysia. Ini memberi manfaat kepada pelajar kerana ia menarik minat mereka untuk menggunakannya dalam kehidupan seharian mereka. Objektif kajian ini adalah untuk menentukan ciri-ciri perkhidmatan penyampaian kepuasan pelanggan di kalangan pelajar Universiti Malaysia Kelantan (UMK) di Kampus Kota. Ciri-ciri utama perkhidmatan penghantaran yang mempengaruhi kepuasan pelanggan adalah kecekapan penghantaran, penjejakan bungkusan, penghantaran yang lancar, dan kemudahan. Penyelidikan kuantitatif yang digunakan dalam kajian ini adalah persampelan kemudahan bukan kebarangkalian dan tinjauan soal selidik diedarkan oleh Google Form. Kajian ini mendapat sambutan daripada 376 responden daripada pelajar UMK di Kampus Kota. Perisian SPSS versi 29 digunakan untuk menganalisis data yang dikumpul. Untuk menentukan ujian kebolehpercayaan, ujian normaliti, dan analisis Korelasi Pearson. Hasilnya menunjukkan bahawa semua pembolehubah bebas (perkhidmatan penghantaran, penjejakan bungkusan, penghantaran yang lancar, dan kemudahan) mempunyai hubungan positif yang sederhana dengan kepuasan pelanggan. Semua kenyataan hipotesis dalam kajian ini diterima. Selain itu, implikasi, batasan, dan cadangan kajian untuk rujukan kepada penyelidik dan perniagaan peruncitan pada masa akan datang. Kajian ini memberi manfaat kepada para penyelidik pada masa akan datang yang berminat untuk menyiasat topik yang sama.

Kata kunci: *Kepuasan pelanggan, perkhidmatan penghantaran, kecekapan penghantaran, pengesanan bungkusan, penghantaran lancar*

ABSTRACT

Delivery services are gaining popularity in Malaysia. This benefits students because it attracts them to use it in their daily lives. The objective of this study is to determine the delivery services features of customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. The main features of delivery services that influence customer satisfaction are delivery efficiency, parcel tracking, smooth delivery, and convenience. The quantitative research that was used in this study is non-probability convenience sampling and the questionnaire survey was distributed by Google Form. The study received a response from 376 respondents from students of UMK in Campus Kota. The SPSS version 29 software was used to analyze the collected data. To determine a reliability test, normality test, and Pearson Correlation analysis. The result shows that all independent variables (delivery services, parcels tracking, smooth delivery, and convenience) have a moderate positive relationship with customer satisfaction. All the hypothesis statements in this study are accepted. Besides that, the study's implications, limitations, and recommendations for a reference to researchers and retailing businesses in the future. This study is beneficial to the researchers in future who are interested in investigating a similar topic.

Keywords: *Customer satisfaction, delivery services, delivery efficiency, parcels tracking, smooth delivery*

CHAPTER 1

INTRODUCTION

1.1   Background of the Study

Delivery service means a business that specializes in transporting goods or parcels from one location to another. This delivery service can also be used by individuals, small businesses and large companies to transport goods such as food, groceries, documents and other goods. Furthermore, delivery services usually use various modes of transport such as cars, trucks and motorcycles and it depends on the distance and size of delivery. For end users, delivery is important as most customers are not familiar with the smoothness of the distribution channel process (Dora Naletina, 2017). Service delivery is an important part of a service provider's relationship with customers and this delivery connects potential customers who need specific products and services with brands and businesses that can provide these services. This process involves the transfer of goods from the last delivery base to the home or destination of the end user and this is the most important issue in this process (Vakulenko et. al, 2019).

Besides that, there are several types of delivery services among which are parcel delivery. This means where a storage place or warehouse is required to store all packages and parcels to be shipped. The second type of delivery service is food delivery, a delivery industry which can order food through applications or websites such as GrabFood, Food Panda and so on. Next, the third type is the grocery delivery service which is the delivery of groceries with large retail brands such as Mydin, Jaya Grocer and others to assist in delivery services. The fourth is the general freight forwarder is to deliver any kind of goods from documents, cakes, pay bills or buy essential items. The latter type is cooking gas delivery where a gas conveyor truck or a grocery

store is nearby to deliver and change the empty gas tank and the service is still not widely explored.

The rapid growth of e-commerce and the increasing demand for online shopping have significantly transformed the retail industry over the past decade. One critical aspect of this transformation is the emergence and expansion of delivery services provided by various businesses. The emergence of electronic or e-commerce commerce has put home delivery services at the heart of an effective e-supply chain (Agatz et al, 2011). In addition, delivery services play an important role in the smoothness of the experience and customer satisfaction as it is the last touch point in the purchase journey. Delivery activities are provided by the firm or service provided where goods and products are delivered to the customer's door (Kassim and Asiah Abdullah, 2010). Delivery services have grown rapidly in recent years, with the emergence of various platforms and technologies that have offered convenience, speed and reliability. In addition, new innovations and technologies are being created to increase the effectiveness of logistics service providers and promote development in business and business models in the home delivery organization (Maliheh Ghajargar, 2016). In this study, delivery services that affect customer satisfaction have become an urgent concern for businesses looking to gain a competitive benefit in the market.

Moreover, customer satisfaction is an important factor for the success and sustainability of any business. The growth of a company heavily relies on how well it retains customers through quality service and ensuring customer satisfaction (Edward and Sahadev, 2011). The study on the features of delivery services and customer satisfaction among students at Universiti Malaysia Kelantan (UMK) in Campus Kota is located in a broader context on the rapidly evolving higher education landscape and the increasing integration of technology in academic

services. As universities around the world adapt to the digital age, the delivery of services to students has undergone significant changes. Therefore, this study aims to review the characteristics that affect customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota in delivery services is important for a business and effective also to students.

In 2021, approximately 737.36 million domestic courier products were delivered by courier service providers in Malaysia and the e-commerce market value is estimated to reach RM 28.5 billion. The postal and courier industries have benefited financially from the rise in parcel shipments brought about by the expansion of the e-commerce business. In addition, this parcel delivery service is considered essential, and a company is running smoothly and this situation provides an opportunity for an industry to renew its operating system, digitize its operations and improve effectiveness, efficiency and resilience (Hanani Azman, 2021). For service delivery workers are indispensable following the Covid-19 movement control order due to this issue being able to record a jump of over 30% in orders at the same time the number of restaurants interested in using this delivery platform has increased significantly. Therefore, the surge in online shopping has contributed directly to the growth of the logistics industry.

Delivery services have grown rapidly in recent years, with the emergence of various platforms and technologies that have offered convenience, speed and reliability. Furthermore, the growing competition in the e-commerce and logistics industries has prompted companies to continuously innovate their delivery service features. New innovations and technologies are being created to enhance the effectiveness of logistics service providers and promote development in business and business models in the home delivery industry (Maliheh Ghajargar, 2016). Despite the obvious importance of customer satisfaction in the context of delivery

3

services, there is a limited research body that comprehensively analyzes the specific features that drive satisfaction in this domain.

In this study of delivery services, the reason for choosing this type of package delivery is because of the technological age in which consumers prefer to buy goods online because it is convenient for consumers and cost-effective. This study examines the characteristics of delivery services towards customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota and there are several factors that influence customer satisfaction such as delivery efficiency, parcel tracking, smooth delivery and convenience. In this study, researcher also aims to determine the characteristics of these services affect the level of customer satisfaction among students at Universiti Malaysia Kelantan (UMK) in Campus Kota and at the same time increase the overall competitiveness of these services in the e-commerce market at future.

1.2   Problem Statement

The problems of the delivery services industry have seen a significant transformation with the advent of digital platforms that offer convenience and efficiency. This delivery service is mainly used by all citizens in Malaysia. There are some delivery companies that have poor service management, and this is due to some companies not put the emphasis on the interests of their users and making it difficult for consumers. In addition, some delivery service companies have technical problems such as slow delivery, defective goods, keeping customers up to date, and not providing parcel tracking numbers to customers and so on. Therefore, the level of customer satisfaction directly correlates with the sustainability and success of delivery service

providers and customers who are not or less satisfied are more likely to turn to competitors and adversely affect a business.

The aims of this study are to identify factors that affect customer satisfaction with the use of delivery services for the students of Universiti Malaysia Kelantan (UMK) in Campus Kota. Businesses nowadays focus more on how to create customers and retain customers through quality delivery services, customer satisfaction (Alexander Preko, 2014). This is due to the fact that maintaining customer satisfaction with a business is a challenge because getting customer satisfaction with products or goods for a business is very difficult. By providing various facilities provided or offered by businesses to customers many of them are delivery services. More and more business organizations are facing a real reality that satisfies customers at a normal or basic level is not sufficient to ensure customer loyalty (Alexander, 2010).

Customer satisfaction is the gauge of a client's contentment with a company's products, services, and capabilities. Gathering data through surveys and ratings aids businesses in identifying effective ways to improve or modify their offerings. Often considered a pivotal factor for a company's success and long-term competitiveness, customer satisfaction with products or services is crucial (Hennig-Thurau & Klee, 1997).

Moreover, the next factor is the efficiency of delivery. Nowadays, almost all consumers buy goods online and at the same time consumers will use the delivery service up to the doorstep. This has led parcel delivery service providers to handle large numbers of shipments with complex needs in a time-efficient manner (Yoshinori Suzuki, 2021). Increasing customer satisfaction is a priority in efficient delivery management as every customer wants their goods delivered at the right time. In relation to this efficient delivery issue according to the New Straits

Times website, a survey conducted in Malaysia related to delivery services has reported the longest transit time in the region with delivery taking 5.8 days compared to the regional average time of 3.3 days. Furthermore, more than 90% of customer complaints and negative feedback specifically pertain to late delivery or issues related to delivery status. (Bernama, 2019).

The next factor is parcel tracking. The main purpose of this factor is to develop an efficient and secure web-based system called the Parcel Detection System to manage and track parcels (Juanita Zainudin, 2021). Most companies use the inspection center method to track packages, faucets of simplicity and reliability (Medhat H.A Awadalla, 2018). Based on this factor the related issue is where during the delivery parcel is not updated and sometimes the delivery time is not the same as the tracking of this system due to the fact that there is a user whose tracking number is not updated in the system and makes it difficult to track the parcel (Nur Liyana et. al, 2018).

Furthermore, the third factor is smooth delivery. Service quality is the utmost care offered to customers within the organization's scope. It hinges on the gap between a consumer's perception and expectation of the service. Next, the quality of service is the capacity for the expected service provider with the perceived service to achieve customer satisfaction (Seth, Deshmukh and Vrat, 2005). The issue related to this factor is that there are some delivery service companies that overcome technical problems such as slow delivery, defective goods and so on (Ilya Yasnorizar Ilyas, et.al, 2021) This will cause the courier company to lose its customers, and this will be the case of customer dissatisfaction.

The last factor that affects customer satisfaction is convenience. Delivery services continue to grow, not only in the food and beverage industry but also in the needs of other goods

(Sholikhah, 2022). By providing delivery services to consumers to provide consumers with convenience in shopping and even save time and energy by using the convenience of delivery services (Dewi Agustin Pratama Sari, 2022). The issue related to this factor is that convenience is that a country has shifted to a hybrid lifestyle since the advent of the pandemic and the convenience of the internet, there has been a constant increase in consumers who prefer online shopping over physical stores.

1.3   Research Question

The research questions are:

1. What is the relationship between delivery efficiency and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota?

2. What is the relationship between parcel tracking and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota?

3. What is the relationship between smooth delivery and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota?

4. What is the relationship between convenience and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota?

1.4 Research Objective

The purposes are:

1. To examine the relationship between delivery efficiency and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

2. To examine the relationship between parcel tracking and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

3. To examine the relationship between smooth delivery and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

4. To examine the relationship between convenience and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

1.5 Scope of the Study

In this study, this study was mostly conducted around Universiti Malaysia Kelantan (UMK) in Campus Kota..This study's primary goal is to determine the relationship between the variables that influence Universiti Malaysia Kelantan (UMK) students' satisfaction with delivery services on Campus Kota. Next, the respondents in this study consist of students from Universiti Malaysia Kelantan (UMK) in Campus Kota who has experience in buying goods using delivery services. This shows that respondents in the range of 18 years and below to 31 years and above whom have experience using delivery services are eligible to participate in the study. This study also aims to determine which aspects of service delivery are associated with students' satisfaction levels at Universiti Malaysia Kelantan (UMK) in Campus Kota. The Google Form platform will

serve as the study's reference and survey tool, and online questionnaires will be used to collect data for this investigation.

1.6   Significance of the Thesis

This study focuses on the characteristics of delivery services of customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota which have major implications for both businesses and consumers. Understanding the factors that contribute to the customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota the context of delivery services is important as understanding the features of delivery services in the context of the university environment is important to optimize the overall student experience. Therefore, by identifying key characteristics that affect the customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota, businesses can make informed decisions to improve their delivery services efficiently and effectively in ensuring that students receive the necessary resources, materials and information in a timely manner.

The implications of this study's findings may extend beyond Kelantan to the logistics and e-commerce sectors. The study holds significance given the fast changing landscape of higher education and the growing dependence on technology for service delivery. Features and practices that contribute to customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota in the context of this study may be relevant for businesses and consumers among UMK students by offering valuable insights for industry stakeholders. As universities, including Universiti Malaysia Kelantan (UMK), continue to use digital platforms and online resources, researching the features of delivery services becomes essential to align these services with students' expectations and priorities. However, according to the views from this study can

inform the development or improvement of the delivery system, ensuring that it is user-friendly, reliable, and tailored to the unique needs of students in a particular university environment.

