

**THE AWARENESS OF USING THIRD-PARTY
LOGISTICS (3PL) DELIVERY SERVICES IN
PENGKALAN CHEPA**

ARIFIZA NUR ALYA BINTI ARIFENDEE (A20A1278)

AZIENAJIHA NATASHA BINTI AHMAD SABRI (A20A1282)

BARATHRAJ A/L MATHAVAN (A20A1284)

BEN GAN RUI YANG (A20A1287)

UNIVERSITI

MALAYSIA

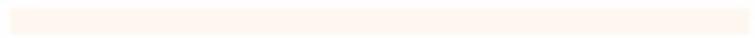
KELANTAN

BACHELOR OF ENTREPRENEURSHIP (LOGISTICS AND
DISTRIBUTIVE TRADE) WITH HONOURS

2024



UNIVERSITI



MALAYSIA



KELANTAN

FKP



UNIVERSITI
MALAYSIA
KELANTAN

FKPP

**THE AWARENESS OF USING THIRD-PARTY
LOGISTICS (3PL) DELIVERY SERVICES IN
PENGKALAN CHEPA**

by

**Arifiza Nur Alya Binti Arifendee (A20A1278)
Azienajiha Natasha Binti Ahmad Sabri (A20A1282)
Barathraj A/L Mathavan (A20A1284)
Ben Gan Rui Yang (A20A1287)**

A thesis submitted in fulfillment of the requirements for the degree of
Bachelor of Entrepreneurship (Logistics and Distributive Trade) With Honours

**Faculty of Entrepreneurship and Business
UNIVERSITI MALAYSIA KELANTAN**

2024

THESIS DECLARATION

FKP

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 8 October 2023 until 18 January 2024.
- 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: ARIFIZA NUR ALYA BINTI ARIFENDEE



SIGNATURE OF SUPERVISOR

NAME: PROF. MADYA TS. DR.
MUHAMAD SAUFI BIN CHE RUSULI



SIGNATURE

NAME: AZIENAJIHA NATASHA BINTI AHMAD SABRI

Date: 18 January 2024



SIGNATURE

NAME: BARATHRAJ A/L MATHAVAN



SIGNATURE

NAME: BEN GAN RUI YANG

Date: 18 January 2024

ACKNOWLEDGEMENT

As we prepare for this research paper, it is important to acknowledge and express our sincere gratitude to several individuals who have been instrumental in our journey. First and foremost, we extend our heartfelt thanks to Professor Madya Ts. Dr. Muhamad Saufi bin Che Rusuli for his invaluable guidance and unwavering support throughout the completion of this project. He not only provided comprehensive explanations from the project's inception to its conclusion but also directed us in the right direction for sourcing relevant articles and journals to bolster our research. We would also like to convey our deep appreciation to Professor Madya Ts. Dr. Muhammad Ashlyzan bin Razik, our examiner, for providing valuable feedback and insights that have contributed to the enhancement of our research paper. Furthermore, we owe a debt of gratitude to our parents for their generous and unwavering support, both financially and emotionally. Their assistance has been instrumental in ensuring the success of our project, and without their help, the effort would have been considerably more challenging. Lastly, we extend our thanks to all our fellow group members for their dedication and collaboration in the completion of Research Projects I and II. We hope that this work will serve as a valuable reference not only for us but also for anyone who may read it in the future. We acknowledge that all good things come from a higher power, while any shortcomings are a result of our own limitations.

TABLE OF CONTENTS

	Page
CHAPTER 1: INTRODUCTION	
1.1 Background of the study	1
1.2 Problem Statement	2
1.3 Research Question	4
1.4 Research Objectives	5
1.5 Scope of the Study	5
1.6 Significance of Study	6
1.7 Definition of Term	6
1.8 Organization of the Thesis	9
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	11
2.2 Underpinning Theory	11
2.3 Previous Studies	12
2.4 Hypotheses Statement	18
2.5 Conceptual Framework	18
2.6 Summary/ Conclusion	19
CHAPTER 3: RESEARCH METHODS	
3.1 Introduction	20
3.2 Research Design	21
3.3 Data Collection Methods	22
3.4 Study Population	24
3.5 Sample size	25
3.6 Sampling Techniques	25
3.7 Research Instrument Development	28
3.8 Measurement of the Variables	29
3.9 Procedure for Data Analysis	30
3.10 Summary / Conclusion	31
CHAPTER 4: DATA ANALYSIS AND FINDINGS	
4.1 Introduction	32
4.2 Preliminary Analysis	32
4.3 Demographic Profile of Respondents	34
4.4 Descriptive Analysis	37
4.5 Validity and Reliability Test	42
4.6 Normality Test	43
4.7 Hypotheses Testing	44
4.7.1 Hypothesis 1	44

4.7.2 Hypothesis 2	45
4.7.3 Hypothesis 3	46
4.7.4 Hypothesis 4	47
4.8 Summary / Conclusion	48
CHAPTER 5: DISCUSSION AND CONCLUSION	
5.1 Introduction	49
5.2 Key Findings	49
5.3 Discussion	49
5.3.1 Hypothesis 1	50
5.3.2 Hypothesis 2	51
5.3.3 Hypothesis 3	51
5.3.4 Hypothesis 4	52
5.4 Implications of the Study	52
5.5 Limitations of the Study	54
5.6 Recommendations/ Suggestion for Future Research	54
5.7 Overall Conclusion of the Study	56
REFERENCES	58
APPENDIX A – Draft of Questionnaire	
APPENDIX B - Gantt Chart	

List of Table

Table 4.1	Rule of Thumb about Cronbach's Alpha Coefficient Size Table
Table 4.2	Reliability Analysis of Pilot Test
Table 4.3	Gender
Table 4.4	Age
Table 4.5	Level Education
Table 4.6	Religion
Table 4.7	Monthly Income
Table 4.8	Lack of e-commerce familiarity
Table 4.9	Lack of trust
Table 4.10	Lack of communication
Table 4.11	Lack of reputation
Table 4.12	Third-party logistics delivery services in Pengkalan Chepa.
Table 4.13	Validity and Reliability Test
Table 4.14	Normality Test
Table 4.15	Lack of E-Commerce Familiarity
Table 4.16	Lack of Trust
Table 4.17	Lack of Communication
Table 4.18	Lack of Reputation
Table 5.3	Discussion Hypothesis

List of Figure

Figure 2.5	Conceptual Framework
------------	----------------------

ABSTRACT

This study aims to investigate the awareness of using third-party logistics delivery services in Pengkalan Chepa. This study will examine the relationship between lack of ecommerce familiarity, lack of trust, lack of communication and lack of reputation towards third-party logistics delivery services in Pengkalan Chepa. This study uses quantitative research with 300 respondents and use simple random sampling in probability technique. The questionnaire was construct by using 5 point of Likert scale that ranges from 1 (strongly disagree) to 5 (strongly agree). The data collected was tested using statistical package for the social science. The finding of this study is string positive relationship between all four independents variables which lack of ecommerce familiarity, lack of trust, lack of communication and lack of reputation towards third-party logistics delivery services in Pengkalan Chepa.

CHAPTER 1: INTRODUCTION

1.1 Background of The Study

Third-party logistics refers to the outsourcing of logistics services by companies to specialized organizations, known as 3PL providers, to streamline and enhance various aspects of their supply chain management. These services encompass a broad spectrum, including transportation, warehousing, order fulfilment, inventory management, and more. In recent years, the significance of 3PL services has grown substantially due to their capacity to improve operational efficiency, reduce costs, and offer specialized expertise to businesses.

Pengkalan Chepa, a locality with its unique economic and commercial dynamics, provides an intriguing setting for this research. Situated within a specific region, it's essential to understand the local business environment, consumer behaviours, and the prevalent logistics infrastructure to gauge the potential utilization and awareness of 3PL services in the area. The region's economic activities, growth trends, and its role in e-commerce and retail sectors play a significant role in shaping the logistics landscape.

The rationale behind investigating the awareness and usage of 3PL services in Pengkalan Chepa stems from the potential impact such services can have on the efficiency and competitiveness of businesses. Understanding the factors influencing the adoption or lack thereof of 3PL services is crucial in improving logistical operations and meeting the evolving needs of both businesses and consumers. This study seeks to identify the key factors that contribute to or hinder the utilization of 3PL services, including the lack of ecommerce familiarity, trust issues, communication challenges, and reputation concerns.

The significance of this research lies in its potential to bridge the gap between the demand for efficient logistics services and the existing awareness and utilization levels within Pengkalan Chepa. By examining the factors influencing the adoption of 3PL services, the study aims to provide valuable insights and recommendations for businesses, consumers, and logistics service providers. Such insights can guide the development of strategies to enhance awareness, trust, and effective communication regarding the benefits of utilizing 3PL services.

The awareness of using third-party logistics delivery services in Pengkalan Chepa constitutes an essential area of study due to the transformative potential these services offer to local businesses and consumers. Understanding the specific factors that influence the uptake of 3PL services within the region is critical for enhancing the efficiency of logistics operations and catering to the evolving needs of businesses and consumers in the area. This research aims to shed light on the current status of awareness, the factors affecting the utilization of 3PL services, and possible strategies to address these issues, thereby contributing to the enhancement of logistics operations in Pengkalan Chepa.