1.7   Definition of Term

1.7.1   Customer Satisfaction

Customer satisfaction gauges how effectively overall customer experience aligns with customer expectations (Alaina Franklin, 2023). As for customer satisfaction, loyalty, product knowledge and competitive capabilities are variables that have been widely studied around the world (Maria Kralova, 2019). Efficient service is anticipated to impact customer satisfaction positively, fostering increased engagement and stronger customer relationships (González, 2007).

1.7.2   Delivery Efficiency

Delivery efficiency is the measure of how much time it takes to deliver a product. To survive in the parcel delivery business, cost-efficient fulfillment is extremely challenging in the case of home delivery attended (Agatz et al., 2013).

1.7.3   Parcel Tracking

To track important events that have been traveled by delivery from the starting point to the destination and where the shipment of goods or other shipments is currently located. Real-time shipping tracking is an essential component of delivery services. The delivery tracking system helps provide expert delivery to customers, improves operational administration, and leads to customer satisfaction (Michael Gayst, 2022).

1.7.4 Smooth Delivery

It is an important role in the company's operational activities as the quality of service greatly affects customer satisfaction and loyalty (Angeline Sutrisno, 2019).In a business should maintain the maintenance of quality of service to thrive in business competition and quality of service is an important factor in determining the customer's decision to achieve satisfaction (Erna Andajani, 2019).

1.7.5 Convenience

Convenience products in marketing are items sold by a company that demands minimal advertising due to their high purchase frequency. Service facilities have been defined as any type of facility that provides certain services resulting from a reduction in time and effort for customers (J Peemanee, 2021). Convenience products are goods that enhance a customer's life and necessitate regular repurchases.

1.8 Organization of the Thesis

The report is divided into five chapters. For the first chapter is an introduction that introduces the main concepts of the study paper that describes the background of the study, problem statement, research question, research objective, scope of the study, definition of term and organization of the proposal.

For the second section or chapter is an analysis of the literature survey from the previous article or journal. The headings under chapter 2 are introduction, underpinning theory, previous studies, hypotheses statement, conceptual framework and summary or conclusion.

For the third chapter is to discuss the process of doing research which includes introduction, research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables, procedure for data analysis and summary or conclusion.

Next, chapter four will explain about the data analysis and findings in this study that's about the delivery services features of customer satisfaction in students of Universiti Malaysia Kelantan (UMK). This chapter also will provide the data analysis by using Statistical Package for the Social Science (SPSS). All the calculations about the data analysis be calculated by using SPSS.

Last but not least is Chapter 5, this chapter will contain all the overall findings of this study related to the delivery services of customer satisfaction in students of Universiti Malaysia Kelantan (UMK). These include the key findings, discussion, the implication of the study, the limitations of the study, recommendations for future research, and conclusion. All about this study is concluded in this chapter.

CHAPTER 2

LITERATURE REVIEW

2.1   Introduction

This chapter explains the relationship between the independent variable and the dependent variable, which the dependent variable is customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. In contrast, the independent variables are delivery efficiency, parcel tracking, smooth delivery, and convenience. Besides that, this section also has discussed the underpinning theory which is service quality (SERVQUAL). This section will provide a summary of the hypothesis and conceptual framework, which was formulated by adopting and enhancing relevant theoretical models from previous research papers.

2.2   Underpinning Theory

2.2.1   Service Quality (SERVQUAL)

Quality is a key indicator for a company's survival in the face of fierce industry rivalry. Quality is characterized as the aggregate of a product's attributes that contribute to its capability to fulfill specified or predetermined requirements. (Nazelina et al., 2020). Churchill and Surprenant (1982) and Asubonteng et al. (1996) gained prominence for popularizing the customer satisfaction theory. They assessed a business's service delivery by aligning it with customer expectations, emphasizing perceived quality. This involves meeting customer needs and desires, exceeding their expectations whenever possible (Zygiaris et al., 2022). Service quality is the culmination of all the elements that contribute to its capacity to either directly or indirectly meet demands. Customer service or service quality is a dynamic scenario that is

13

intimately tied to products, services, human resources, procedures, and the environment that can at least meet or even surpass the required service quality (Nazelina et al., 2020).

The SERVQUAL scale is extensively used to assess service quality in many industries to understand better the service status and customer requirements of the company (Ma et al., 2021). The SERVQUAL model was proposed to develop a scale of quality for services delivered by organizations and governments (Hazim et al., 2020). The SERVQUAL model is a technique for measuring perceived service quality (Yoon and Cha, 2020). In this study, this model will measure customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota on the delivery service from 4 dimensions which are delivery efficiency, parcel tracking, smooth delivery, and convenience.

2.3   Previous Studies

2.3.1   Customer Satisfaction

Satisfaction is achieved when a consumer is happy when the service or product purchased by the consumer meets their expectations (Mehmood and Najmi, 2017; Hasfar et al., 2020). The outcome of the client's use or consumption of the service is customer satisfaction. A net positive experience that results from consumers' assessments of a service provider's actual offerings in comparison to their expectations of the service is referred to as satisfaction (Uzir, Al Halbusi, et al., 2021). Furthermore, it is unclear how a customer's pleasure would affect their future use of the service or product and their connection with the business. High levels of satisfaction are typically linked to increased switching costs and a higher degree of supplier confidence, both of which would improve the likelihood that customers would make repeat purchases and refer the supplier (Cepeda-Carrión et al., 2023). The level of customer happiness and service quality are

14

closely connected. A customer's assessment of the overall excellence or superiority of a service product is derived from the evaluation process, which compares the customer's expectations with the service they believe they have gotten (Uzir, Al Halbusi, et al., 2021).

Customers will not be happy if the actual service they receive falls short of their expectations; Customers will be happy if the real service they receive lives up to expectations; and the client would be delighted or very satisfied if the service surpasses their expectations (Uzir, Hamid, et al., 2021). When compared to dissatisfied customers, satisfied customers are more likely to be eager to recommend products to their friends, repurchase products more frequently, and search for alternatives online. Unhappy customers are prone to switching retailers. Satisfaction occurs when a product's perceived performance aligns with the buyer's expectations (Handoko, 2016). This study is mainly determining on the delivery service features of customer's satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. For increasing or improving customer satisfaction with delivery service, delivery efficiency, parcel tracking, smooth delivery, and convenience is the main component in this section.

2.3.2 Delivery Efficiency

With the rise of online purchasing, the value of delivery efficiency has increased (Saha et al., 2020). Delivery services have become more and more popular after COVID-19 and last-mile delivery has become the famous delivery method to the customers. (Alves de Araújo et al., 2022) Last-mile delivery is effective and most costly portion of the delivery process from the companies' point of view. This is because of the difficult target service levels, small order sizes, and widely scattered destinations; the cost of last-mile delivery can account for up to half of all

transaction cost. (Mangiaracina al et., 2019) Delivery efficiency is an important component of the consumer. It is because of what the buyer expects from their parcel.

As an instance, sending the parcel as soon as the purchase order is placed, and the buyer receives it in a shorter amount of time would demonstrate the effectiveness of the delivery service and raise customer satisfaction. The buyer's product is undamaged, it is delivered quickly to the destination at the appointed time, and the items will reach the destination by the appointed time. (Pipatchokchaiyo and Meenakorn, 2022) Inefficiencies in delivery, such as late arrival and a long wait period, significantly raise customer dissatisfaction. (Saha et al., 2020).

2.3.3 Parcel Tracking

Parcel tracking system is a system that provides the information route and location of the goods. It is proving to the customer a convenient way of tracking their order and estimating the time of delivery. An individual parcel identity that is often recognized from the central hub until the item is delivered to the specified location is often included with a package tracking system. Nowadays, the parcel tracking system or application will send the notification automatically when the parcel is delivered. (Zainudin al et, 2021). The delivery tracking system helps provide expert delivery to customers, improves operational administration, and leads to customer satisfaction (Michael Gayst, 2022). In the field of industrial logistics management and customer satisfaction, tracking tracing systems are seen to be incredibly helpful. (Shamsuzzoha and Helo, 2011)

The customer can select between tracking system activity and reviewing the tracking of their parcel ID list activity or location. By choosing the tracking information, users may verify the package status displayed on the list and edit the tracking details. Besides that, customers may

insert the new data of their parcel into the system, and it will appear in the parcel list once successfully inserted. (Soon and Mohamad, 2021). On the other hand, poor administration or oversight of the packages might result in inefficiencies, increasing the risk of loss or poor tracking. Therefore, parcel tracking system is very useful to customers for tracking their parcel anytime and anywhere.

2.3.4 Smooth Delivery

A smooth delivery service significantly contributes to enhancing customer satisfaction. Smooth delivery also considering the good service quality of delivery services. When using a private transport service, customers can be sure that their goods won't be harmed and will reach their destination by the designated time. Other benefits include quick delivery to the destination at the designated time, helpful customer service representatives, and advice on how to use the service (Pipatchokchaiyo and Meenakorn, 2022). All of these are confident that the smooth delivery of the delivery company.

Transport and logistics centers are essential organizational forms that are linked to various areas and serve to enable the smooth delivery of parcels, information, and financial movements between economic organizations (Irtyshcheva et al., 2021). Providing smooth delivery service and a seamless delivery experience is a continuous effort. Meeting the constantly changing expectations of clients necessitates constant observation, modification, and enhancement. For example, JD.com (China) has made a significant investment to establish its own logistics infrastructure to assure timely delivery and improve customer satisfaction (Zhang, 2016). Customers who are pleased and content are more likely to use the business again and to recommend it to others.

2.3.5 Convenience

Convenience is correlated with the amount of time and effort customers must invest in completing tasks (Tsai and Tiwasing, 2021). Customers' online shopping behavior, delivery method preference, and overall experience are all significantly influenced by convenience in terms of delivery speed. One of the main factors influencing whether to employ delivery methods is convenience. The customers' requests for quick turnaround times and brief, specific delivery windows are also considered convenient (Klein and Popp, 2022).

The safe and fast delivery of the goods is important for the customer's convenience while purchasing online. Customers are happier when they have the option of requesting flexible delivery times. In addition, convenience to customers with the service provider or seller can provide the solution immediately on product, brand, or delivery date for solving the problems (Mehmood and Najmi, 2017). When consumers save time, they mostly think of it as not having to go to a physical store since the merchant and logistics provider handle the last mile (Klein and Popp, 2022).

2.4 Hypothesis Statement

In this section, there are four hypotheses have been investigated for this paper that is the relationship between the independent variables and dependent variable.

H1: There is a significant relationship between delivery efficiency and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

H2: There is a significant relationship between parcel tracking and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

H3: There is a significant relationship between smooth delivery and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

H4: There is a significant relationship between convenience and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

2.5 Conceptual Framework

The research framework of customer satisfaction is shown in Figure 2.1. The framework model establishes a direct relationship between factors that influence customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. In this section, there are 4 main variables included in this study. Based on prior studies, delivery efficiency, parcel tracking, smooth delivery, and convenience will be associated with customer satisfaction in students of Universiti Malaysia Kelantan (UMK). Figure 1 shows the relationship between these variables.

UNIVERSITI
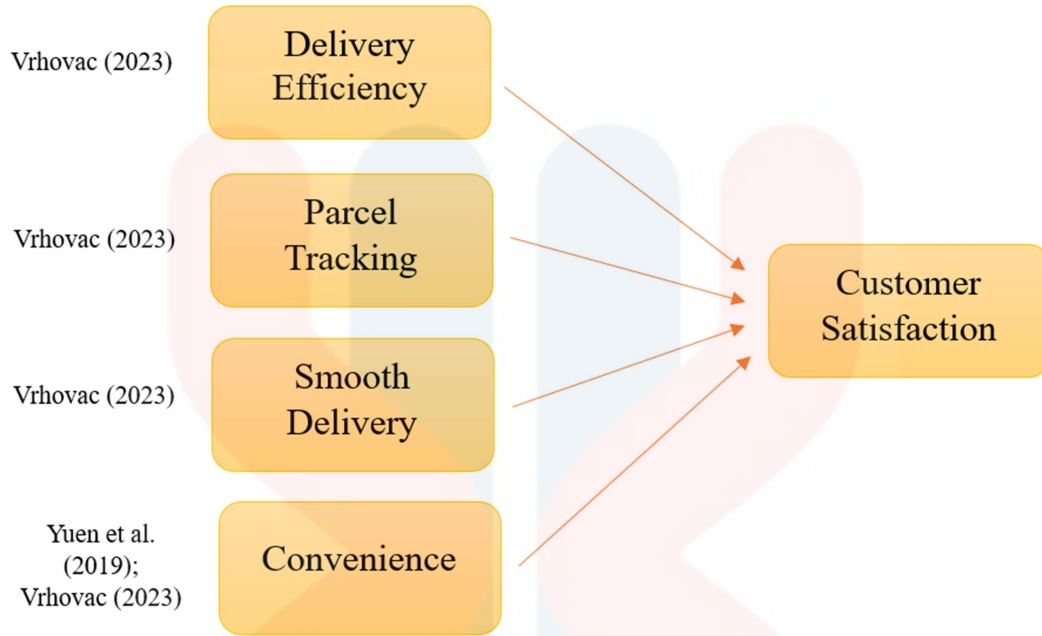
MALAYSIA

KELANTAN

Figure 2.1: Conceptual Framework of Delivery Efficiency, Parcel Tracking, Smooth Delivery, and Convenience of Customer Satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

2.6   Summary

The great service quality of the delivery company is the first component compared to other components for attracting and fulfilling the demands and needs of customers. From the relationship that shows in Figure 2.1, it can be sure that customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota will be influenced by delivery efficiency, parcel tracking, smooth delivery, and convenience. The quality of delivery service has the potential to attract customers to use, reuse or even share it with other people. The good service quality of delivery service will increase customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota by some variables such as delivery efficiency, parcel tracking, smooth delivery, and convenience.