1.2 Problem Statement

Pengkalan Chepa, a dynamic commercial and economic hub, faces challenges in the utilization and awareness of third-party logistics services. Understanding the underlying issues affecting the adoption of 3PL services in this specific locality is crucial for enhancing logistical efficiencies and meeting the evolving needs of businesses and consumers. The significance of third-party logistics services has grown exponentially in the modern business landscape. They offer specialized solutions in transportation, warehousing, order fulfilment, and supply chain management. Their

adoption contributes to operational efficiency, cost reduction, and improved customer service for businesses. Pengkalan Chepa stands as a unique locality within the broader regional economy. Analysing the local business environment, consumer behaviours, and the prevalent logistics infrastructure becomes imperative to understand the potential utilization and awareness of 3PL services in the area. The rapid growth of e-commerce and retail activities within the region further underscores the importance of efficient logistics solutions.

The growing dominance of e-commerce platforms necessitates a strong familiarity with the role and benefits of 3PL services. However, within Pengkalan Chepa, businesses and consumers might lack an understanding of how 3PL services can optimize their operations, especially in the context of online commerce. A critical challenge faced in the adoption of 3PL services revolves around trust. Both businesses and consumers might express doubts about the reliability, security, and consistency of delivery services provided by third-party logistics providers. This lack of trust becomes a barrier to the wider adoption of such services.

Inadequate communication between 3PL service providers, businesses, and consumers can hinder the effective integration and utilization of logistics services. A lack of transparent communication channels and information dissemination might impact the perceived reliability and convenience of using 3PL services. Perception and reputation play a pivotal role in the adoption of 3PL services. Concerns about the track record, service quality, and reliability of these services might dissuade businesses and consumers from engaging with third-party logistics providers in Pengkalan Chepa.

These challenges collectively contribute to a limited understanding and utilization of 3PL services in Pengkalan Chepa. As a consequence, the supply chain management might suffer from inefficiencies, businesses may face obstacles in their

growth trajectory, and consumers might encounter inconveniences in obtaining efficient logistics services. Understanding and addressing these issues is crucial to fostering an environment that encourages the adoption of 3PL services in Pengkalan Chepa. By doing so, businesses can enhance their operational efficiencies, experience growth, and improve customer satisfaction, while consumers can benefit from more reliable and convenient logistics solutions. The identified issues, including lack of ecommerce familiarity, trust issues, communication challenges, and reputation concerns, significantly impact the awareness and usage of 3PL services in Pengkalan Chepa. Addressing these challenges is pivotal for unlocking the potential benefits of efficient logistics services, thereby fostering a more competitive and dynamic business landscape in the region.

1.3 Research Question

The overall research question for this study is to verify factors that influence

1. How does the level of e-commerce familiarity among businesses or individuals in Pengkalan Chepa impact their willingness to adopt third-party logistics (3PL) courier services?
2. How do concerns about trust in service providers affect the decision-making process regarding the adoption of 3PL services?
3. How does ineffective communication impact the utilization of 3PL courier services in the area?
4. What extent do concerns about the reputation or credibility of 3PL service providers influence the usage of courier services in Pengkalan Chepa?

1.4 Research Objectives

1. To examine the impact of e-commerce familiarity on utilization of third-party logistics delivery service in Pengkalan Chepa.
2. To examine the role of trust in the adoption of third-party logistics delivery service in Pengkalan Chepa.
3. To examine the impact of communication barriers on the use of third-party logistics delivery service in Pengkalan Chepa.
4. To examine the influence of reputation concerns on third-party logistics delivery service in Pengkalan Chepa.

1.5 Scope of The Study

The awareness of using a third-party logistic service is the primary topic of this study, which was conducted in Pengkalan Chepa. The data collection will be carried out with the participation of 300 respondents. The questionnaire will be disseminated to residents of Pengkalan Chepa via messages sent via WhatsApp and email accounts. This research will address the awareness of using third party logistic services such as courier services in Pengkalan Chepa that are specified in the proposal. To be more specific, we mainly focus on two groups of respondents, which are students attending UMK Pengkalan Chepa campus and citizens living in the Pengkalan Chepa area. This research would be carried out by submitting a questionnaire, both as a survey and a reference, to the undergraduate students at UMK and to the citizens of PC. The researchers will be able to determine the level of awareness of using a third-party logistic service among the students of UMK and the people who live in Pengkalan Chepa if they accomplish this.

1.6 Significance of Study

The undergraduates at UMK and the people of Pengkalan Chepa have a limited understanding of the benefits of using a third-party logistic service. This is because they are unaware of the awareness that can ease their daily lives by allowing them to take advantage of delivery services. As of yet, there have been no formal studies conducted specifically among UMK students or residents of Pengkalan Chepa regarding the influence of this on the extent to which they make use of delivery services. In this study, we looked into the level of awareness of third-party logistic service using in Pengkalan Chepa. The findings and implications of this study will help to provide more valuable insights regarding the awareness of using third party logistic service among UMK students and residents in Pengkalan Chepa, which will make their daily life easier as it brings great convenience, especially when it comes to courier delivery service.

1.7 Definition of Term

a) 3rd party Logistics

The term "third-party logistics," often abbreviated as 3PL, refers to the strategic practice of outsourcing a company's logistical and supply chain management duties to an external service provider. As outlined by (John T. Mentzer, 2001), the engagement of these third-party service providers allows a company to focus on its core business functions while delegating responsibilities such as warehousing, shipping, and distribution to the external provider. This delegation of logistics tasks to 3PL providers has become an integral component of contemporary supply chain management, offering specialized expertise and increased efficiency in handling complex logistical operations. In the fast-paced and interconnected world of modern commerce, the utilization of 3PL services not only streamlines operations but also enhances the overall

performance of businesses, ultimately contributing to their competitiveness and adaptability in the marketplace. This strategic approach enables companies to be more agile and responsive to the demands of today's dynamic business environment.

b) Lack of e-commerce familiarity

The concept of "lack of e-commerce familiarity" denotes a prevailing issue where a significant portion of individuals and businesses possesses limited knowledge and experience in conducting online transactions. This deficiency extends to challenges related to navigating e-commerce platforms, comprehending the intricacies of digital payment methods, and grasping the finer details of online financial transactions. In their comprehensive research, (Dave Chaffey, 2019) underscore the pivotal role of this deficiency, highlighting how it acts as a formidable barrier to the advancement of the online retail sector. Their study emphasizes that when individuals and businesses encounter hurdles due to their limited e-commerce expertise, it not only impedes the growth of online retail but also underscores the pressing need for educational initiatives and user-friendly interfaces to enhance digital literacy in the realm of online commerce. Addressing this issue is instrumental in fostering greater participation and trust in the online marketplace.

c) Lack of trust

A basic problem in interpersonal or corporate interactions is the lack of trust, which can be identified by the reluctance of individuals or organisations to rely on or have faith in one another. When it comes to the world of business and commerce, trust is an extremely important factor that serves as a foundational component that enables the successful completion of business dealings and collaborations. According to (Roger

C. Mayer, 1995), a lack of trust can be a barrier to the formation of new partnerships, the advancement of ongoing negotiations, and the growth of an existing company.

d) Lack of communication

"Lack of communication" is a term that signifies the absence or inadequacy of information exchange among individuals or entities, which can lead to misunderstandings, errors, and disruptions in various processes. It is a prevalent issue in many contexts, including supply chain management. In a broader sense, it refers to the failure to effectively convey or receive crucial information, often resulting in operational hindrances and diminished performance. In general, a lack of communication can negatively impact not only operational efficiency but also employee satisfaction and job performance. It hinders coordination and collaboration among different parties involved in a process. This issue is typically characterized by factors such as language barriers, cultural differences, and inadequate communication channels. To address this problem, solutions like implementing advanced communication technologies, streamlining processes, and investing in technology infrastructure can be employed. Effective communication is essential for the smooth functioning of various systems and is crucial for achieving organizational goals and maintaining a healthy and productive work environment (ADALAT, 2023).

e) Lack of reputation

The term "lack of reputation" refers to the situation in which an individual, brand, or organisation has not yet established a good perception or standing among the members of their target audience or the people who are important to them as stakeholders. The formation of a reputation is dependent on a number of factors, some of which are credibility, reliability, and the accumulation of previous accomplishments.

When it comes to conducting business with the company in question, the absence of a good reputation may cause clients or business partners to be sceptical and reluctant (Fombrun, 2018).

1.8 Organization of The Proposal

The report on "The Awareness of Using Third-Party Logistics Services among UMK Undergraduates and Residents in Pengkalan Chepa" is structured into three chapters. The first chapter serves as the foundation of the research paper. It starts by presenting a comprehensive introduction, informing the reader with the key concepts and themes that underpin the study. Within this chapter, the background of the study is explored, moving to the context and factors that have led to the investigation. The problem statement tells the specific issue that the research aims to address, while the research question defines the central question that the study seeks to answer. The research goal's objective clarifies the main purpose of the inquiry. Moreover, this chapter defines the scope of the study, highlighting the boundaries and limitations within which the research is conducted. The chapter also highlights the significance of the study, explaining its relevance and potential impact. Lastly, it provides a detailed definition of key terms and offers an outline of the thesis's organization, previewing the subsequent chapters to guide the reader through the research journey.