CHAPTER 3

RESEARCH METHODS

3.1   Introduction

For the purpose of to be certain that the study employs the most suitable and effective approach to answer the research topic, this chapter addresses research technique. In this chapter, the use of delivery services to meet customer satisfaction among students at Universiti Malaysia Kelantan (UMK) in Campus Kota is examined. Research design, data collection methods, study population, sample size, sampling techniques, development of research instruments, measurement of the variable, and the last step for data analysis are all specifically elaborated.

3.2   Research Design

The development of a research strategy, or research design, may include the whole research process, from the formulation of research questions and problems to the analysis, interpretation, and composition of the final data report. Regarding qualitative and quantitative research designs, generalizations are possible. Collecting and analyzing numerical data characterizes quantitative research. This method identifies patterns, makes predictions, tests causal relationships, and generalizes results to broader populations. In contrast, qualitative research deals with non-numerical data collection and analysis. This study aims to find out customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota in the delivery service in the area in terms of delivery efficiency, parcel tracking, smooth delivery and convenience. As part of the research strategy for this study, the researcher used quantitative research methods to collect data through the distribution of questionnaires and

online sampling. The questionnaire is derived from a survey, allowing the results to be expressed in numerical form for statistical analysis.

3.3 Data Collection Methods

The practice of systematically gathering and quantifying data on the study variables under consideration with the objective of testing theories, answer to research inquiries, and assess findings is known as data collecting. Primary and secondary data are the two categories of information that are gathered. Primary data comes from surveys, interviews, experiments, and other sources created specifically to help the researcher understand and address research problems; secondary data comes from data currently in existence that has been generated by major government agencies, healthcare facilities, and different organisations as part of their organisational records storage. Data is then extracted from more diverse data files. To achieve the objective of the study, primary data was collected directly from students of Universiti Malaysia Kelantan (UMK) in Campus Kota through a questionnaire survey. The study of data collected from primary sources is known as secondary study. The researcher should focus on Delivery Service Application to get basic data. In addition, secondary data is obtained from articles in journals, websites, magazines, and other sources related to the research subject. This will help to strengthen the data from primary research.

3.4 Study Population

In the realm of research methodology, the term "population" encompasses the entirety of the group from which a researcher endeavors to derive conclusions. This collective entity consists of individuals who share specific and predetermined characteristics, forming a statistical sample that is instrumental in the thorough execution of the research process (Bhandari, 2020).

This selection of individuals is carefully defined and demarcated by the researcher, reflecting a deliberate effort to create a representative subset that can be studied to draw meaningful insights. This nuanced approach to defining and understanding the population is integral to the precision and validity of the research findings (Bhandari, 2019). In this study, respondents who used delivery services and researcher selected respondents from Universiti Malaysia Kelantan (UMK) in Campus Kota. The total number of students of Universiti Malaysia Kelantan (UMK) in Campus Kota is about 15,500.

3.5   Sample Size

Sample size, denoted as n, represents the number of participants or observations in a study. It influences two statistical properties: the precision of the estimate and the study's power to draw conclusions. The significance of sample size lies in its direct impact on research findings. Small samples can jeopardize both the internal and external validity of a study, while excessively large samples may result in the statistical significance of minor differences, even if they lack clinical importance. The number of respondents is determined by the sample size selected by the researcher from the population. Based on the table of Krejcie & Morgan (1970), the sample size for this research is 376 people. Therefore, this study distributes questionnaires of 376 customers who use courier services in Kelantan to collect data for further processing.

TABLE 1
Table for Determining Sample Size from a Given Population

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

Note.—N is population size.
S is sample size.

Source: Krejcie & Morgan (1970)

Figure 3.1: Table for determining sample size from a given population

Formula for determining sample size (Krejcie & Morgan, 1970)

$$S = X^2 NP (1-P) + d^2 (N-1) + X^2 P (1-P) \tag{3.1}$$

S = required sample size

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

N = the population size

P = the population proportion (assumed to be .50 since this would provide the maximum sample size)

d = the degree of accuracy expressed as a proportion (.05)

3.6   Sampling Techniques

Because of the large sample space, a variety of sampling techniques are available for this, broadly divided into two groups: probability sampling and non-probability sampling. For research whose findings will be applied to a larger population, such as election surveys and opinion polls, probability sampling is the most popular type of sampling. This holds true whether the larger population is minimal, like a young woman living in a specific city, or very vast, like the population of an entire nation. Non-Probability Sampling, on the other hand, occurs when a sample is formed using a non-random procedure. This may include researchers sending survey links to their friends or stopping people on the street. This type of sampling will also include any targeted research that deliberately takes a sample from a specific list such as aid recipients, or participants in a specific training course (Roxana Elliott, 2020).

Therefore, the technique that used in this study is non-probability convenient. Convenient sampling is where units are selected for inclusion in the sample because they are the most accessible to the researcher. This may be due to geographic distance, availability at certain times, or willingness to participate in research. (Kassiani Nikolopoulou, 2022). This is so because the sampling in this study is expected to be able to study the factors that affect online business especially in the characteristics of delivery services in Universiti Malaysia Kelantan (UMK) in Campus Kota areas, so this study questionnaire is only open to the student in Universiti Malaysia Kelantan (UMK) in Campus Kota. The goal of non-probability sampling is reflecting every

member of the significant population in the smaller sample of participants. Because of this, not all members of the public have the same opportunity to participate in this research. For example, a representative sample will not produce qualified candidates if the researchers are trying to reach hard-to-reach and usually invisible social groups.

3.7   Research Instrument Development

A research instrument is any device that a researcher uses to collect, quantify, and evaluate data. Information on the subject was gathered from participants in the study project. This is because of the instruments' varied functions. Researchers can perform mixed-methods, quantitative, and qualitative research with the use of several tools. Various approaches exist for selecting instruments based on the nature of the investigation. Nevertheless, the research papers methods section thought to include a description of whatever is used. Certain studies could require obtaining consent before using the instrument; this should be noted in the publication to inform future research projects of the necessity of doing the same. (Jason Collins, 2021)

The research instrument used in this study is the questionnaire method. A set of questionnaires for this study developed and distributed to respondents to find out the factors that influence the success of delivery service features of customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. The questionnaire, distributed through Google Forms, includes an introductory page with instructions emphasizing respondent confidentiality. Participants are assured that their responses will remain confidential, not observed individually, and they can discontinue participation at any time without explanation. Data were collected over a period of three weeks.

Parts A, B, and C represent the three sections of the questionnaire that was created. Six (6) questions in section A of the questionnaire inquired about the demographics of the respondents. While for part B, the part that includes questions involving the dependent variable related to customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota that contains five (5) questions. Then for part C, it includes questions involving independent variables, which are the characteristics of customer satisfaction delivery services among students of Universiti Malaysia Kelantan (UMK) in Campus Kota, which consists of (20) questions.

3.8   Measurement for Data Analysis

Variables are things like height, age, temperature, or test results that can have multiple values. When testing cause and effect links in research, researchers often measure or change the independent and dependent variables. (Pritha Bhandari, 2022) The size of the variable under observation has a significant impact on the kinds of analytical techniques that can be used to the data and the conclusions that can be drawn from them. Scales of measurement can be classified as nominal, ordinal, interval, or ratio. The most information is provided by ratio scale data, whereas nominal scale data have the least information. The study's parts A, B, and C questionnaires are based on questions posed by other researchers in the past. To ensure respondents understand the questions, all the questions are created in simple, everyday language.

Table 3.1: Contents of Questionnaire

Section	Description	Item
A	Demographic Profile	6
B	Customer Satisfaction	5
C	Delivery Efficiency	5
	Parcel Tracking	5
	Smooth Delivery	5
	Convenience	5

Both of them nominal and interval scales were employed in this study's questionnaire set. Because it enables the researcher to allocate particular groups or categories mainly to sections of the demographic profile, a nominal scale has been used in part A. A nominal scale can assign numbers as labels to identify objects or classes of objects, for example, gender, age, race, faculty, programmed and parcel delivery. Then, the interval scale is used in part B and C refers to the table below. A 5-point Likert scale was used for both sections to measure categorical variables, namely (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree). This study has used a 5-point Likert scale in the questionnaire because the interval scale is built on an ordinal scale variable where in the interval scale; numbers are assigned to objects so that the difference between the numbers can be meaningfully interpreted. In addition, the 5-point Likert scale is the most appropriate for research since it makes it simple to assess the findings at the conclusion of the study and because it can be closed once it has been used to expedite respondents' responses.

Table 3.2: Likert Scale

Variable	Likert Scale
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

3.9   Procedure for Data Analysis

The process of finding meaningful and actionable information from raw data and processing it to help businesses make decisions is known as data analysis. This process offers helpful information and insights that help lower the inherent risk in decision making. Data analysis is evident in everyday decisions, where individuals assess past events or anticipate future outcomes to make informed choices. It essentially involves analyzing the past or future to inform decision-making. It is one of the basic techniques for analyzing data, namely pilot testing, reliability analysis, data correlation and descriptive methods. This facilitates the use of the collected data (Karin Kelley, 2023).

3.9.1   Pilot Test

A pilot test is a small-scale experiment, including a sample of the target population or stakeholders, of the data gathering techniques, instruments, and protocols. It assists in locating and resolving any possible issues, dangers, or holes in the data gathering strategy, as well as enhancing its execution and design. Thirty participants were chosen at random for this pilot

study. Because it took 50% of the respondent sample size, the test pilot was randomly conducted with 30 respondents (Vrhovac et al., 2023). Consequently, the purpose of the pilot test is to evaluate whether the questions are appropriate, and it will be examined using the Cronbach's Alpha test.

3.9.2   Reliability Analysis

The nature of the measurement scale and the components of the scale can be studied through reliability analysis. The Reliability Analysis Procedure gives information about the relationships between the scale's individual items as well as calculating several widely used metrics of scale reliability. One can compute an estimate of inter-rater dependability using the interclass correlation coefficient. The degree of correlation between the questionnaire's items can be ascertained through the application of reliability analysis. In addition, it is possible to determine which problematic items were considered to be eliminated from the scale and to provide a general measure of the internal consistency or reproducibility of the scale. Reliability analysis, which was employed in this study after data analysis through pilot testing. While tempting to quickly implement processes to enhance data reliability, it's crucial to recognize that the numerous issues affecting reliability require distinct and targeted solutions. Since this study uses a Likert scale, the researcher needs to know the consistency of the answers for the respondents. Based on the table below, Cronbach's Alpha values range from 0.7 to 0.9. Cronbach's Alpha method used to test the suitability of the questionnaire using Statistical Package Social Science (SPSS). It is to measure the strength of correlation between questionnaires items in each one-dimensional construct. Additionally, a high Cronbach's Alpha value indicates that all items measure one construct with one dimension in common. If

researchers want to measure agreement, the score must be in one dimension is agreed or disagrees to get a high correlation.

Table 3.3: Coefficient of Cronbach's Alpha

Coefficient of Cronbach's Alpha	Reliability Level
<0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
0.9	Excellent

Source: Essential of Business Research Methods (Asian People Journal, 2020)

3.9.3 Normality Test

The normality test is an adjunct to the graphical assessment of normality and determines whether the sample data has been drawn from a normally distributed population. It is usually done to verify whether the data involved in the research has a normal distribution. The main tests for normality assessment are the Kolmogorov-Smirnov (K-S) test, the Lilliefors-corrected K-S test, the Shapiro-Wilk test, the Anderson-Darling test, the Cramer-von Mises test, the D'Agostino skewness test, the Anscombe-Glynn kurtosis test, the omnibus D test 'Agostino-Pearson, and the Jarque-Bera test. Among them, K-S is a widely used test and K-S and Shapiro-Wilk tests can be carried out in the SPSS Explore procedure which starts with analyses, descriptive statistics, explore, plots, and normality plots with tests. (Ghasemi A, 2012). When the p-value is below 0.05, the null hypothesis is accepted, indicating that the data generally follow a normal distribution. Given the sample size in this study exceeds 50, the Kolmogorov-Smirnov test will

be employed. Based on the study, the statistical test for the Entrepreneurship Curriculum is D (376) p=0.139 for Mean SD. For Min DE is D (376) p=0.127, while for Average PT is D (376) p=0.123. Finally, for Min C is D (376) p=0.127. The assumption of normality should be considered for the validation of data presented in the literature because it indicates whether the correct statistical tests have been used.

3.9.4   Descriptive Analysis

To create patterns that meet all data requirements, descriptive analysis is a type of data investigation that is useful in illuminating, presenting, or summarizing data points. This is an approach to finding connections and patterns in both recent and old data. It is sometimes referred to as the most basic data analysis because it looks for patterns and relationships without getting too technical. This analysis helps explain changes over time. To aid in decision-making, it leverages patterns as a springboard for additional research (Fabyio Villegas, 2023) Often considered the most basic form of data analysis, it identifies patterns and relationships without delving into technical details.

In this study, data from the questionnaire's Part A (demographic section) analyzed using descriptive analysis. Descriptive analysis is therefore used to determine general demographic traits. Three averages were used to analyze the data: mean, median, and mode. A quantitative image can likewise be logically introduced using descriptive statistics. There will be a summary of estimations and examples provided. It not only clearly defines the boundaries of the research but also offers explanations for each quantitative assessment of the various data sets. Understanding how frequently a particular occurrence or response is expected to occur is necessary for descriptive analysis. A numerical figure, like a count or percentage, is the main

goal of frequency measurement. An essential part of descriptive statistics is frequency analysis. The segment's frequency profile was decoded using SPSS programming, and all the data were combined into a table that included frequency and percentage.