Chapter 2 of our study investigates into the awareness of third-party logistics services among undergraduate students and residents in Pengkalan Chepa at UMK. In this chapter, we will explore the background of our research, the theory supporting it, and the key components of our study. Firstly, we'll provide an introduction to the topic, giving you a clear understanding of why this research is important. Next, we'll explain the theory that forms the foundation of our study, helping you grasp the ideas that guide

our investigation. Then, we'll describe the independent variables, which are the factors we're examining to see how they influence awareness. We'll also detail the dependent variables, the things we're measuring as outcomes. We'll present our hypotheses, which are our educated guesses about how these variables are related. Lastly, we'll show you the conceptual framework, which is like a map of how all these elements fit together in our research. By the end of this chapter, you'll have a solid grasp of what we're studying and why it matters.

In Chapter 3, we delve into the steps of conducting our research, focusing on "The awareness of using third-party logistics services among UMK undergraduate students and residents in Pengkalan Chepa." This chapter outlines the key components of our research process. We begin with an introduction, setting the stage for our study. Then, we design the research, outlining how we plan to carry it out. We describe the methods we'll use to collect data, including who our study participants (population) will be and how many of them (sample size) we'll involve. We explain the techniques we'll use to select these participants. We also discuss the tools we'll create to gather data, how we'll measure the things we're studying, and the procedures for analysing the data. Finally, we wrap up this chapter with an overview of what's to come in the following chapters. This chapter provides a roadmap for our research journey, ensuring a clear and structured approach to understanding the awareness of third-party logistics services among UMK undergraduates and Pengkalan Chepa residents.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This literature review was conducted to identify previous studies that have been conducted on this research. This study has a different research framework, to see and evaluate the previous study, the researcher has conducted a study more than the previous study. This study is to see the research gap that occurs among the community in Pengkalan Chepa, Kelantan. The study conducted also looked at the awareness of consumers regarding the use of third-party logistics delivery services.

This chapter will also explain a more detailed study on the awareness of using third party logistics delivery services in Pengkalan Chepa. Behind this study, it also explains the issues that lead to the need for awareness about third-party logistics delivery services. With the passage of time, there has been a sharp increase in the field of delivery services as there has been an increase in online sales. This will have a big impact on the community due to the increasing use of third-party logistics. Malaysia is also in the direction of realizing a regional hub country for successful integrated logistics services and this is seen in the last Malaysia Plan.

2.2 Underpinning Theory

The Theory of Planned Behaviour (TPB), which was developed by (AJZEN, (1991)), was built upon the earlier Theory of Reasoned Action (TRA) by (CORBETT, 2002). In this essay, we'll explore how TPB has been applied to understand people's purchasing behaviour when it comes to environmentally sustainable products. TPB is like a toolkit that helps us understand why people decide to do something. It's been used in studies to figure out why people make choices related to environmental issues, such as recycling. For example, (CORBETT, 2002) used TPB to understand recycling

behaviour. In the context of TPB, it's important to know that intention, or the plan to do something, directly influences behaviour. This intention is often shaped by a person's evaluation of whether the behaviour is a good or bad thing to do. It's also influenced by what a person thinks others expect them to do, which is called the subjective norm. TPB takes it a step further by considering how much control a person has over their behaviour. It introduces a concept called "perceived behavioural control" (PBC) to account for this. PBC reflects a person's belief in their ability to perform a behaviour, taking into account the consequences of their actions.

2.3 Previous Studies

2.3.1 Lack of e-commerce familiarity

According to (Rheude, 2023) the term 'third-party logistics' (3PL) is often associated with and used interchangeably with 'fulfilment warehouse' or 'fulfilment centre'. Services offered by 3PL providers encompass a wide array of logistics functions, including warehousing, inventory management, shipping, receiving, both full truckload (FTL) and less than truckload (LTL) freight services, picking and packing, kitting, as well as managing reverse logistics processes, particularly handling product returns. Third-party logistics (3PL) involves the delegation of ecommerce logistics operations to external entities. This encompasses services such as inventory management, warehousing, and order fulfilment. 3PL providers offer ecommerce merchants the capacity to streamline operations and automate retail order fulfilment, providing the necessary tools and infrastructure for enhanced efficiency.

Furthermore, according to (Chai, 2020) E-commerce, an abbreviation for electronic commerce, represents the commercial transactions involving the online buying and selling of goods and services. It encompasses the exchange of funds, data,

and products over electronic networks, predominantly facilitated through the internet. Limited knowledge or understanding of e-commerce practices often acts as a barrier, hindering the adoption of 3PL courier services. If businesses or consumers are not well-versed in e-commerce functions, they might be less likely to engage or utilize 3PL services for their delivery needs.

Besides that, those less familiar with e-commerce might rely more on traditional delivery methods or in-house logistics, diminishing the inclination to explore or trust 3PL courier services. The lack of familiarity might steer them away from utilizing these external logistics services. 3PL such as Amazon to outsource the delivery of numerous orders to a third-party logistics provider (3PL), examples of which include well-known companies like FedEx, UPS, DHL, or various national postal services." Amazon has played a significant role in introducing many of the logistics innovations witnessed in the e-commerce industry (Cohen, 2018).

Furthermore, limited knowledge about e-commerce logistics might influence perceptions of the convenience and reliability of 3PL courier services. This lack of familiarity could result in scepticism or doubts regarding the effectiveness and security of using these external courier services for deliveries. According to (Tang and Veelenturf, 2019) The success of e-commerce can be attributed to the evolution and fusion of pioneering and effective strategies in marketing, information systems, and logistics.

Moreover, Addressing the lack of e-commerce familiarity becomes critical. Educational initiatives or information dissemination about the benefits, convenience, and secure nature of utilizing 3PL courier services may be necessary to bridge the knowledge gap. According to (Jolaoso, 2023) E-commerce, short for electronic

commerce, involves the trade of goods and services, along with the transfer of funds and information over the internet. It relies on digital technology and platforms such as websites, mobile applications, and social media to facilitate transactions and enable buying and selling.

Overall, the relationship between the lack of e-commerce familiarity and the utilization of 3PL courier services is apparent. Businesses and consumers who lack understanding or experience in e-commerce logistics may exhibit hesitancy or resistance towards embracing external courier services offered by third-party logistics providers. Bridging this knowledge gap and increasing awareness regarding the advantages and reliability of such services may encourage greater adoption and trust in utilizing 3PL courier services for efficient and reliable delivery solutions. The success of e-commerce owes itself to the fusion of strategic advancements in marketing, information systems, and logistics. As businesses and consumers embrace the evolving landscape of digital commerce, these educational initiatives play a crucial role in ensuring an informed and efficient logistics ecosystem within the e-commerce realm.

2.3.2 Lack of Trust

The basic definition of trust is dependence, confidence, and trust in the honesty, integrity, and dependability of an individual, group, or institution. Being able to trust someone means trusting and their ability to behave in a reliable and predictable way. It requires feeling safe and without any doubts or suspicions. Building strong relationships between companies and their logistics service providers is essential in the third-party logistics (3PL) sector. It includes having confidence that the 3PL business will keep its promises, deliver products promptly and securely, handle data carefully and offer clear and effective services. Conversely, a loss of confidence in third party

logistics providers (3PLs) will indicate a lack of trust and reliance on them. It marks a breakdown in the credibility, openness and efficiency seen by logistics partners. Several things, including unfavourable previous experiences, security or confidentiality, poor service delivery, or a general lack of openness in logistics procedures, may contribute to this deficiency.

Businesses may be wary of outsourcing their logistics operations and hesitant to outsource their products, data and customer happiness to third-party providers if they don't trust the 3PL. According to Iglesias et al. (2020) companies need to create trusting relationships with consumers so that consumers have a positive attitude and intention to buy back their products or services.

This lack of trust can cause problems for efficient teamwork, affect operational effectiveness and strain relationships among logistics chain stakeholders. In order to build strong relationships and guarantee the efficient movement of goods and information throughout the supply chain, it is important to address and resolve problems related to the lack of trust in 3PL companies. Regaining business confidence in the skills and integrity of logistics service providers involves proactive problem solving, clear procedures, reliable performance and consistent communication.

2.3.3 Lack of Communication

Effective communication stands as a fundamental element in any relationship between a third-party logistics (3PL) service provider and their customers. Regular and open communication and the sharing of information between the service provider and customers are of utmost importance for managing 3PL relationships successfully. Various literature from practitioners emphasizes the critical role of communication in making 3PL arrangements work seamlessly. This exchange of information is not

limited to the period after the contract is signed; it also plays a significant role when the buyer is evaluating the capabilities of potential suppliers. Sometimes, joint meetings are even organized to assess the provider's performance and address any arising issues. With the advancements in Information and Communication Technology (ICT), systems can now be utilized to streamline the communication process, reducing the number of intermediaries and establishing direct contact with customers for information exchange. This not only makes communication faster but also cuts down on the costs associated with transmitting information. (Gulc A., 2021).

Many studies that investigate the success elements in 3PL (third-party logistics) relationships regularly emphasise several significant topics. These include the interchange of information between the logistics service provider and the user, the necessity for clear and well-defined contracts, and the crucial relevance of monitoring and measuring 3PL performance. A complete collection of performance measurements should ideally cover a wide range of elements, such as cost, service quality, productivity, effective asset management, and customer and staff happiness (Gulc J. E., 2020). Despite widespread agreement on the need of performance monitoring in 3PL relationships, it is frequently unclear which precise Key Performance Indicators (KPIs) should be used for this purpose (G. Ante, 2018). It is worth mentioning that when 3PL relationships fail, the key causes are usually cost issues and insufficient communication. However, it is crucial to note that past research has primarily concentrated on finding success criteria rather than diving into the causes of 3PL partnership failure. (Gulc J. E., 2020).

2.3.4 Lack of Reputation

Reputation refers to the overall perception or evaluation of an individual, organization, or entity based on their past actions, behaviour, and performance. It is a measure of how others perceive and judge the credibility, trustworthiness, and reliability of a person or entity. A strong reputation is built upon positive experiences, consistent delivery of high-quality products or services, ethical conduct, and meeting or exceeding expectations. It is often associated with trust, respect, and a positive image in the eyes of stakeholders, including customers, employees, investors, and the general public.

On the other hand, a poor reputation can arise from negative experiences, unethical behaviour, poor customer service, product failures, or any other factors that lead to a loss of trust and credibility. Negative publicity, customer complaints, or legal issues can significantly impact an entity's reputation. It is important for individuals and organizations to actively manage and maintain their reputation through transparent communication, ethical practices, and a commitment to delivering value. Building a positive reputation takes time and effort, but it can greatly contribute to long-term success and the establishment of strong relationships with stakeholders.

In the modern business environment, providers charge varied prices to potential clients. The price will decrease with increasing quantities purchased or services hired. However, in other circumstances, providers charge disparate amounts for the same calibre of services that are acquired; this behaviour may eventually damage the image of disgruntled clients. Reputation is a problem that extends beyond pricing equity and includes cooperative conduct, inappropriate behaviour in long-term partnerships, etc. The degree of confidence that supply chain participants have in each other is significantly and favourably impacted by partner reputation.

2.4 Hypothesis Statement

H1= There is a significant relationship between lack of ecommerce familiarity and the third- party logistics delivery service in Pengkalan Chepa.

H2= There is a significant relationship between lack of trust and the third-party logistics delivery service in Pengkalan Chepa.

H3= There is a significant relationship between lack of communication and the third-party logistics delivery service in Pengkalan Chepa.

H4= There is a significant relationship between lack of reputation and the third-party logistics delivery service in Pengkalan Chepa.

2.5 Conceptual Framework

A conceptual framework comprises the main ideas, factors, connections, and presumptions that direct the research study. It provides a framework for researchers to evaluate and understand the data as well as the theoretical foundations. In order to provide the study topic a structure, a conceptual framework makes use of pre-existing theories, models, or bodies of recognised knowledge. By defining research objectives, determining pertinent variables, and directing the choice of suitable procedures and data analysis strategies, it establishes the scope of the study.

Moreover, a conceptual framework is an illustration of the expected relationship between your variables, or the traits or attributes you wish to investigate. Conceptual frameworks can be written or illustrated, and they are often created by reviewing the body of research that has already been done on your subject.

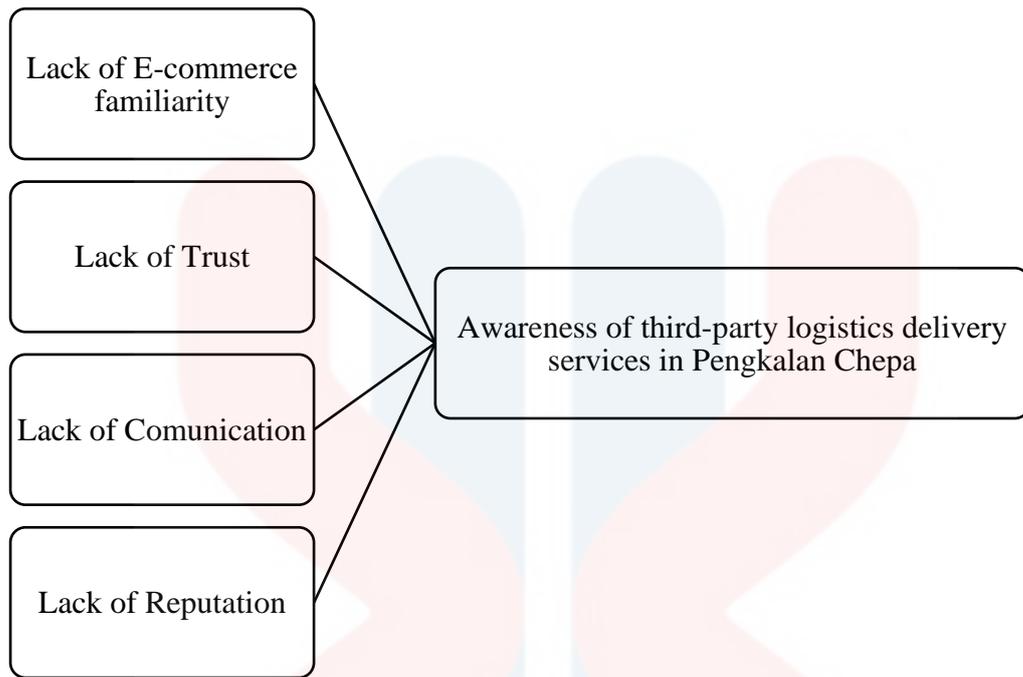


Figure 2.5: Conceptual Framework

2.6 Summary/Conclusion

In summary, this chapter has included a literature review in research. In this chapter, previous studies on the topic of this study have also been presented. The study was also conducted according to the conceptual framework stated.

CHAPTER 3: RESEARCH METHODS

3.1 Introduction

As implied by the title, this chapter presents the research methodology for the study. The research model and research hypothesis generated by the investigation's empirical findings are integrated in the research study component, also referred to as research technique. A researcher might describe their intended study approach by using research methodology. It's a methodical, logical strategy to address a research issue. A methodology describes how a researcher will conduct their study to get accurate, trustworthy data that meet their goals and objectives. It includes the kind of data they will gather, where they will get them, and how they will gather and assess them.

According to (Dawson, 2019) states that the main idea that will direct your research is research method. It establishes your overall research strategy and chooses the study methodology you'll employ. Because research techniques are the instruments you use to collect your data, a research methodology differs from a research method (Dawson, 2019). When choosing the best approach for your topic, there are several factors to consider. Problems might include restrictions on your study and ethical issues that could affect the calibre of your work. This chapter can be used to explain the research framework as well as the proposal's approach. This chapter covers the research design, sample design, research instrument, data collecting technique, and data analysis technique that will be used in this study. The method of quantitative study has been used for both survey testing and response. This chapter will provide a detailed discussion of the specific target group, sample size, sampling procedure, and questionnaire development.

3.2 Research Design

After establishing the research topic, the difficult process that comes next is creating the research project's design, or what is commonly referred to as the "research design." A research design is the result of decisions made on what, where, when, how much, and how to do an investigation or research study. An effective way to combine economy of method and relevance to the study goal is to set circumstances for data collection and analysis, which is known as a research design. The research design, which serves as the guide for data collection, measurement, and analysis, is really the conceptual framework that research is carried out inside. As a result, the design comprises a summary of the researcher's tasks, ranging from formulating the hypothesis and considering its operational ramifications to doing the last data analysis.

An approach to addressing a series of inquiries is known as a research design, which is often referred to as a research strategy (McCombes, 2019). It serves as a framework for data collection, analysis, and interpretation, and it contains these techniques and processes. Stated differently, the research design, which is a component of the research proposal, outlines the researcher's approach to examining the study's main issue. What kind of data should be collected and, ultimately, the outcomes that follow are determined by the features of the study design? The definition of research design also includes variables, hypotheses, experiments, methods, and statistical analysis, among other components of a study, depending on its nature, which we shall discuss below (Creswell et al., 2018).

Descriptive analysis and regression analysis were employed in this study's research design. Descriptive analysis, to start, refers to the process of using data on the characteristics of the variables in a scenario in order to identify and gain a thorough

grasp of the present societal issue (Sekaran (2013). Regression analysis is one of the quantitative techniques used to customise and analyse a variety of variables in our study where there is a relationship between one or more points of independent variables and dependent variables. It can be used to investigate the nature of the relationship between one or more points of independent variables and dependent variables (Dudovskiy 2011). Therefore, we employed this approach in this study to ascertain the awareness of using third party logistics delivery services in Pengkalan Chepa. The direction and strength of the link between the various research variables were ascertained using combined regression analysis, just as all numerical data was shown using descriptive analysis to assess the survey results.

3.3 Data collection methods

The nature of quantitative data is numerical, and it can be calculated numerically. Several scales, including nominal, ordinal, interval, and ratio scales, are used in quantitative data measurement. Measurements of anything are frequently (though not always) included in such data. Programme "what" is addressed by quantitative methods. They ask questions, utilise techniques like surveys, and follow a methodical, standardised approach. The benefits of using quantitative procedures are that they are often easier to compare, less expensive to execute, and typically allow for measurement of the impact magnitude. However, the ability of quantitative tools to examine and explain commonalities and surprising variances is restricted. It is noteworthy that agencies often encounter challenges when implementing quantitative data collection approaches for peer-based programmes. This is often due to factors such as inadequate resources for ensuring strict survey implementation, low participation rates, and lost follow-up rates.

On the other hand, quantitative data analysis is a methodical procedure that gathers and assesses quantifiable and verifiable data. According to Creswell (2007), it has a statistical framework for evaluating or interpreting quantitative data. The primary goal of a quantitative research analyst is to put a hypothetical situation into numerical form. Typically, it is done by academics who are proficient in quantitative analytic methods, either by hand or with computer aid (Cowles, 2005).