3.9.5   Pearson Correlation Analysis

Correlation analysis helps grasp the impact of one variable on another, offering insights into crucial business factors. This confidence in decision-making stems from a better understanding gained through the analysis. In market research, correlation analysis is a statistical method pinpointing the strength of relationships among two or more variables, with a focus on identifying connections in research. (Tim Gell, 2023) As explained earlier, r is another term for the coefficient that appears in the study. This coefficient usually appears with degrees of freedom and a positive correlation indicates that both variables tend to increase when one increases. When two variables are negatively correlated, it means that if one variable increases, the other tends to fall. Once running the formula, it will get a correlation report on the two tested variables.

The result is commonly represented as the Pearson product-moment correlation coefficient, denoted as "r." A positive r value (+1) indicates a strong positive correlation, while a negative r value (-1) indicates a strong negative correlation. Using one of several formulas, the result will be a numerical r value between -1 and +1. A positive r value (+1) indicates a strong positive correlation, while a negative r value (-1) indicates a strong negative correlation. An r value of zero indicates no correlation. Table 3.4 shows the size of correlation and interpretation, there are several other parts of the Pearson's r formula and correlation reports. In this study, after settling data analysis section in Cronbach's Alpha, the data was analyzed using correlation analysis to detect significant relationships.

Table 3.4: The Size of Correlation and Interpretation

Size of Correlation	Interpretation
0.90 to 1.00/ -0.90 to -1.00	Very high positive/ negative correlation
0.70 to 0.90/ -0.70 to -0.90	High positive/ negative correlation
0.50 to 0.70/ -0.50 to -0.70	Moderate positive/ negative correlation
0.30 to 0.50/ -0.30 to -0.50	Low positive/ negative correlation
0.00 to 0.30/0.00 to -0.30	Little any correlation

Source: Melawi Med J (2012)

3.10   Summary

This chapter provides a thorough explanation of why research methodology is crucial to the study of research. This research methodology can also be used to analyses data for qualitative data, where techniques like statistical analysis can be used to understand patterns and meanings in the data, while statistical analysis techniques can be used to test the link between variables in quantitative data. The process outlines the stages for gathering and analyzing data using a variety of metrics, including Spearman Correlation and Cronbach's Alpha. In descriptive research, gather information regarding the study's focus, and the validity of findings will be influenced by the sampling strategy. Studying the relationship between the independent and dependent variables' importance is another technique employed. Thus, information gathered to address the study issue is what it refers to as data. The research objectives will determine the kind of data that requires.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1   Introduction

In this chapter, the researcher will explain the findings and the results of the data taken and evaluate the analysis of the data about the objectives of the study and the topic of the study. There are several processes carried out in Chapter 4 among them, preliminary analysis, descriptive analysis, validity and reliability test, normality test, and hypothesis. After the data collection process, the researchers studied the relationship between the level of the dependent variable and the lean variable. Furthermore, simple sampling was used to choose the 376 respondents who made up the study's primary target population. The techniques covered in Chapter 3 were used to obtain the outcomes shown in this report. The researchers utilized version 29 of the Statistical Package for Social Science (SPSS) to analyze the data. A tool for managing and analyzing data that is intended to be used in statistical procedures is called SPSS.

4.2   Preliminary Analysis

A pilot test is necessary prior to giving the questionnaire to the intended respondents. To ensure that every variable inquiry can assist the research, a pilot test can be used to evaluate the dependability of both the independent and dependent variables.

4.2.1 Reliability Analysis

Table 4.1: Rules of Thumb about Cronbach's Alpha Coefficient Size Table

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Sources: Hair et.al (2003); Essential of Business Research Method

Table 4.2: Reliability Analysis

Variables	Dimensions	Cronbach's Alpha	Number of items
Dependent Variable	Customer Satisfaction	0.760	5
Independent Variable	Delivery Efficiency	0.756	5
	Parcel Tracking	0.784	5
	Smooth Delivery	0.819	5
	Convenience	0.793	5

Sources: Developed from research

Cronbach's Alpha, with a range of 0 to 1, indicates the scale's degree of reliability. Of specific variables are. The scale is more dependable the higher the number. Utilising data is safe since the researcher is more confidence in the study's conduct the more dependable a set of scales are. The main purpose of reliability tests is to evaluate the consistency of data. Reliability data

analysis for independent and dependent variables for 30 respondents who participated in the pilot test is shown in Table 4.2. All of these data are regarded as trustworthy when the Cronbach Alpha value is greater than 0.6.

Additionally, the dependent variable, customer satisfaction, has good strength and has a value of 0.760 as seen in the table above. Delivery efficiency is the first independent variable, has good strength and has a value of 0.756. Parcel tracking, the second independent variable, has a good strength of 0.784. Smooth delivery, the third independent variable, and it is wonderful to see it is 0.819, which is very good strength. The final independent variable, convenience, has a good value of 0.793.

4.3   Descriptive Analysis

This section employs descriptive analysis to calculate the mean and standard deviation of both the dependent and independent variables. The tables below display the mean and standard deviation for each question, with responses rated on a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

4.3.1 Dependent Variable and Independent Variables

Table 4.3: Descriptive Statistics

No	Variable	N	Mean	Std. Deviation
DV	Customer Satisfaction among Students of Universiti Malaysia Kelantan (UMK) in Campus Kota	376	4.5037	0.39081
IV1	Delivery Efficiency	376	4.4926	0.41098
IV2	Parcel Tracking	376	4.4952	0.41797
IV3	Smooth Delivery	376	4.4899	0.43733
IV4	Convenience	376	4.5053	0.41643

Table 4.3 shows the number of respondents, mean value (M), and standard deviation (SD) for the dependent variable (DV) which is customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota, and independent variables (IV) that are delivery efficiency, parcel tracking, smooth delivery, and convenience. The mean value for dependent variable, customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota is 4.5037 and standard deviation is 0.39081. Convenience had reached the highest mean value compared to others independent variables (M= 4.5053). The second highest mean value is the parcel tracking (M=4.49523) and followed by delivery efficiency (M= 4.4926).

4.3.2   Customer Satisfaction

Table 4.4: Descriptive Statistics of Customer Satisfaction

No	Item Description	N	Mean	Std. Deviation
1	I will recommend others to use this delivery service.	376	4.57	0.537
2	Using delivery services provider has been a satisfactory experience.	376	4.49	0.556
3	I am satisfied with the safety and condition of my parcel.	376	4.50	0.542
4	I think that I did the right thing when I decided to use delivery services provider for my service needs.	376	4.45	0.568
5	I am satisfied with services of my delivery services provider.	376	4.50	0.532

Table 4.4 shows 5 questions of the DV, customer satisfaction in UMK in Campus Kota students. The question of customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota that receive the highest mean value is question 1; the respondents will recommend others to use this delivery service (M= 4.57). The mean value for question 4 had shown the lowest value compared to other questions (M= 4.45) that indicated the respondents think that they did the right thing when they decided to use delivery services provider for their service needs. The value of standard deviation more than one showed that the values were more dispersed, but most of the values in the data set from 376 respondents with standard deviations less than one indicated that the values were closer to the mean. On the other hand, the values of standard deviations are more than one that are more unpredictable.

4.3.3 Delivery Efficiency

Table 4.5: Descriptive Statistics of Delivery Efficiency

No	Item Description	N	Mean	Std. Deviation
1	I received my parcel on reasonable time.	376	4.44	0.701
2	I will change company delivery if they poorly handle their deliveries.	376	4.51	0.561
3	I am loyal to companies who have a well-managed delivery process.	376	4.52	0.531
4	During delivery pick up, I check whether the package is damaged.	376	4.48	0.536
5	I will often buy from those with whom my goods are delivered seamlessly.	376	4.52	0.551

According to Table 4.5, it displays the IV1, delivery service's mean value and standard deviation for each question. Question 3 and 5 had the highest mean value (M= 4.52) represents that the respondents are loyal to companies who have a well-managed delivery process, and they will often buy from those with whom their goods are delivered seamlessly. The lowest mean value is question 1 (M= 4.44) shows that the respondents received their parcel on reasonable time. Many of the values in the data set from 376 respondents with standard deviations are less than one show that the values were closer to the mean. If the values of standard deviations were larger than one suggested value, that is more unpredictable.

4.3.4　Parcel Tracking

Table 4.6: Descriptive Statistics of Parcel Tracking

No	Item Description	N	Mean	Std. Deviation
1	I like to know where my parcel is at the moment.	376	4.61	0.551
2	I believe in the security and privacy of package tracking by this package delivery company.	376	4.51	0.584
3	I like to track the delivery of what I ordered.	376	4.44	0.604
4	I check the status of the shipment as it travels towards me.	376	4.45	0.563
5	The delivery services company will always update the user's package tracking number.	376	4.47	0.551

Table 4.6 represents the IV2, parcel tracking with mean value and standard deviation. The highest mean value of question 1 (M= 4.61) shows the respondents like to know where their parcel is at the moment. The respondents like to track the delivery of what they ordered in question 3 had the lowest mean value (M= 4.44). The most values of standard deviation in the data set from 376 respondents are less than one represented that the values were closer to the mean, and the values of standard deviations larger than one suggested value that are more unpredictable.

4.3.5 Smooth Delivery

Table 4.7: Descriptive Statistics of Smooth Delivery

No	Item Description	N	Mean	Std. Deviation
1	I am confident as to the delivery who is sending my parcel.	376	4.57	0.561
2	When someone delivers goods to me, it's a simple process.	376	4.52	0.602
3	The quality of the employees at the courier service company made the courier company receive a high demand respond and smooth delivery.	376	4.43	0.584
4	Contact with package delivery people is a pleasant experience for me.	376	4.45	0.573
5	I prefer to buy goods online because of the punctuality of delivery of goods from the courier to the consumer.	376	4.48	0.551

In Table 4.7, the mean value and standard deviation for the IV3, smooth deliveries are present. The respondents to question 1 agreed that they are confident as to the delivery who is sending their parcel, as indicated by the highest mean value (M=4.57). Question 3 had the lowest mean value, M= 4.43 and it indicated that the quality of the employees at the courier service company made the courier company receive a high demand respond and smooth delivery. The most standard deviation values for the data set from 376 respondents are less than one

represented value that is close to the mean value, while the values of standard deviations are more than one that are more unpredictable.

4.3.6 Convenience

Table 4.8: Descriptive Statistics of Convenience

No	Item Description	N	Mean	Std. Deviation
1	I can collect my parcel when time is convenient.	376	4.58	0.541
2	I perceive order delivery as an interesting alternative to ordinary shopping.	376	4.53	0.541
3	Employees of the delivery service company answer any questions related to the package or other problems.	376	4.44	0.582
4	I see the delivery of ordered goods as a useful alternative to classic shopping in a store.	376	4.47	0.570
5	This delivery service will notify when they reach the destination to deliver the package.	376	4.50	0.580

Table 4.8 shows the IV4, convenience by mean value and standard deviation. The highest mean value of question 1 which is M=4.58, as indicated by the respondents can collect their parcel when time is convenient. The mean value for question 3 had shown the lowest value compared to other questions (M= 4.44), as shown by employees of the delivery service company answer any questions related to the package or other problems. The values in the data set from

376 respondents with standard deviations less than one indicated that the values were closer to the mean. The values of standard deviations are more than one that are more unpredictable.

4.4 Demographic Profile of Respondent

The total number of respondents involved in this survey was 376 respondents from Universiti Malaysia Kelantan (UMK) in Campus Kota students. For sections of demographic profile including gender, age, race, faculty, program, and parcel delivery which is often used by respondents. It is even indicated by the frequency and percentage for each part of the respondent's demographic profile. The total number of respondents involved in this survey was 376 respondents from Universiti Malaysia Kelantan (UMK) in Campus Kota students. For sections of demographic profile including gender, age, race, faculty, program and what parcel delivery that you used? which is often used by respondents. It is even indicated by the frequency and percentage for each part of the respondent's demographic profile.

4.4.1 Gender

Table 4.9: Demographic Profile by Gender

	Frequency	Percentage
Female	199	52.9
Male	177	47.1
Total	376	100.0
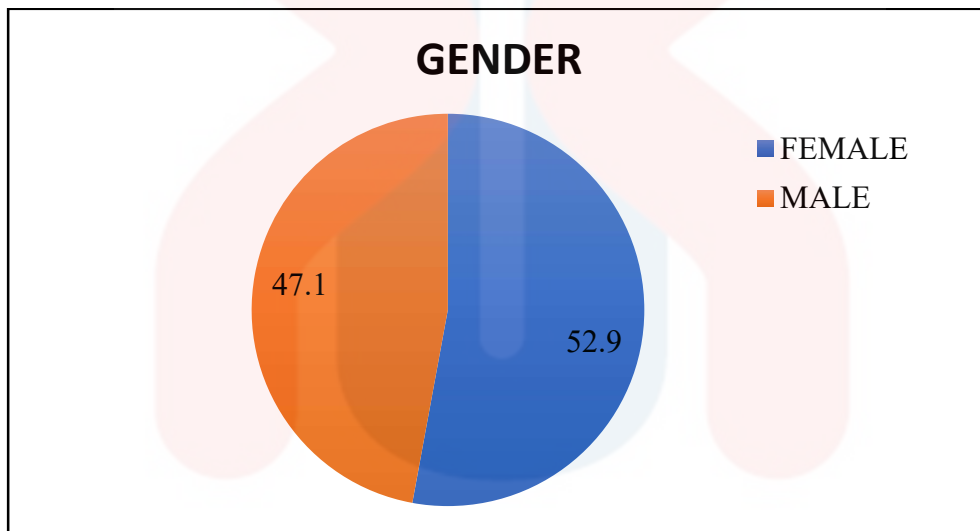
Figure 4.1: Chart by Gender

Table 4.9 and Figure 4.1 show the frequency results representing respondents in the gender group. Based on the tables and diagrams, the majority who took part in the survey were women with 199 respondents or 52.9% compared to men at 177 or 47.1%.