3.3.1 Primary Data Collection Method

Primary data are those that have been gathered via first-hand experience. Primary data is more trustworthy, genuine, and impartial because it hasn't been released yet. Primary data has a higher validity than secondary data as it has not been modified or manipulated by humans. Google Forms is used to disseminate a series of surveys to respondents to gather data from them. Primary data comes from first-hand experience and has never been utilised before. The data obtained through primary data collection methods is extremely accurate and tailored to the study objective. This suggests that the data source (Van Khuc & Tran) was the source of this specific type of data. The most popular techniques for collecting quantitative data are statistical and analytical in nature. Examples of these techniques include mean, closed-ended questions, regression and correlation analysis, mode and median surveys, and others.

Additionally, it is also easy to compare the outcomes because of the quantitative techniques' uniform methodology. The researcher used a quantitative data gathering approach in order to increase awareness regarding the utilisation of third-party logistics delivery services in this study. A survey was conducted in Pengkalan Chepa, Kelantan, to learn more about the factors impacting customers' knowledge of utilising third-party logistics delivery services. Furthermore, demographic data such as age, gender, income,

and employment may be gathered through these surveys (Houston, 2022). Furthermore, we will pose a closed-ended survey question to participants, requesting them to indicate whether they strongly agree, agree, disagree, or disagree strongly with the notion.

3.3.2 Secondary Data Collection Method

Secondary data is information gathered from a source that has already been published in any format. Any research project's literature evaluation is predicated on secondary data. The information is obtained by a third party and used by the investigator for a different objective. Information that has already been gathered and kept in a database is known as secondary data. Public opinion surveys, journal papers that have been published, and census statistics are a few examples of secondary data. For this study topic, secondary data from web sources, and prior research publications are used as references.

Additionally, the appropriate set of classification criteria for the secondary data utilised in the study must be used for the test findings to be valid and reliable. The author's qualifications, the reliability of the source, the discussions' consistency, the scope of the analysis, and the degree to which the book advances the area of research are some examples of these requirements (Sileyew, 2019).

3.4 Study population

The term "study population" describes the group of persons that a researcher chooses to examine and collect data from throughout an inquiry or study. It is a representation of the broader target group about whom the researcher hopes to learn more or draw conclusions. The features, criteria, or traits that are pertinent to the goals of the research are used to determine the study population. Establishing the research population is essential because it guarantees that the information gathered and

examined is representative of the particular interest group. Within the constraints of the study design and technique, it enables researchers to make significant inferences and extrapolate their findings to a broader target group.

Therefore, Pengkalan Chepa's residents and Universiti Malaysia Kelantan students would make up the research's population. As a result, the age range of this demographic that is appropriate for this survey is from 17 years old to 27 years old and above. To gather data from respondents, the age range is divided into four groups in this study: 17-20, 21-23, 24-26, and 27 and above because of its large population and location in an urban region of Kelantan, Pengkalan Chepa is well-known and there are so many potential respondents in the region, conducting research with questionnaires is made easy for the researcher.

3.5 Sample size

According to Sekaran and Bougie (2010), sample size is the needed subset of the population to guarantee that there is enough data to make inferences. In their 2013 study, Kumar et al. (2013) defined sample size as the "total number of subjects in the sample" (p. 122). In a nutshell, it's the quantity of observations or responders to be included in a research project. Estimating a suitable sample size involves considering several criteria. These variables include the kind of study, analytical technique, number of variables or complexity of the model, time and resources, completion rate, mentor in the field, sample size utilised in related studies, and data analysis methodology.

3.6 Sampling techniques

The process of choosing a subset of people or things from a wider population in order to carry out research or collect data is referred to as a sampling technique. To get accurate and trustworthy findings, it is important to make sure the sample that was

chosen is representative of the population. There are several sampling strategies accessible, and each has benefits and drawbacks of its own. Random sampling is a frequently employed strategy in which each member of the population has an equal probability of being chosen. By using this technique, bias is reduced and everyone in the population is given an equal chance of being included in the sample.

Another technique is stratified sampling, which divides the population into discrete strata or subgroups according to specific traits. Subsequently, a sample is chosen based on the proportion of each stratum in the population. By ensuring that every subgroup is fairly represented in the sample, this method enables more in-depth examination of certain subgroups within the population. The process of cluster sampling is grouping the population into clusters and choosing a subset of the clusters at random to include in the sample. When it is impossible or expensive to sample people directly, like in large-scale surveys or research carried out in geographically separated places, this strategy is helpful.

Once a beginning point is randomly chosen, systematic sampling selects every n th person or object from a population. For a population that is arranged in any manner, this method offers a systematic approach and may prove to be more effective than random sampling. Random selection is not used in non-probability sampling methods like convenience or purposeful sampling, which can lead to bias in the sample. When reaching a certain group is challenging or when certain traits are of interest, these methods are frequently employed.

Data from the residents of Pengkalan Chepa, Kelantan, will be gathered for this study using a convenience sample strategy in conjunction with the non-probability method. Because there are a lot of participants in this study, a convenience sampling

strategy can be used to get the required sample size of 300 respondents more quickly. It's also one of the sampling methods that's employed most frequently.

3.6.1 The convenience sampling

Convenience sampling is a research methodology that involves the collection of market research data from a readily accessible sample of respondents. It is the most often used sample method since it is very quick, simple, and affordable. Members are frequently easily contacted to participate in the sample.

When there are big populations, researchers employ a variety of methods for sampling. Since most members of the community are difficult to contact, testing the entire group is typically virtually impossible. Convenience sampling is a technique used by researchers when additional data are not required for the main study. To be included in this sample, there are no requirements.

As a result, adding parts to this sample becomes quite simple. Every member of the population is qualified to participate in the sample, but their participation is reliant on how close the researcher is. The researcher selects participants only based on their proximity; the representativeness of the group is not taken into account.

3.6.2 Unit of Analysis

The persons or objects whose attributes will be evaluated serve as the analysis's unit. An integral component of any research study is the unit of analysis. In his research, a researcher looks at it primarily. The study's sample population was selected based on the topic's awareness of third-party logistics

in delivery services in Pengkalan Chepa, Kelantan. The researcher's recommended sampling unit for this study was Kelantan's metropolitan Kota Bharu zones.

3.7 Research instrument development

The research instrument is a measuring tool and is an intermediate tool between the researcher and the study participants. This research instrument is also divided into questionnaires and scales as a tool to measure data from respondents. This research instrument is also important because it accelerates the collection of more efficient and focused data. This research instrument should be valid and reliable. A valid and reliable instrument is needed to ensure that the research instrument that is formed is successful. With the availability of instruments that have good criteria, the research carried out will get good quality. In this study, the researcher has chosen the questionnaire method as part of the measurement instrument to collect data. The researcher also focused on the Pengkalan Chepa district, Kelantan by making a data survey through Google form. The survey through Google form is conducted because it is a fast and easy method because it can be distributed online through several applications. In any case, the researcher will also examine in terms of demographic categories that will be taken into account when collecting data.

3.7.1 Questionnaire

The researcher designed and produced a questionnaire which is the instrument used to conduct the survey. This is a way that will make it easier for researchers and respondents to answer the questionnaire and gather more systematic information. In addition, through this questionnaire can also be disclosed online to increase the number of respondents.

This questionnaire has been divided into two parts, namely Part A and Part B. Part A covers demographic categories, while part B covers all dependent variables which is the awareness of the use of third-party logistics and third-party logistics service delivery which is courier. Each variable component has five questions that the respondent must answer.

3.7.2 Questionnaire design

The design of this questionnaire is quantitative. The questionnaire was also conducted openly using a Likert scale of 1 to 5 as a data collection tool.

3.7.3 Likert scale

A Likert scale is a rating scale used to measure a person's opinion on a matter. Respondents can submit their evaluations using a specific scale. For the research conducted, the researcher used a scale of 1 to 5 to measure the respondent's data, starting with scale 1 which is Strongly Disagree, scale 2 for Disagree, scale 3 for Uncertainty, scale 4 for Agree, and scale 5 for Strongly Agree.

3.8 Measurement of the variable

The level of measurement for each variable is important to obtain accurate data. The researcher chose to gather information about the respondents within the same district which is Pengkalan Chepa. The process to distribute this questionnaire is also carried out randomly and data is also collected related to the issue. The researcher got 300 respondents for this study. The measurement level is also divided into nominal scale, ordinal scale and interval scale. By using a nominal scale, the researcher can classify respondents into several categories. By using a nominal scale, all information about the respondent's demographics can be classified while ordinal scale, all the data

the data can be categorized and ranked. With the interval scale, the use of the Likert scale is used to limit the Likert scale which is 1 to 5 so that the respondents understand better.

3.9 Procedure for data analysis

Data analysis can be defined as unstructured or unstructured data so that useful information can be selected. It involves processing and working on data, to understand what is in the data and vice versa. Through data analysis also helps us understand facts, observe patterns, formulate explanations and try hypotheses. All analyses conducted can be well documented for future use.

3.9.1 Descriptive analysis

The use of SPSS software used to analyse the data in percentage and frequency divided into mean, mode and average. For the demographic parameters used, the data can be analyzed using SPSS software. The researcher used this analysis in the questionnaire in part A.

3.9.2 Regression analysis

Determining the degree and nature of the relationship between a single dependent variable sometimes represented by Y and a number of other factors referred to as independent variables is the goal of the statistical technique known as regression, which is applied in the fields of finance, investing, and other sciences. Although it is a useful technique for identifying correlations between variables in data, regression analysis is not always able to establish causality. In the fields of business, finance, and economics, it has multiple applications. The idea of regression to the mean, or mean reversion, should not be confused with regression as a statistical procedure.

3.9.3 Pearson analysis

To find the Pearson coefficient, also referred to as the Pearson correlation coefficient or the Pearson product-moment correlation coefficient, the two variables are placed on a scatter plot. There must be some linearity for the coefficient to be calculated a scatter plot not depicting any resemblance to a linear relationship will be useless. The closer the resemblance to a straight line of the scatter plot, the higher the strength of association. Numerically, the Pearson coefficient is represented the same way as a correlation coefficient that is used in linear regression.

3.10 Summary/Conclusion

In summary, this chapter has covered all research methods and results from the topics studied by the researcher. This chapter also analyses the techniques or procedures that will be used, and how to implement those methods, and explains why the researcher chose those techniques and methods. Furthermore, in this chapter, the researcher states the method used to obtain data which is the quantitative method. A questionnaire designed using data from other studies was used.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 Introduction

In this chapter, the results of data analysis will be explained and findings will be discussed. IBM SPSS Statistics version 27 software is used to implement the data analysis. The data from 300 of questionnaires will be interpreted. The result of the descriptive analysis, scale measurement and inferential analysis prove the research's hypotheses as well as illustrated the relationship between IVs and DV.

4.2 Preliminary Analysis

Prior to distributing the questionnaire to the intended respondents, the pilot test must be carried out. According to Jack & Clarke, 1998, a survey must be utilized to assess the validity and reliability of the questionnaire before moving on to a sample population. The reliability score of the survey shouldn't be lower than 0.6 because anything below that is considered to have poor reliability. The closer the value is to 1, the more reliable the item's internal consistency is. For the study's target demographic, which consists of residents of Kelantan, we had conducted a pilot test and given out 30 sets of sample questionnaire surveys to participants from this community.

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

Cronbach's Alpha	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

Table 4.2: Reliability Analysis of Pilot Test

VARIABLE	NUMBER OF ITEMS	CRONBACH'S ALPHA COEFFICIENT (A)	INTERNAL CONSISTENCY
Third-party logistics service facility at Pengkalan Chepa	5	0.884	Very Good
Lack of E-commerce familiarity	5	0.796	Good
Lack of trust	5	0.787	Good
Lack of Communication	5	0.805	Very Good
Lack of reputation	5	0.902	Excellent

Based on the Table 4.2 above, the study's 30 questionnaires pilot test data, which was obtained, was used to determine the data analysis reliability for both dependent and independent variables. A value between 0 and 1 is given to Cronbach's Alpha in the reliability test, with a value closer to 1 indicating an even more accurate scale for variables. Researchers will be more confident in the survey's conduct and more certain that the data or information on outcomes and observations is appropriate to interpret the closer exact a set of scales remains.

According to the Rules of Thumb about Cronbach's Alpha Coefficient size, Third-party logistics service facility at Pengkalan Chepa as dependent variables is 0.884, which is very good. The following independent variables include lack of e-commerce familiarity (0.796) which is good, lack of trust (0.787) which is good, lack of Communication (0.805) that are in very good values and lack of reputation (0.902) which is excellent. This shows that all independent variables, all of which have values more than 0.7, have very good results for every attribute. This survey is trustworthy enough to be used in this investigation. As a consequence, the questionnaire has been accepted and the reliability has shown that the respondents understood the questions in the questionnaire.

4.3 Demographic Profile of Respondents

The data above, showed the demographic profile of the respondents consists of the part of gender, age, level education, religion, and monthly income.

Table 4.3: Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	117	39.0	39.0	39.0
	Female	183	61.0	61.0	100.0
	Total	300	100.0	100.0	

Based on the table 4.3, shown as 117 (39 %) of respondent are males and the remaining 183 (61%) are females. As a results, females' respondent is higher than males influence towards third-party logistics delivery services in Pengkalan Chepa.

Table 4.4: Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 20 Years	25	8.3	8.3	8.3
	21 -23 Years	164	54.7	54.7	63.0
	24 - 26 Years	83	27.7	27.7	90.7
	27 Years and Above	28	9.3	9.3	100.0
	Total	300	100.0	100.0	

Table 4.4 shows the number of respondents which based on age group in survey of this research. The lowest range of age is 17-20 years old and the lowest number of respondents with 25 respondent (8.3%). The age group of 21-23 years old is the highest number of respondents with 164 respondents (54.7%). Next, the age group of 24-26 years old with 83 number of respondent (27.7%) and followed by the age group of 27 years old and above who respond to

this survey with 28 number of respondent (9.3%). As the results, the age group of 21-23 years old is the most influence towards third-party logistics delivery services in Pengkalan Chepa.

Table 4.5: Level Education

Level Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	21	7.0	7.0	7.0
	STPM / Diploma	81	27.0	27.0	34.0
	Degree	182	60.7	60.7	94.7
	Others	16	5.3	5.3	100.0
	Total	300	100.0	100.0	

Table 4.5 shows the results of the level education in the survey. The lowest number of respondents in this survey is others level education with 16 respondents (5.3%) and followed by the group of High school with 21 respondents (7.0%). Next is the group of STPM/ Diploma with 81 respondents (27.0%). The highest number of respondents in level education is group of Degree with 182 respondents (60.7%) shows the most influence towards third-party logistics delivery services in Pengkalan Chepa.

Table 4.6: Religion

Religion					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Islam	150	50.0	50.0	50.0
	Hinduism	114	38.0	38.0	88.0
	Buddhism	31	10.3	10.3	98.3
	Others	5	1.7	1.7	100.0
	Total	300	100.0	100.0	

Table 4.6 shows the group of religion in this survey. The highest number of respondents in the group is Islam, with 150 respondents (50.0%) and followed by Hinduism with 114

respondents (38%). Furthermore, the group of Buddhism with 31 respondents (10.3%) and the lowest group of religion in this survey is others religion with 5 respondents (1.7%). The most group that influence towards third-party logistics delivery services in Pengkalan Chepa is the group of Islam.

Table 4.7: Monthly Income

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM 500	135	45.0	45.0	45.0
	RM 501 - RM 1000	28	9.3	9.3	54.3
	RM 1001 - RM 1500	46	15.3	15.3	69.7
	RM 1501 and Above	91	30.3	30.3	100.0
	Total	300	100.0	100.0	

Table 4.7 shows the group of monthly income in this survey. The lowest number of respondents in the group is RM 501-RM1000 with 28 respondents (9.3%) and the highest number of respondents is below RM 500 with 135 respondents (45%). For the group of RM 1001-RM1500 recorded 46 respondents (15.3%) and for group RM 1501 and above recorded 91 number of respondents (30.3%). The group of monthly income influence the most group that influence towards third-party logistics delivery services in Pengkalan Chepa is below RM 500.

4.4 Descriptive Analysis

4.4.1 Descriptive Analysis for lack of e-commerce familiarity

Table 4.8: lack of e-commerce familiarity

Descriptive Statistics		
	Mean	Std. Deviation
I think we should be exposed to the knowledge of e-commerce logistics.	4.53	.651
I think E-commerce offers all the needs and services to the public.	4.60	.602
I think the delivery application provided makes things easier for customers.	4.59	.645
I think that there is a risk and an element of fraud in E-commerce.	4.64	.599
I Think online shopping through e-commerce offers more economical prices than in physical stores.	4.66	.566
Valid N (listwise)	300	

Table 4.8 show the mean and standard deviation for lack of e-commerce familiarity towards third-party logistics delivery services in Pengkalan Chepa. Based on that, the highest mean is statement 5 which is 4.66 as the variable stated that, I Think online shopping through e-commerce offers more economical prices than in physical stores. Most of the respondents well agreed with this variable as well. Followed by that, the lowest mean value is on statement 1 which is 4.43 as the variable stated that, I think we should be exposed to the knowledge of e-commerce logistics. According to this table, the standard deviation for this category shows the value was more reliable because of it less than 1.

4.4.2 Descriptive Analysis for lack of trust

Table 4.9: lack of trust

Descriptive Statistics		
	Mean	Std. Deviation
I think the negative feedback makes me less confident about the delivery service at Pengkalan Chepa.	4.56	.617
I think using the delivery service in Pengkalan Chepa is reliable.	4.60	.644
I think that the courier company that delivers the customer's goods on time.	4.57	.717
I think delivery service companies often update the tracking status of goods delivery.	4.60	.659
I agree that the delivery service company delivers the correct parcel to the customer.	4.63	.601
Valid N (listwise)	300	

Table 4.9 show the mean and standard deviation for lack of trust towards third-party logistics delivery services in Pengkalan Chepa. Based on that, the highest mean is statement 5 which is 4.63 as the variable stated that, I agree that the delivery service company delivers the correct parcel to the customer. Most of the respondents well agreed with this variable as well. Followed by that, the lowest mean value is on statement 1 which is 4.56 as the variable stated that, I think the negative feedback makes me less confident about the delivery service at Pengkalan Chepa. According to this table, the standard deviation for this category shows the value was more reliable because of it less than 1.