4.4.2 Age

Table 4.10: Demographic Profile by Age

	Frequency	Percentage
20 years and below	22	5.9
21 – 25 years old	326	86.7
26 – 30 years old	24	6.4
31 years and above	4	1.2
Total	376	100.0
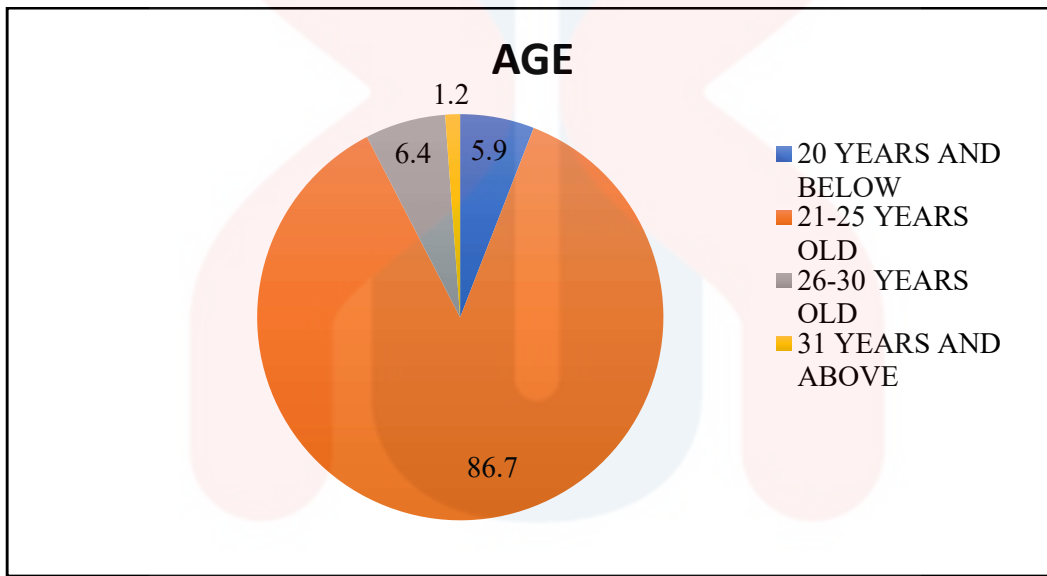
Figure 4.2: Chart by age

Table 4.10 and Figure 4.2 represent respondents in the age group. For the highest percentage of delivery services for customer satisfaction among University Malaysia Kelantan (UMK) students is 21 – 25 years which is 86.7% or 326 respondents. Meanwhile, 5.9% which is 22 respondents from 20 years old and below. For the age group 26 – 30 years, there was 6.4% which is 24 respondents compared to 30 years and above with the least rate being 1.2% which is 4 respondents.

46

4.4.3 Race

Table 4.11: Demographic Profile by Race

	Frequency	Percentage
Malay	283	75.3
Chinese	45	12.0
Indian	48	12.8
Total	376	100.0
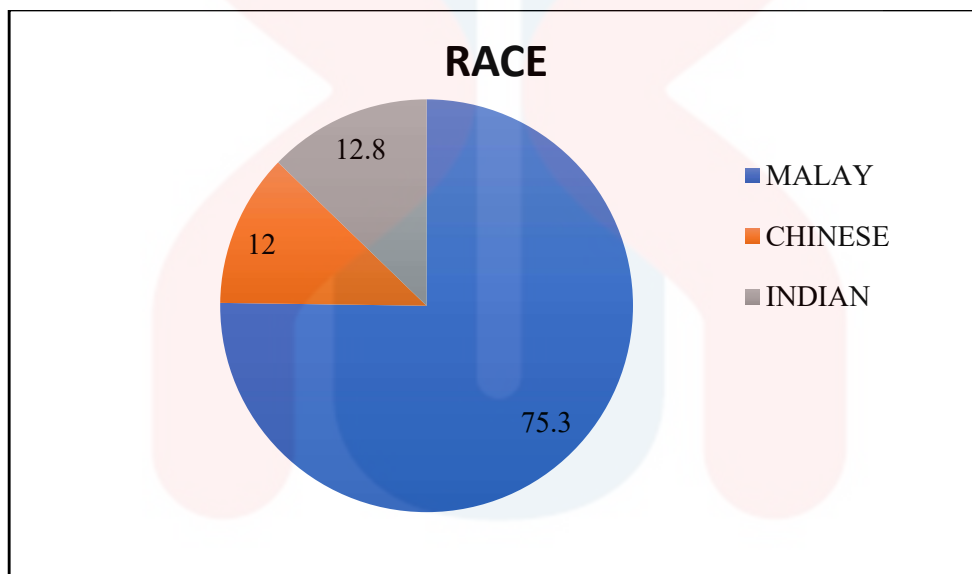
Figure 4.3: Chart by Race

Table 4.11 and Figure 4.3 represent respondents in ethnic groups. Shows that the highest participated in the survey were Malays with 75.3% equivalent to 283 respondents while for the second highest is Indian, 48 equivalent to 12.8% respondents were involved. For Chinese, there are 12% or 45 respondents.

4.4.4 Faculty

Table 4.12: Demographic Profile by Faculty

	Frequency	Percentage
FKP	317	84.3
FHPK	52	13.8
FPV	7	1.9
Total	376	100.0
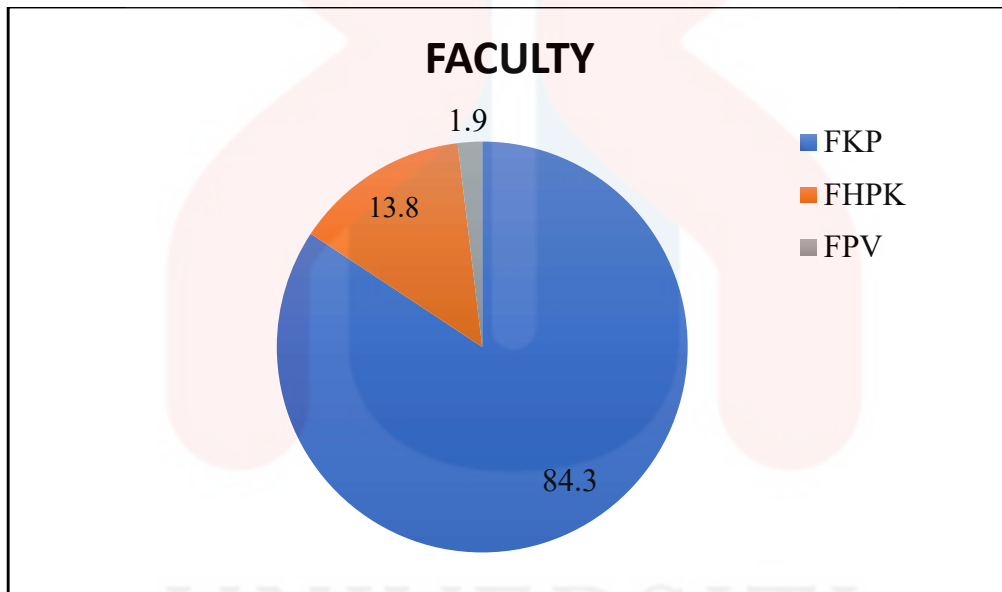
Figure 4.4: Chart by Faculty

Table 4.12 and Figure 4.4 shows that the highest percentages are students from the Faculty of Entrepreneurship & Business (FKP) which is 317 respondents which is equivalent to 84.3%. While the second highest for the cost of the Faculty of Hospitality, Tourism and Wellness (FHPK) is 52 respondents or 13.8% compared to the cost of the Faculty of Veterinary Medicine (FPV) of 1.9% of 7 respondents and this faculty is the lowest.

4.4.5 Program

Table 4.13: Demographic Profile by Program

	Frequency	Percentage
SAK	202	53.7
SAL	66	17.6
SAR	40	10.6
SAB	16	4.3
SAE	3	0.8
SAA	17	4.5
SAP	13	3.5
SAH	4	1.1
SAS	8	2.1
SDV	7	1.9
Total	376	100.0
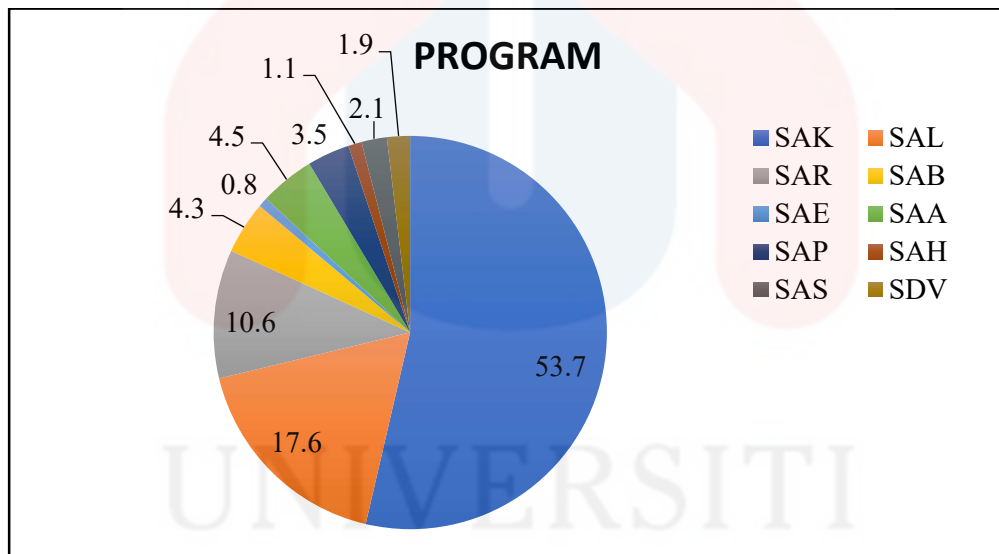
Figure 4.5: Chart by Programmed

Table 4.13 and Figure 4.5 represent the respondents of the program division. Based on the table, the Bachelor of Entrepreneurship (Commerce) programmed showed the highest percentage of 53.7% or 202 respondents involved in this study. Next, the second highest was 17.6% or 66 respondents were SAL programmed, Bachelor of Entrepreneurship (Logistic and Distributive Trade) compared to the third highest Bachelor of Entrepreneurship (Retailing)

programmed with 10.6% or 40 respondents. For the SAB program, the Bachelor of Entrepreneurship (Retailing) was 4.3% or 16 respondents while for the lowest program 0.8% or 3 respondents were from the SAE program, the Bachelor of Entrepreneurship. In addition, the SAA program, Bachelor of Accounting was 4.5% or 17 respondents compared to SAP which is Bachelor of Entrepreneurship (Tourism) with 3.5% or 13 respondents. For the SAH program, the Bachelor of Entrepreneurship (Hospitality) was 1.1% or 4 respondents while for the SAS program, the Bachelor of Entrepreneurship (Wellness) was 2.1% or 8 respondents. For the last programmed is SDV, Bachelor of Veterinary Medicine (SDV) is 1.9% or 7 respondents involved in this study.

4.4.6 What parcel delivery that you used?

Table 4.14: Demographic Profile by what parcel delivery that you used?

	Frequency	Percentage
DHL Express	58	15.4
Pos Laju	30	8.0
J&T Express	220	58.5
Ninja Van (GDEX)	45	12.0
GD Express	15	4.0
Skynet Express	8	2.1
Total	376	100.0
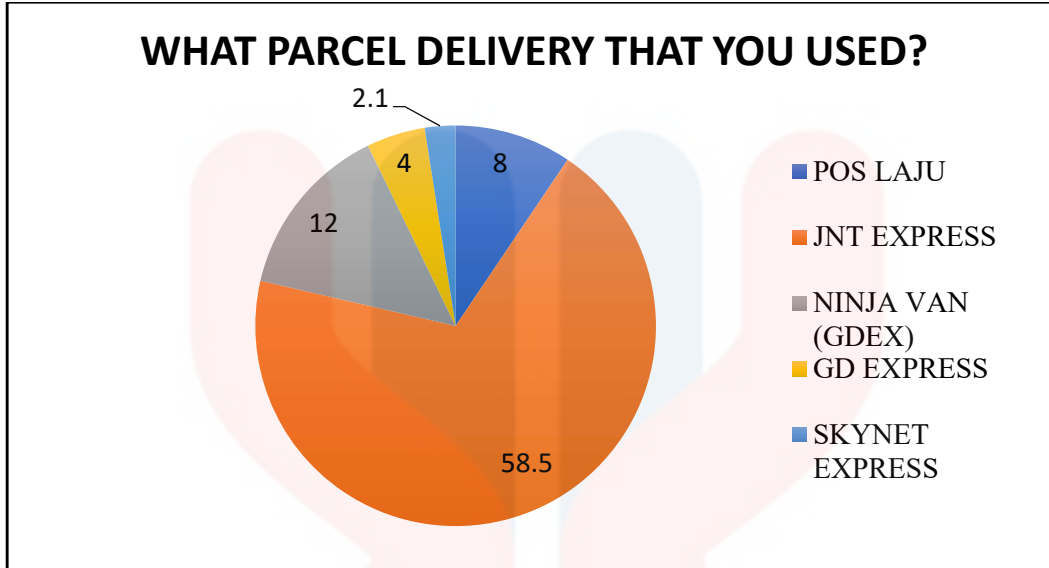
Figure 4.6: Chart by What parcel delivery that you used?