4.4.3 Descriptive Analysis for lack of communication

Table 4.10: lack of communication

Descriptive Statistics		
	Mean	Std. Deviation
I think communication between third party logistics and customers is important.	4.63	.595
I think lack of communication can cause delays and errors in the delivery process.	4.64	.599
I think the exchange of customer delivery information can be done through good communication services.	4.65	.596
I think unclear communication can create misunderstandings between suppliers and customers.	4.64	.592
I think poor communication can contribute to a decrease in logistics publicity awareness.	4.65	.595
Valid N (listwise)	300	

Table 4.10 shows the mean and standard deviation for lack of communication towards third-party logistics delivery services in Pengkalan Chepa. Based on that, the highest mean is statement 5 which is 4.65 as the variable stated that, I think poor communication can contribute to a decrease in logistics publicity awareness. Most of the respondents well agreed with this variable as well. Followed by that, the lowest mean value is on statement 1 which is 4.63 as the variable stated that, I think communication between third party logistics and customers is important. According to this table, the standard deviation for this category shows the value was more reliable because of it less than 1.

4.4.4 Descriptive Analysis for lack of reputation

Table 4.11: lack of reputation

Descriptive Statistics		
	Mean	Std. Deviation
I think good handling of goods will have a positive effect on customers.	4.61	.594
I think delayed delivery of goods can affect the image of logistics third parties.	4.65	.614
I think rude and unfriendly customer service will cause the third-party logistics company's reputation to deteriorate.	4.64	.586
I think satisfactory service quality can provide satisfaction to customers.	4.68	.548
I think a poor work reputation will cause the logistics third-party delivery system to be disrupted.	4.65	.591
Valid N (listwise)	300	

Table 4.11 show the mean and standard deviation for lack of reputation towards third-party logistics delivery services in Pengkalan Chepa. Based on that, the highest mean is statement 4 which is 4.68 as the variable stated that, I think satisfactory service quality can provide satisfaction to customers. Most of the respondents well agreed with this variable as well. Followed by that, the lowest mean value is on statement 1 which is 4.61 as the variable stated that, I think good handling of goods will have a positive effect on customers. According to this table, the standard deviation for this category shows the value was more reliable because of it less than 1.

4.4.5 Descriptive Analysis for third-party logistics delivery services in Pengkalan Chepa.

Table 4.12: third-party logistics delivery services in Pengkalan Chepa.

Descriptive Statistics		
	Mean	Std. Deviation
I think the use of third-party logistics at Pengkalan Chepa is satisfactory.	4.62	.646
I think delivery of goods by third party logistics around the area is fast.	4.60	.654
I feel satisfied with the safety measures implemented.	4.64	.563
I think the problems encountered in the use of third-party logistics services can be solved well.	4.62	.608
I think staff's service attitude friendly, positive and polite.	4.69	.555
Valid N (listwise)	300	

Table 4.12 show the mean and standard deviation for third-party logistics delivery services in Pengkalan Chepa. Based on that, the highest mean is statement 5 which is 4.69 as the variable stated that, I think staff's service attitude friendly, positive and polite. Most of the respondents well agreed with this variable as well. Followed by that, the lowest mean value is on statement 2 which is 4.60 as the variable stated that I think delivery of goods by third party logistics around the area is fast. According to this table, the standard deviation for this category shows the value was more reliable because of it less than 1.

4.5 Validity and Reliability Test

The measurement's dependability establishes its level of objectivity (error-freeness), guaranteeing accurate measurement across time and across a variety of instrument parameters (Putra, Riesmiyatiningdyah, & Sulistyowati, 2021). To ensure that every question in the research is relevant and devoid of bias, the reliability test has been used.

Table 4.13: Validity and Reliability Test

Variable	Number of Items	Cronbach's Alpha	Internal Consistency
Third-party logistics service facility at Pengkalan Chepa	5	0.874	Good
Lack of E-Commerce Familiarity	5	0.838	Good
Lack of Trust	5	0.830	Good
Lack of Communication	5	0.843	Good
Lack of Reputation	5	0.863	Good

Based on the Table 4.13 above. The Alpha Cronbach for the variable of Third-party logistics service facility at Pengkalan Chepa is highest with the score of 0.874, followed by Lack of E-Commerce Familiarity, Lack of trust, Lack of Communication and Lack of reputation which are 0.838, 0.830, 0.843 and 0.863 respectively. All five scores are recorded as good internal consistency. Since all Cronbach's Alpha values were over 0.7, the reliability and validity test results were generally regarded as having strong accuracy and precision for all independent and dependent variables. Table above results indicate that if the Cronbach's Alpha value is greater than 0.70, the variables' strength is good (Kumar et al., 2013).

4.6 Normality Test

The assessment of normality in graphs was alternatively conducted using the normality test, as proposed by (Elliot and Woodward in 2007). Data sampled from a normal distribution is commonly assessed for normality using tests such as the Shapiro-Wilk and Kolmogorov-Smirnov tests within SPSS software. If the variable's significance level is below 0.05, it is inferred that the variable does not follow a normal distribution.

Table 4.14: Normality Test

Tests of Normality						
	<i>Kolmogorov-Smirnov^a</i>			<i>Shapiro-Wilk</i>		
	<i>Statistic</i>	<i>df</i>	<i>Sig.</i>	<i>Statistic</i>	<i>df</i>	<i>Sig.</i>
Third-party logistics service facility at Pengkalan Chepa	.267	300	.000	.762	300	.000
Lack of E-Commerce Familiarity	.257	300	.000	.808	300	.000
Lack of Trust	.236	300	.000	.804	300	.000
Lack of Communication	.248	300	.000	.772	300	.000
Lack of Reputation	.251	300	.000	.768	300	.000
a. Lilliefors Significance Correction						

After the normality test, outliers in the data were discovered based on the table above. Every independent variable has a significance value, or p value, of 0.000, which is less than 0.05 ($p < 0.05$). The significant value result for the Kolmogorov-Smirnov test has been shown in the table 4.14, with a p-value of less than 0.05 for every variable. As a result, it was clear that the data were abnormal.

4.7 Hypothesis Testing

Pearson’s correlation analysis is the test statistics that assesses the statistical association of relationship between two variables. This analysis’s goal is to assess whether there is a correlation between the independent variable (lack of e-commerce familiarity, lack of trust, lack of communication and lack of reputation) and the dependent variable (third-party logistics service facility at Pengkalan Chepa).

4.7.1 Lack of E-Commerce Familiarity

Table 4.15: Lack of E-Commerce Familiarity

Correlations			
		Third-party logistics service facility at Pengkalan Chepa	Lack of E-Commerce Familiarity (IV 1)
Third-party logistics service facility at Pengkalan Chepa	Pearson Correlation	1	.759**
	Sig. (2-tailed)		.000
	N	300	300
Lack of E-Commerce Familiarity	Pearson Correlation	.759**	1
	Sig. (2-tailed)	.000	
	N	300	300
**. Correlation is significant at the 0.01 level (2-tailed).			

H0 – there is no relationship between lack of E-commerce familiarity and third-party logistics service facility at Pengkalan Chepa.

H1 – there is relationship between lack of E-commerce familiarity and third-party logistics service facility at Pengkalan Chepa.

Table 4.15 shows the data of relationship between lack of e-commerce and third-party logistics service facility at Pengkalan Chepa. According to the result of the

Pearson’s Correlation researchers rejected the null hypothesis (H0) for hypothesis one (H1) because with the result 0.759 with the significant value $P > 0.01$, it shows there is positive relationship between lack of e-commerce and third-party logistics service facility at Pengkalan Chepa. From the result, H0 is rejected because the P value is 0.00 which is value less than 0.01 and it show there no significant relationship between the both independent and dependent variables. Therefore, the null hypothesis is rejected and H1 is accepted.

4.7.2 Lack of Trust

Table 4.16: Lack of Trust

Correlations			
		Third-party logistics service facility at Pengkalan Chepa	Lack of trust (IV 2)
Third-party logistics service facility at Pengkalan Chepa	Pearson Correlation	1	.749**
	Sig. (2-tailed)		.000
	N	300	300
Lack of trust	Pearson Correlation	.749**	1
	Sig. (2-tailed)	.000	
	N	300	300
**. Correlation is significant at the 0.01 level (2-tailed).			

H0 – there is no relationship between lack of trust and third-party logistics service facility at Pengkalan Chepa.

H2 – there is relationship between lack of trust and third-party logistics service facility at Pengkalan Chepa.

Table 4.16 shows the data of relationship between lack of trust and third-party logistics service facility at Pengkalan Chepa. According to the result of the Pearson’s Correlation researchers rejected the null hypothesis (H0) for hypothesis one (H2) because with the result 0.749 with the significant value $P > 0.01$, it shows there is positive relationship between lack of trust and third-party logistics service facility at Pengkalan Chepa. From the result, H0 is rejected because the P value is 0.00 which is value less than 0.01 and it show there no significant relationship between the both independent and dependent variables. Therefore, the null hypothesis is rejected and H2 is accepted.

4.7.3 Lack of Communication

Table 4.17: Lack of Communication

Correlations			
		Third-party logistics service facility at Pengkalan Chepa	Lack of Communication (IV 3)
Third-party logistics service facility at Pengkalan Chepa	Pearson Correlation	1	.708**
	Sig. (2-tailed)		.000
	N	300	300
Lack of Communication	Pearson Correlation	.708**	1
	Sig. (2-tailed)	.000	
	N	300	300
**. Correlation is significant at the 0.01 level (2-tailed).			

H0 – there is no relationship between lack of communication and third-party logistics service facility at Pengkalan Chepa.

H3 – there is relationship between lack of communication and third-party logistics service facility at Pengkalan Chepa.