Table 4.14 and Figure 4.6 shows that the parcel delivery service chosen by the user. For J&T Express package delivery, the highest percentage of 58.5% is equivalent to 220 respondents while the second highest is DHL Express package delivery with a percentage of 15.4% or 58 respondents. The third highest is Ninja Van (GDEX) which is 12.0% with a total of 45 respondents compared to the fourth highest Pos Laju with a percentage of 8.0% of 30 respondents. Next, for the second lowest is GD Express equal to 4.0% of 15 respondents compared to Skynet Express of 2.1% equal to 8 respondents which is the lowest percentage.

4.5   Validity and Reliability Test

The term reliability describes the consistency and dependability of the procedure used to collect data and validity is defined as the extent to which a concept is accurately measured in a quantitative study. It is comparable to having a steady hand that consistently completes tasks with the same outcome. Comparable to multiple researchers conducting the same experiment independently and receiving exactly synchronized findings.

Table 4.15: Summary of Cronbach's Alpha value of variable

	Variable	Number Of Item	Cronbach's Alpha Value
IV1	Delivery Efficiency	5	0.753
IV2	Parcel Tracking	5	0.784
IV3	Smooth Delivery	5	0.819
IV4	Convenience	5	0.793
DV1	Customer Satisfaction	5	0.760

Cronbach's alpha results theoretically range from 0 to 1. Typically, a Cronbach's alpha of 0.70 or higher is considered good, 0.80 or higher is better, and 0.90 or higher is best. As seen in Table 4.15, all variables have values above 0.7 and 0.8, indicating good reliability. In summary, the reliability test results affirm the adequacy of the tools employed in this study, supporting the use of tested concepts. Overall, the reliability and validity tests demonstrate strong accuracy and precision for both independent and dependent variables, with all Cronbach's Alpha values exceeding 0.

4.6   Normality Test

Normality can be evaluated and stated using the Shapiro-Wilks or Kolmogorov-Smirnov tests. The Shapiro-Wilks analysis is used to determine whether the data are normal when the sample size is fewer than 50 respondents, whereas the Kolmogorov-Smirnov test is used when the sample size is more. When P is less than 0.05, the null hypothesis is accepted and it is recognized that the data are typically distributed. Since there are more than 50 participants in this study, the Kolmogorov-Smirnov test will be used.

Table 4.16: Normality Test Result

	Kolmogorov-Smirnov[a]			Shapiro-Walk		
Variable	Statistic	df	Sig.	Statistic	df	Sig.
Mean Delivery Efficiency (DE)	0.127	376	.000	0.916	376	.000
Mean Parcel Tracking (PT)	0.123	376	.000	0.897	376	.000
Mean Smooth Delivery (SD)	0.139	376	.000	0.894	376	.000
Mean Convenience (C)	0.127	376	.000	0.898	376	.000

a. Lilliefors Significance Correction

The outcomes of the Kolmogorov-Smirnov and Shapiro-Wilks tests are presented in Table 4.16. Given that the data involves more than 50 respondents, the Kolmogorov-Smirnov test will be employed. The test statistic for Smooth Delivery is D (376) p=0.139 for Mean SD. For Mean DE is D (376) p=0.127, while for Mean PT is D (376) p=0.123. Lastly, for Mean C is D (376) p=0.127.

4.7   Hypothesis Testing

In this section, Pearson Correlation analysis is used to determine the relationship between independent variables which are delivery efficiency, parcel tracking, smooth delivery, and convenience, and dependent variable, customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. The relationship must be determined by the relevance of the researchers and the appropriateness of the association's strength. Table 4.17 shows the size of the correlation and interpretation.

Table 4.17: The Size of Correlation and Interpretation

Size of Correlation	Interpretation
0.90 to 1.00/ -0.90 to -1.00	Very high positive/ negative correlation
0.70 to 0.90/ -0.70 to -0.90	High positive/ negative correlation
0.50 to 0.70/ -0.50 to -0.70	Moderate positive/ negative correlation
0.30 to 0.50/ -0.30 to -0.50	Low positive/ negative correlation
0.00 to 0.30/0.00 to -0.30	Little any correlation

Source: Melawi Med J (2012)

4.7.1 Hypothesis 1

H1: There is a significant relationship between delivery efficiency and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

Table 4.18: Pearson Correlation for Delivery Efficiency

Correlations		Customer Satisfaction	Delivery Efficiency
Customer Satisfaction	Correlation Coefficient	1	.605**
	Sig. (2-tailed)	.	<.001
	N	376	376
Delivery Efficiency	Correlation Coefficient	.605**	1
	Sig. (2-tailed)	<.001	.
	N	376	376

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

Table 4.18 shows a significant moderate positive correlation between delivery efficiency and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. The relationship between the two variables was moderately strong as r = 0.605 and the p-value was <0.01, which was less the 0.01 threshold for significance.

4.7.2 Hypothesis 2

H2: There is a significant relationship between parcel tracking and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

Table 4.19: Pearson Correlation for Parcel Tracking

Correlations		Customer Satisfaction	Parcel Tracking
Customer Satisfaction	Correlation Coefficient	1	.662**
	Sig. (2-tailed)	.	<.001
	N	376	376
Parcel Tracking	Correlation Coefficient	.662**	1
	Sig. (2-tailed)	<.001	.
	N	376	376

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

Table 4.19 shows a significant moderate positive correlation between parcel tracking and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. The relationship between the two variables was moderately strong as r = 0.662 and the p-value was <0.01, which was less the 0.01 threshold for significance.

4.7.3 Hypothesis 3

H3: There is a significant relationship between smooth delivery and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

Table 4.20: Pearson Correlation for Smooth Delivery

Correlations		Customer Satisfaction	Smooth Delivery
Customer Satisfaction	Correlation Coefficient	1	.622**
	Sig. (2-tailed)	.	<.001
	N	376	376
Smooth Delivery	Correlation Coefficient	.622**	1
	Sig. (2-tailed)	<.001	.
	N	376	376

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

Table 4.20 shows a significant moderate positive correlation between smooth delivery and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. The relationship between the two variables was moderately strong as r = 0.622 and the p-value was <0.01, which was less the 0.01 threshold for significance.

4.7.4   Hypothesis 4

H4: There is a significant relationship between convenience and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

Table 4.21: Pearson Correlation for Convenience

Correlations		Customer Satisfaction	Convenience
Customer Satisfaction	Correlation Coefficient	1	.579**
	Sig. (2-tailed)	.	<.001
	N	376	376
Convenience	Correlation Coefficient	.579**	1
	Sig. (2-tailed)	<.001	.
	N	376	376

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

Table 4.21 shows a significant moderate positive correlation between convenience and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. The relationship between the two variables was moderately strong as r = 0.579 and the p-value was <0.01, which was less the 0.01 threshold for significance.

4.8   Summary

Overall, for this chapter, the analysis and findings of the data are discussed and presented in tables and graphs format by using data obtained from a questionnaire answered by 376 respondents who are students at Universiti Malaysia Kelantan (UMK) in Campus Kota. This is the data obtained from the questionnaire that has been distributed entered SPSS to perform analysis. The results from the pilot test analysis, frequency, descriptive analysis, reliability analysis, and Pearson test are to enable the researcher to get more accurate data and facilitate the researcher in collecting analytical data from 376 respondents. As a result, the analysis's findings demonstrate the validity of the data collected and the hypothesis that this study's dependent variable, shifting business patterns, has a strong positive link with it.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1   Introduction

In this chapter, the results of each hypothesis will be focused on summarizing in findings and discussion. The research studies the relationship between customer satisfaction and delivery efficiency, parcel tracking, and smooth delivery among Universiti Malaysia Kelantan (UMK) students at Campus Kota. Furthermore, this section will address the implications, limits, and recommendations of the study. Lastly, a justification of the overall study's conclusion, which is the goal outcome that was introduced in Chapter 1.

5.2   Key Findings

The method that is utilized for collecting the data is the next restriction. Researchers use Google Forms to administer online surveys to gather data. Although saving time and money was the researchers' main goal in employing this strategy, gathering online questionnaire responses from 376 respondents took a significant amount of time. This is a result of the current issue with online fraud, which discourages some respondents from participating in online surveys. Respondents will be worried that information collected from them may be misused or result in the disclosure of private data. As a result, these restrictions hinder the study's advancement by slowing down the data collection method.

The findings showed demographic profiles such as gender, age, race, faculty, programmed and parcel delivery service companies that are often used by respondents. According to the findings of the study, the most common respondents using delivery services

were female, aged 21 to 25 years old, and Malay. For the highest respondents in students of Universiti Malaysia Kelantan (UMK) in Campus Kota are from the faculty of FKP and SAK program, the respondents also often use parcel delivery services from DHL Express companies. On the descriptive side, mean for convenience (4.5053) were the highest, while the mean for smooth delivery (4.4899) was the lowest. Therefore, there is no discernible difference in the variable's mean gap.

In addition, the researchers found that reliability statistics show that all transformers are highly reliable and Cronbach's Alpha for customer satisfaction (0.760), delivery efficiency (0.753), parcel tracking (0.784), smooth delivery (0.819) and convenience (0.793). In this study the executor used Kolmogorov-Smirnov to test the normality of five variables and the result was significant ($p < 0.01$).

For Pearson Correlation analysis was employed by researchers to examine the association between IV (parcel efficiency, parcel tracking, smooth delivery, and convenience) and DV (customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota). The results show that customer satisfaction among students at Universiti Malaysia Kelantan (UMK) in Campus Kota has a positive relationship with all independent variables (delivery efficiency, parcel tracking, smooth delivery, and convenience). All of the study's assumptions have been verified by the results, which demonstrated an important positive relationship between all factors and customer satisfaction among Universiti Malaysia Kelantan (UMK) students at Campus Kota.

Table 5.1: Summary of Hypothesis Testing

Hypothesis	Coefficient	Result
H1: There is a significant relationship between delivery efficiency and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.	Delivery efficiency has a moderate positive correlation with customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. r = 0.605, p = 0.000	Accepted
H2: There is a significant relationship between parcel tracking and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.	Parcel tracking has a moderate positive correlation with customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. r = 0.662, p = 0.000	Accepted
H3: There is a significant relationship between smooth delivery and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.	Smooth delivery has a moderate positive correlation with customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. r = 0.622, p = 0.000	Accepted

H4: There is a significant relationship between convenience and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.	Convenience has a moderate positive correlation with customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. $r = 0.579$, $p = 0.000$	Accepted

5.3 Discussion

5.3.1 Hypothesis 1

H1: There is a significant relationship between delivery efficiency and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

Accordingly, the p-value is lower than 0.01, that is low as 0.001. Therefore, the relationship between customer satisfaction and delivery efficiency toward customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota is significant. The results show that the factor related to delivery efficiency has gained most of the agreement. The results of the relationship between delivery efficiency and customer satisfaction were supported by Saha et al. (2020) and Vrhovac et al. (2023). Saha et al. (2020) considered that delivery efficiency factor is used to better understand customer satisfaction for effective delivery in online shopping. Customer satisfaction is impacted by an effective delivery procedure. As a result, e-tailers, retailers, and delivery service providers must pay close attention to these connections by providing their customers with rapid product delivery and carefully select delivery service providers to improve the customers' satisfaction.

5.3.2   Hypothesis 2

H2: There is a significant relationship between parcel tracking and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

The relationship between customer satisfaction and parcel tracking toward customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota is significant. This is because the p-value is lower than 0.01, namely low as 0.001. The results show that factors related to parcel tracking influence the respondents to agree. Shamsuzzoha and Helo (2011) believed that parcel tracking is an important feature of delivery service to customer satisfaction. Parcel tracking not only increases efficiency in the delivery and collection processes but also enables businesses to provide considerably better customer service. This result is also supported by Vrhovac et al. (2023) that there is a significant relationship between parcel tracking and customer satisfaction. Customers could receive further protection and reassurance that the parcel is on its way. They can prepare their schedule and get ready for the parcel to arrive with the assistance of the parcel tracking.

5.3.3   Hypothesis 3

H3: There is significant relationship between smooth delivery and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

The relationship between customer satisfaction and smooth delivery toward customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota is significant. Therefore, the p-value for the smooth delivery factor is lower than 0.01, which is lowers as 0.001. As to this study, Uzir et al. (2021) mentioned that smooth delivery has a significant relationship to customer satisfaction. Customers are satisfied with the service when

they believe that the employees who delivered it went above and beyond what they were expecting. They will have a favorable opinion of the brand or business. Vrhovac et al. (2023) believe that smooth delivery would increase customer satisfaction to the delivery service providers by the delivery speed, safety, and communication with customers.

5.3.4 Hypothesis 4

H4: There is significant relationship between convenience and customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota.

The relationship between customer satisfaction and convenience toward customer satisfaction among students at Universiti Malaysia Kelantan (UMK) in Campus Kota is significant. This is because the p-value is lower than 0.01, namely 0.001. Based on Mehmood and Najmi (2017), convenience is showing a significant influence on customer satisfaction. When buying online, consumers demand convenience above all else. They want their purchases delivered swiftly, easily, and reliably while they sit at home. The only tangible item they receive is the product they ordered. Vrhovac et al. (2023) had also discovered that there is a significant relationship between delivery efficiency and customer satisfaction. Online ordering is frequently preferred by consumers over conventional in-person purchasing since it is more convenient and time-efficient.

5.4 Implication of the Study

The implications of the study describe the findings of the study important to support further investigation of research issues. Factors involving students at Universiti Malaysia Kelantan (UMK) on the Campus Kota on delivery services can maintain student satisfaction and need to highlight some of the main implications of the study. Facilitate delivery of goods and

services to customer. By having shipping providers, they can save time and money by delivering them directly to their customers' front door from having to arrange them to invite them.

This study also provides better ideas for delivery services companies to improve services in terms of service quality. As we know the quality of shipping services is very important as shipping services are also high for students using delivery services. From this perspective indicates that the gap between student income and quality of service. Therefore, maintaining the quality of service and affordable prices can ensure that students have more use of delivery services. The formation of service quality such as agility and empathy has also been shown to influence customer satisfaction in the delivery service. The purpose of the delivery service will be the right choice for students by buying goods using shipping services. The company's reputation for the above quality service can increase sales by attracting new customers and hesitant customers to use the delivery service that suits them.

5.5   Limitation of the Study

A researcher's study will inevitably encounter certain obstacles or constraints, but these can be addressed in subsequent research studies. The target population in this study is the first source of limitation. With a sample size of 376 respondents, the study's target group was students at Universiti Malaysia Kelantan (UMK) on Campus Kota. Therefore, only students of Universiti Malaysia Kelantan (UMK) in Campus Kota who often use parcel delivery services can participate in the questionnaire and the results of the data will be used in the analysis of the study data and the results of the study cannot accurately reflect to UMK students in the use of parcel delivery services. The target population and sample size are limited which can increase bias and margin of error and even this will affect the way the results are interpreted and evaluated.

Next, time is also a limitation in the study. This is because the study has a brief and constrained time frame, and the researchers are having trouble getting data from the respondents. In addition, it causes researchers to shrink the target population and sample size because it is easier to study it in a short period of time to obtain valid data results. Even though smaller sample sizes can yield research results more rapidly, they can have an effect on the validity of the findings and can cause bias. As a result, longer timespans can yield more representative samples and more precise data findings.

Last but not least, the technique utilized to collect the data is the next restriction. Researchers use Google Forms to administer online surveys to gather data. Although saving time and money was the researchers' main goal in employing this strategy, gathering online questionnaire responses from 376 respondents took a significant amount of time. This is a result of the current issue with online fraud, which discourages some respondents from participating in online surveys. Respondents will be worried that information collected from them may be misused or result in the disclosure of private data. As a result, these restrictions hinder the study's advancement by slowing down the data collection procedure.

5.6   Recommendation for future Research

Suggestions for future research should be helpful future researchers in designing the study and can be used as a reference in research proposals to help justify the examination of variables. Evidence-based recommendations should show how the field of study can be improved and should also be feasible for researchers to consider. This is the reason that factors influencing business students' success in service delivery should be the focus of future research. Then, a recommendation for future study is to employ qualitative research techniques to build

more robust and advantageous customer relationships. Looking ahead and enhancing service delivery can also have positive effects on customer happiness and productivity.

The resulting effects will then be more powerful and efficient in influencing other service providers as well, particularly university students. Furthermore, by combining technical and customer connection training, delivery firm employees can develop into dependable collaborators on both a technical and interpersonal level. For instance, with a deeper understanding of the demands of the client and how those needs connect to the client's broader forward-thinking company plan. Additionally, as this kind of questionnaire will greatly aid study, enhancements made to the questionnaire side will also serve as recommendations for subsequent investigations. Respondents will be better able to comprehend and obtain accurate replies and results from a questionnaire that is written in short, concise lines. The best findings will be obtained from the genuine and correct answers of the respondents, and the study will be conducted in favorable conditions.

However, since Universiti Malaysia Kelantan (UMK) has three campuses and in this study the researcher choose UMK in Campus Kota, future studies may focus on the sample size included for that campus. This is because Universiti Malaysia Kelantan (UMK) at Campus Kota is interested in having a reliable supplier who actively helps them look around to develop a successful future. Due to the different backgrounds of the course, it can be studied from a variety of study backgrounds, including the success of important delivery services from a scientific and artistic industry perspective.

5.7   Overall Conclusion of the Study

This research had been carried out to study on delivery services features of customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. A conceptual model was proposed such as delivery efficiency, parcel tracking, smooth delivery, and convenience as well as customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. This study used the quantitative method to collect 376 respondents. The data set was used to determine the reliability analysis, descriptive statistics, and Pearson Correlation analysis by using SPSS software version 29. The result of the reliability analysis showed that all variables have a Cronbach Alpha coefficient greater than 0.6. As a result, this study determined that delivery efficiency, parcel tracking, smooth delivery, and convenience have a direct positive impact on customer satisfaction among students of Universiti Malaysia Kelantan (UMK) in Campus Kota. Based on the limitations and recommendations of this study, it is a good suggestion for future researchers to investigate similar studies to build a more thorough model of this topic.

REFERENCES

Alves de Araújo, F., Mendes dos Reis, J. G., Terra da Silva, M., & Aktas, E. (2022). A fuzzy analytic hierarchy process model to evaluate logistics service expectations and delivery methods in last-mile delivery in brazil. *Sustainability*, *14*(10), 5753.

Bernama. (2019, June 26). Malaysians not happy with e-commerce delivery experience: Study. *NEW STRAITS TIMES*. https://www.nst.com.my/news/nation/2019/06/499400malaysians-not-happy-e-commerce-delivery-experience-study

Bhandari, P. (2023, June 22). *Independent vs. dependent variables | Definition & examples*. Scribbr. https://www.scribbr.com/methodology/independent-and-dependent-variables/

Cepeda-Carrión, I., Alarcon-Rubio, D., Correa-Rodriguez, C., & Cepeda-Carrion, G. (2023). Managing customer experience dimensions in B2B express delivery services for better customer satisfaction: a PLS-SEM illustration. *International Journal of Physical Distribution & Logistics Management*.

Customer satisfaction, loyalty, knowledge and competitiveness in the food industry. (2019). *Economic Research-Ekonomska Istraživanja*.

EasyParcel Malaysia. (2022, April 28). EasyParcel Helps Malaysian eCommerce Businesses With Smart Platform and Affordable Shipping. *malaysiakini*. https://www.malaysiakini.com/announcement/619610

Faber, J., & Fonseca, L. M. (2014). How sample size influences research outcomes. *Dental press journal of orthodontics*, *19*, 27-29.

Guido, G. (2015, January 21). *Customer Satisfaction*. ResearchGate; unknown.

Handoko, L. P. (2016). The effect of product quality and delivery service on online-customer satisfaction in zalora indonesia. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, *4*(1).

Hasfar, M., Militina, T., & Achmad, G. N. (2020). Effect of customer value and customer experience on customer satisfaction and loyalty PT meratus samarinda. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, *4*(01).

Hizam, S. M., & Ahmed, W. (2020). A conceptual paper on SERVQUAL-framework for assessing quality of Internet of Things (IoT) services. *arXiv preprint arXiv:2001.01840*.

Inoue, Y., & Hashimoto, M. (2023). Significance of face-to-face service quality in last mile delivery for e-commerce platforms. *Transportation Research Interdisciplinary Perspectives*, *21*, 100885–100885.

Irtyshcheva, I., Voit, S., & Nosar, A. (2021). Formation of the organizational and functional model of innovative transformation of transport and logistics systems. *Baltic Journal of Economic Studies*, *7*(5), 88-96.

Kelantan (State, Malaysia) Population Statistics, Chart, Maps and Location, (2023) https://www.citypopulation.de/en/malaysia/admin/03__kelantan/

Klein, P., & Popp, B. (2022). Last-Mile Delivery Methods in E-Commerce: Does Perceived Sustainability Matter for Consumer Acceptance and Usage? *Sustainability*, *14*(24), 16437.

Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement*, *30*(3), 607-610.

Lau, T.-C., & ng, D. (2019, January 31). *Online Food Delivery Services: Making Food Delivery the New Normal*. ResearchGate;

Last-mile delivery efficiency: en route transloading in the parcel delivery industry. (2022). International Journal of Production Research.

Ma, P., Yao, N., & Yang, X. (2021). Service quality evaluation of terminal express delivery based on an integrated SERVQUAL-AHP-TOPSIS approach. *Mathematical Problems in Engineering*, *2021*, 1-10.

Mangiaracina, R., Perego, A., Seghezzi, A., & Tumino, A. (2019). Innovative solutions to increase last-mile delivery efficiency in B2C e-commerce: a literature review. *International Journal of Physical Distribution & Logistics Management*, *49*(9), 901-920.

Mehmood, S. M., & Najmi, A. (2017). Understanding the impact of service convenience on customer satisfaction in home delivery: Evidence from Pakistan. *International Journal of Electronic Customer Relationship Management*, *11*(1), 23-43.

Nathan, L. (2017, October 23). Convenience is only an app away. *The Malaysian Reserve*. https://themalaysianreserve.com/2017/10/23/convenience-app-away/

Nawi, F. A. M., Tambi, A. M. A., Samat, M. F., & Mustapha, W. M. W. (2020). A review on the internal consistency of a scale: the empirical example of the influence of human capital investment on Malcom Baldridge quality principles in TVET institutions. *Asian People Journal (APJ)*, *3*(1), 19-29.

Nazelina, M., Novitasari, D., Fikri, M. A. A., & Asbari, M. (2020). The effect of brand image, price and service quality on consumer decisions using delivery services. *Journal of Industrial Engineering & Management Research*, *1*(3), 135-147.

Pipatchokchaiyo, S., & Meenakorn, M. (2022). Service Quality Affecting Customer Satisfaction in Parcel Delivery Service. ICBTS 2022 International Academic Multidisciplines Research Conference in Europe, Proceeding Lucern2022.

Pritha Bhandari (2022). What Is Quantitative Research? | Definition, Uses & Methods Quantitatif https://www.scribbr.com/methodology/quantitative-research/

Public Health Research Guide: Primary & Secondary Data Definitions (2023) https://researchguides.ben.edu/c.php?g=282050&p=4036581

Ron van Duin, W. de Goffau, Wiegmans, B., Lóránt Tavasszy, & M. Saes. (2016). Improving Home Delivery Efficiency by Using Principles of Address Intelligence for B2C Deliveries. *Transportation Research Procedia*, *12*, 14–25.

Saha, S. K., Zhuang, G., & Li, S. (2020). Will consumers pay more for efficient delivery? An empirical study of what affects E-customers' satisfaction and willingness to pay on online shopping in Bangladesh. *Sustainability*, *12*(3), 1121.

Sampe Saiz and Power, (2008, August) https://www.iwh.on.ca/what-researchers-mean-by/sample-size-and-power#:~:text=What%20is%20sample%20size%20and,the%20study%20to%20draw%20conclusions.

Shah, A., & Shah, A. (2023, February 6). *5 Types Of Delivery Services Available in Malaysia (Updated)*. DelyvaNow Malaysia.

Shamsuzzoha, A., & Helo, P. T. (2011). Real-time tracking and tracing system: Potentials for the logistics network. Proceedings of the 2011 international conference on industrial engineering and operations management, 22-24

Sotirios Zygiaris, Hameed, Z., Mubarak Ayidh Alsubaie, & Shafiq ur Rehman. (2022). Service Quality and Customer Satisfaction in the Post Pandemic World: A Study of Saudi Auto Care Industry. *Frontiers in Psychology*, *13*.

Tsai, Y.-T., & Tiwasing, P. (2021). Customers' intention to adopt smart lockers in last-mile delivery service: A multi-theory perspective. *Journal of Retailing and Consumer Services*, *61*, 102514.

Uzir, M. U. H., Al Halbusi, H., Thurasamy, R., Hock, R. L. T., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country. *Journal of Retailing and Consumer Services*, *63*, 102721.

Uzir, M. U. H., Hamid, A. B. A., & Latiff, A. S. A. (2021). Does customer satisfaction exist in purchasing and usage of electronic home appliances in Bangladesh through interaction effects of social media? *International Journal of Business Excellence*, *23*(1), 113-137.

Vrhovac, V., Vasić, S., Milisavljević, S., Dudić, B., Štarchoň, P., & Žižakov, M. (2023). Measuring E-Commerce User Experience in the Last-Mile Delivery. *Mathematics*, *11*(6), 1482.

Vu, T. (2021, March 23). *Service Quality And Its Impact On Customer Satisfaction*. ResearchGate; unknown.

Yoon, Y., & Cha, K. C. (2020). A qualitative review of cruise service quality: Case studies from Asia. *Sustainability*, *12*(19), 8073.

Yuen, K. F., Wang, X., Ma, F., & Wong, Y. D. (2019). The determinants of customers' intention to use smart lockers for last-mile deliveries. *Journal of Retailing and Consumer Services*, *49*, 316-326.

Zainudin, J., Samad, H., Miserom, F., & Sabri, S. (2021). Parcel Tracking System Using Barcode Scanner with Verified Notification. IOP Conference Series: Materials Science and Engineering,

Zhang, S. (2016) Study on the Development of e-commerce and Modern Logistics in Linyi City, China.

Zygiaris, S., Hameed, Z., Ayidh Alsubaie, M., & Ur Rehman, S. (2022). Service quality and customer satisfaction in the post pandemic world: A study of Saudi auto care industry. *Frontiers in Psychology*, *13*, 842141.

THE STUDY OF DELIVERY SERVICES FEATURES OF CUSTOMER SATISFACTION AMONG STUDENTS OF UNIVERSITY MALAYSIA KELANTAN (UMK) IN CAMPUS KOTA

KAJIAN PERKHIDMATAN PENGHANTARAN CIRI-CIRI KEPUASAN PELANGGAN DALAM KALANGAN PELAJAR UNIVERSITI MALAYSIA KELANTAN (UMK) DI KAMPUS KOTA

Dear Participants,

We are students Bachelor of Entrepreneurship (Commerce) with honor from Faculty Entrepreneurship Business, Universiti Malaysia Kelantan (UMK), Pengkalan Chepa, Kota Bahru, Kelantan. We are currently conducting the topic above study as a part of our research survey for our Final Year Project (FYP). We really hope you all can answer and help us. We are very pleased and really appreciate the time you have taken to fill out this Google Form. This form is only a request for us to complete this assignment only. Thank you for all your cooperation.
Thank You.

Prepared by,
1. ANG CHIA SIN (A20A1267)
2. ASYUHADA BINTI ZOOLKIFLIE (A20A2111)
3. NUR IZZAH AFIFAH BINTI ABDULLAH (A20A1746)
4. SITI NAJIHAH BINTI AZNAN (A20A1964)

SECTION A: DEMOGRAPHIC PROFILE

Mark only one choice.

1. Gender/ Jantina

	Male/ Lelaki
	Female/ Perempuan

2. Age/ Umur

	20 years and below / 20 tahun dan ke bawah
	21 – 25 years old/ 21 – 25 tahun
	26 – 30 years old/ 26 – 30 tahun
	31 years old and above/ 31 tahun dan keatas

3. Race/ Bangsa

	Malay/ Melayu
	Chinese/ Cina
	Indian/ India
	Other/ Lain-lain

4. Faculty/ Fakulti

	FKP
	FHPK
	FPV

5. Program/ Program

	SAK
	SAL
	SAR
	SAB
	SAE
	SAA
	SAP
	SAH
	SAS
	SDV

6. What parcel delivery that you used? / Syarikat penghantaran bungkusan apa yang anda gunakan?

|	
	DHL Express
	Pos Laju
	J&T Express
	Ninja Van (GDEX)
	GD Express
	Skynet Express
	Other

SECTION B: CUSTOMER SATISFACTION AMONG STUDENT OF UNIVERSITI MALAYSIA KELANTAN (UMK) IN CAMPUS KOTA

The scale uses are five point Likert scale from "strongly disagree" pointed as 1 until "strongly agree" pointed as 5. /Skala yang digunakan ialah skala Likert lima mata daripada "sangat tidak setuju" yang ditunjukkan sebagai 1 hingga "sangat setuju" ditunjukkan sebagai 5.

1. Strongly Disagree / Sangat Tidak Setuju
2. Disagree / Tidak Setuju
3. Neutral / Natural
4. Agree / Setuju
5. Strongly Agree / Sangat Setuju

Instruction: Choose only one answer for each of the following statements according to scale provided. /Arahan: Pilih satu jawapan sahaja bagi setiap pernyataan berikut mengikut skala yang telah disediakan.

No.	Customer Satisfaction among Student Universiti Malaysia Kelantan (UMK) in Campus Kota/ Kepuasan Pelanggan dalam kalangan Pelajar Universiti Malaysia Kelantan (UMK) di Kampus Kota	1	2	3	4	5
1.	I will recommend others to use this delivery service. / **Saya akan mengesyorkan orang lain untuk menggunakan perkhidmatan penghantaran ini.**					
2.	Using delivery services provider has been a satisfactory experience. / **Menggunakan penyedia perkhidmatan penghantaran telah menjadi pengalaman yang memuaskan.**					
3.	I am satisfied with the safety and condition of my parcel. /**Saya berpuas hati dengan keselamatan dan keadaan bungkusan saya.**					
4.	I think that I did the right thing when I decided to use delivery services provider for my service needs. /**Saya fikir saya telah melakukan perkara yang betul apabila saya memutuskan untuk menggunakan penyedia perkhidmatan penghantaran untuk keperluan perkhidmatan saya.**					
5.	I am satisfied with services of my delivery services provider. / **Saya berpuas hati dengan perkhidmatan pembekal perkhidmatan penghantaran saya.**					
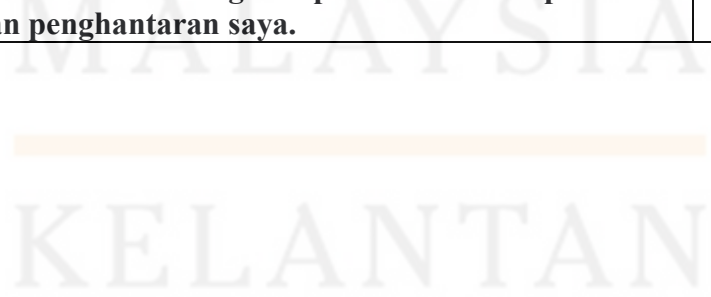
SECTION C: INDEPENDENT VARIABLE 1:

DELIVERY EFFICIENCY

No.	Delivery Efficiency/ Kecekapan Penghantaran	1	2	3	4	5
1.	I received my parcel on reasonable time. / **Saya menerima bungkusan saya pada masa yang tepat.**					
2.	I will change company delivery if they poorly handle their deliveries. / **Saya akan menukar penghantaran syarikat jika mereka kurang mengendalikan penghantaran mereka.**					
3.	I am loyal to companies who have a well-managed delivery process. /**Saya setia kepada syarikat yang mempunyai proses penghantaran yang diurus dengan baik.**					
4.	During delivery pick up, I check whether the package is damaged. / **Semasa mengambil penghantaran, saya menyemak sama ada bungkusan itu rosak.**					
5.	I will often buy from those with whom my goods are delivered seamlessly. /**Saya selalunya akan membeli daripada mereka yang menghantar barangan saya dengan lancar.**					

INDEPENDENT VARIABLE 2:

PARCEL TRACKING

No.	Parcel Tracking/ Pengesanan Bungkusan	1	2	3	4	5
1.	I like to know where my parcel is at the moment. / **Saya ingin tahu di mana bungkusan saya berada pada masa ini.**					
2.	I believe in the security and privacy of package tracking by this package delivery company. / **Saya percaya pada keselamatan dan privasi penjejakan pakej oleh syarikat penghantaran pakej ini.**					
3.	I like to track the delivery of what I ordered. / **Saya suka menjejaki penghantaran barang yang saya pesan.**					
4.	I check the status of the shipment as it travels towards me. / **Saya menyemak status penghantaran semasa ia bergerak ke arah saya.**					
5.	The delivery services company will always update the user's package tracking number. / **Syarikat perkhidmatan penghantaran akan sentiasa mengemas kini nombor penjejakan pakej pengguna.**					

INDEPENDENT VARIABLE 3:

SMOOTH DELIVERY

No	Smooth Delivery/ Penghantaran lancar	1	2	3	4	5
1.	I am confident as to the delivery who is sending my parcel. / **Saya yakin dengan penghantaran yang menghantar bungkusan saya.**					
2.	When someone delivers goods to me, it's a simple process. / **Apabila seseorang menghantar barang kepada saya, ia adalah satu proses yang mudah.**					
3.	The quality of the employees at the courier service company made the courier company receive a high demand respond and smooth delivery. / **Kualiti pekerja di syarikat perkhidmatan kurier menjadikan syarikat kurier menerima respons permintaan yang tinggi dan penghantaran yang lancar.**					
4.	Contact with package delivery people is a pleasant experience for me. / **Berhubung dengan orang penghantaran pakej adalah pengalaman yang menyenangkan bagi saya**.					
5.	I prefer to buy goods online because of the punctuality of delivery of goods from the courier to the consumer. / **Saya lebih suka membeli barang secara online kerana ketepatan masa penghantaran barang dari pihak kurier kepada pengguna**.					

INDEPENDENT VARIABLE 4:

CONVENIENCE

| No	Convenience/ Kemudahan	1	2	3	4	5
1.	I can collect my parcel when time is convenient. / **Saya boleh mengambil bungkusan saya apabila masa sesuai.**					
2.	I perceive order delivery as an interesting alternative to ordinary shopping. /**Saya menganggap penghantaran pesanan sebagai alternatif yang menarik untuk membeli-belah biasa.**					
3.	Employees of the delivery service company answer any questions related to the package or other problems. / **Pekerja syarikat perkhidmatan penghantaran menjawab sebarang soalan berkaitan pakej atau masalah lain.**					
4.	I see the delivery of ordered goods as a useful alternative to classic shopping in a store. / **Saya melihat penghantaran barangan yang dipesan sebagai alternatif yang berguna untuk membeli-belah klasik di kedai.**					
5.	This delivery service will notify when they reach the destination to deliver the package. /**Perkhidmatan penghantaran ini akan memberitahu apabila mereka sampai ke destinasi untuk menghantar bungkusan.**					

THANK YOU/ **TERIMA KASIH**

APPENDIX B- GANTT CHART

WEEK / TASK	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Find articles and choose title of study	▓	▓												
Choose 27 articles and select the main article.		▓												
Identify DV and IV and present to supervisor.		▓												
Explaining the title of our study to supervisor.		▓												
Improve of chapter 1 report until chapter 3.			▓											
Provide a questionnaire in the form of Google Form.				▓										
Submit Full Report PPTA 1 (draft) to supervisor				▓										
Modified PPTA 1 and submit to supervisor at Google Drive					▓									
Prepare slide of presentation					▓									
Presentation through Google Meet with supervisor and examiner.						▓								
Submit PPTA 1 to examiner by email							▓							
Distribute the questionnaire online.							▓							
Collect data through online survey								▓	▓	▓				
Conduct pilot test analysis										▓				
Start data analysis with using SPSS										▓				

80

Task															
Start writing chapter 4 and chapter 5												▓	▓			
Edit poster for presentation													▓			
Present to Supervisor for poster presentation													▓	▓		
Modified poster and start writing article paper													▓	▓		
Submit report article paper and poster to Supervisor and Examiner by email														▓	▓	
Submit full report PPTA 2 and poster to supervisor.																▓
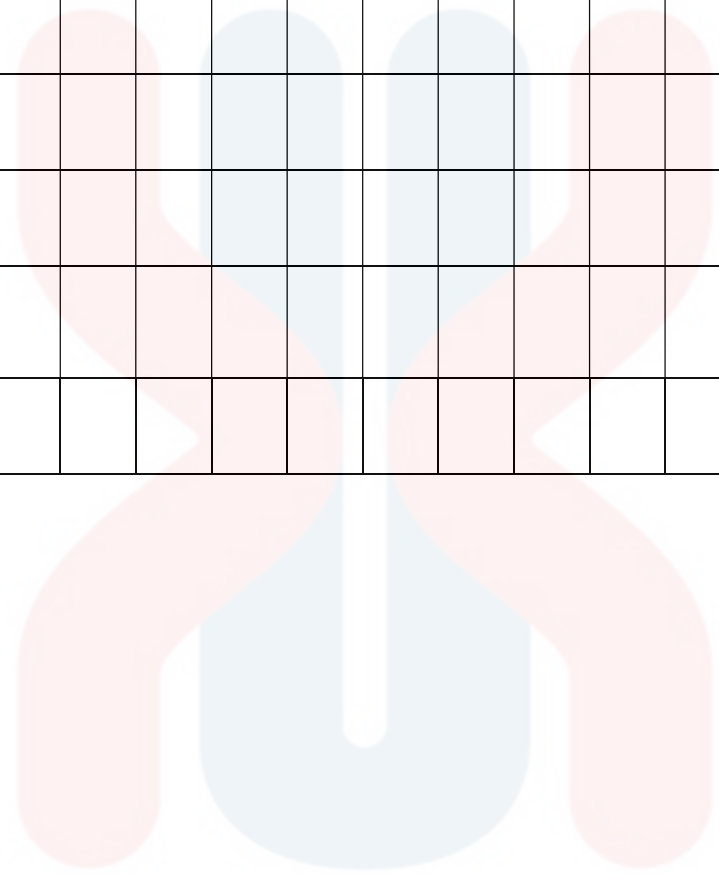
Student's Name: _____Matric No. _____

Name of Supervisor: _____Name of Programme: _____

Research Topic:_____

NO.	CRITERIA		PERFORMANCE LEVEL				WEIGHT	TOTAL
			POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	**Content (10 MARKS)** (Research objective and Research Methodology in accordance to comprehensive literature review) Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)		Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.	Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.	____ x 1.25 (Max: 5)	
			Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question and unscientific with unsearchable topic.	Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question and less scientific with fairly researchable topic.	Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Question and scientific with good researchable topic.	Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective, Research Question and scientific with very good researchable topic.	____ x 1.25 (Max: 5)	
2.	**Overall report**	*Submit according to*	The report is not produced according	The report is produced according	The report is produced on time,	The report is produced on time,	____ x	

1

	format (5 MARKS)	*acquired format*	to the specified time and/ or according to the format	to the specified time but fails to adhere to the format.	adheres to the format but with few weaknesses.	adheres to the format without any weaknesses.	0.25 (Max: 1)	
		Writing styles (clarity, expression of ideas and coherence)	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	____ x 0.25 (Max: 1)	
		Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	____ x 0.25 (Max: 1)	
		Reference list (APA Format)	No or incomplete reference list.	Incomplete reference list and/ or is not according to the format.	Complete reference list with few mistakes in format adherence.	Complete reference list according to format.	____ x 0.25 (Max: 1)	
		Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with clear transitions and a focused closure.	____ x 0.25 (Max: 1)	
3.	**Research Findings and Discussion**		Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	____ x 1 (Max: 4)	

2

	(20 MARKS)	Measurement is wrong and irrelevant	Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	____ x 1 (Max: 4)
		Data analysis is inaccurate	Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	____ x 1 (Max: 4)
		Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	____ x 1 (Max: 4)
		Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	____ x 1 (Max: 4)
4.	**Conclusion and Recommendations (15 MARKS)**	Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	____ x 1.25 (Max: 5)
		Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	____ x 1.25 (Max:5)
		Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	____ x 1.25 (Max:5)
					TOTAL (50 MARKS)	