Table 4.17 shows the data of relationship between lack of communication and third-party logistics service facility at Pengkalan Chepa. According to the result of the Pearson’s Correlation researchers rejected the null hypothesis (H0) for hypothesis one (H3) because with the result 0.708 with the significant value $P > 0.01$, it shows there is positive relationship between lack of communication and third-party logistics service facility at Pengkalan Chepa. From the result, H0 is rejected because the P value is 0.00 which is value less than 0.01 and it show there no significant relationship between the both independent and dependent variables. Therefore, the null hypothesis is rejected and H3 is accepted.

4.7.4 Lack of Reputation

Table 4.18: Lack of Reputation

Correlations			
		Third-party logistics service facility at Pengkalan Chepa	Lack of reputation (IV 4)
Third-party logistics service facility at Pengkalan Chepa	Pearson Correlation	1	.631**
	Sig. (2-tailed)		.000
	N	300	300
Lack of reputation	Pearson Correlation	.631**	1
	Sig. (2-tailed)	.000	
	N	300	300
**. Correlation is significant at the 0.01 level (2-tailed).			

H0 – there is no relationship between lack of reputation and third-party logistics service facility at Pengkalan Chepa.

H4 – there is relationship between lack of reputation and third-party logistics service facility at Pengkalan Chepa.

Table 4.18 shows the data of relationship between lack of reputation and third-party logistics service facility at Pengkalan Chepa. According to the result of the Pearson's Correlation researchers rejected the null hypothesis (H0) for hypothesis one (H4) because with the result 0.631 with the significant value $P > 0.01$, it shows there is positive relationship between lack of reputation and third-party logistics service facility at Pengkalan Chepa. From the result, H0 is rejected because the P value is 0.00 which is value less than 0.01 and it show there no significant relationship between the both independent and dependent variables. Therefore, the null hypothesis is rejected and H4 is accepted.

4.8 Summary/Conclusion

This chapter explained the statistic outcome of the data analysis. The study has been analysed and studied. Researchers have explained demographic characteristics, descriptive statistics, reliability analysis, reliability test, normality test, Pearson correlation analysis, multiple linear regression analysis in this chapter. Discussion and conclusion will be further explained in the next chapter.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Introduction

The researcher gave questionnaires to Universiti Malaysia Kelantan (UMK) students and the residents of Pengkalan Chepa in the previous chapter. The primary conclusions of this study will be covered in this chapter. This chapter's material is connected to previous research projects, findings, restrictions, suggestions, and conclusions. It will also discuss the ramifications of the findings and suggestions for more research, as well as how this study adds to the body of knowledge. Finally, this chapter also discusses the analysis of the limitations of this research.

5.2 Key Findings

This chapter provides a detailed discussion of the full review. It enables the researcher to gather additional data and assess the results in the context of all the information at hand. Researchers can also evaluate their capacity to fulfil the study's aims. The goal of this study is to investigate Pengkalan, Chepa's lack of e-commerce familiarity, trust, communication, and reputation regarding using third-party logistics delivery services. Online surveys are used to gather all the data required for this investigation. This study aims to increase Pengkalan, Chepa residents' third-party logistics delivery services. For this study, 300 respondents provided primary data using an online Google form that the researcher used.

5.3 Discussion Hypothesis

An assumption that is supported by evidence is called a hypothesis. This is where all investigations that turn research questions into forecasts begin. Populations, variables, and the connections between variables are some of its constituent parts. The absence of e-commerce familiarity, trust, communication, reputation, and the third-

party logistics in Pengkalan Chepa are among the four assumptions that researchers will address in this study.

Table 5.3: Discussion Hypothesis

Hypothesis	Results	Conclusion
H1: There is a significant relationship between lack of ecommerce familiarity and the third-party logistics delivery service in Pengkalan Chepa.	Pearson = 0.759 Sig = 0.000 Positive Correlation	Accepted
H2: There is a significant relationship between lack of trust and the third-party logistics delivery service in Pengkalan Chepa.	Pearson = 0.749 Sig = 0.000 Positive Correlation	Accepted
H3: There is a significant relationship between lack of communication and the third-party logistics delivery service in Pengkalan Chepa.	Pearson = 0.708 Sig = 0.000 Positive Correlation	Accepted
H4: There is a significant relationship between lack of reputation and the third-party logistics delivery service in Pengkalan Chepa.	Pearson = 0.631 Sig = 0.000 Positive Correlation	Accepted

In this research, researchers have examined the relationship between lack of ecommerce familiarity, lack of trust, lack of communication, lack of reputation, and the third-party delivery services in Pengkalan Chepa.

5.3.1 Hypothesis 1

Testing hypothesis is shown in Table 5.1. The first hypothesis for this study was that there would be a substantial correlation between the third-party logistics delivery

service in Pengkalan Chepa and the lack of e-commerce familiarity. The independent variable and the dependent variable have a strong correlation, as indicated by the value of 0.00, which is less than 0.01. Since the correlation coefficient value is 0.759, it also includes the link between the independent variable (lack of e-commerce familiarity) and the dependent variable (third-party delivery service in Pengkalan Chepa). Therefore, the correlation between Pengkalan Chepa's lack of e-commerce familiarity and third-party delivery services indicates that the hypothesis was approved and validated.

5.3.2 Hypothesis 2

Second, studies have looked at the connection between third-party logistics delivery services and trust. The researcher's hypothesis testing is displayed in the table. The significance value for hypothesis 2 is 0.00, which is less than 0.01 and indicates that there is a significant positive correlation between the independent variable and the dependent variable in Pengkalan Chepa regarding lack of trust and third-party logistics delivery services. Since the correlation coefficient value for communication is 0.749, it also includes the link between the dependent variable (third-party delivery services in Pengkalan Chepa) and the independent variable (lack of trust). As a result, the connection found in Pengkalan Chepa between the third-party logistics delivery service and a lack of trust indicates that the hypothesis was approved.

5.3.3 Hypothesis 3

Aside from that, hypothesis testing has involved analyzing the information in hypothesis 3. There is a strong positive relationship between the independent variable (lack of communication) and dependent variables (third-party delivery services in Pengkalan Chepa), with a correlation coefficient value of 0.708. The significant value

between lack of communication and the third-party logistics delivery service is 0.00, which is less than 0.01 and indicates this. The connection found in Pengkalan Chepa between lack of communication and third-party logistics delivery services indicates that the hypothesis was approved and supported.

5.3.4 Hypothesis 4

Additionally, researchers look at the connection in Pengkalan Chepa between third-party delivery services and reputation. Hypothesis 4, which was tested in this study, revealed a significant value of 0.00, or less than 0.01, indicating a strong positive relationship between the independent variable and the dependent variable in Pengkalan Chepa regarding lack of reputation and third-party logistics delivery services. Since reputation has a correlation coefficient value of 0.631, it also includes the link between the independent variable (lack of reputation) and dependent variables (third-party logistics delivery service in Pengkalan Chepa). Therefore, it was determined that there was a correlation between Pengkalan Chepa's lack of reputation for third-party logistics delivery services and the hypothesis.

According to regression research, there is a substantial positive correlation between satisfaction among consumers and third-party logistics delivery services in Pengkalan Chepa, as well as lack of e-commerce familiarity, lack of trust, lack of communication, and lack of reputation. This conclusion aligns with research demonstrating that customer satisfaction with third-party logistics delivery services is significantly influenced by the dependability factor.

5.4 Implication of The Study

In this study, there are 4 factors that influenced awareness of using third party logistics delivery services in Pengkalan Chepa, Kelantan which is lack of ecommerce

familiarity, lack of trust, lack of communication, lack of reputation. The data collected in this study are very useful and valuable as we know how and what are the improvement happen to society. In this study researcher stated the level of awareness of using third party logistics delivery services in Pengkalan Chepa, Kelantan.

The study's findings on lack of trust and lack of communication could prompt the development of educational programs. These programs could focus on building trust in e-commerce transactions and improving communication channels between businesses and logistics providers. The lack of trust may indicate that businesses and consumers are hesitant to use 3PL services due to concerns about reliability and security. Addressing these concerns through transparent practices and communication can help build trust in the logistics sector. If the study reveals concerns about the reputation of 3PL providers, it emphasizes the importance of reputation management for these service providers. Marketing efforts highlighting reliability, on-time deliveries, and positive customer experiences can enhance the reputation of 3PL companies. Recognizing challenges related to trust and communication may lead to collaboration opportunities between 3PL providers, e-commerce businesses, and local communities. Partnerships could focus on building a reliable and transparent logistics ecosystem.

The study findings show that lack of reputation is the highest impact and lack of trust is the lowest impact for awareness of using third party logistics delivery services in Pengkalan Chepa. Most of the students are dissatisfied with trust that employees do not understand customer's needs. It is beneficial for related organizations or restaurants in Pengkalan Chepa, Kelantan to know that improvement in term of service quality needs to be implemented. However, it is crucial to concern students as customers. It wins student's hearts to continue approaching third party logistics delivery services.

Once they are satisfied in every aspect of service quality, more and even new intake students will try to use online delivery applications without worrying about the process of their delivery.

5.5 Limitation of The Study

A few confinements happened in this study. First, is the sample size, which is small in comparison to the population of students in Pengkalan Chepa. This is because, this study only included 300 participants, likely there are students who did not participate to be respondents to the study we did. So, we cannot know more deeply about the awareness of using third party logistics delivery services in Pengkalan Chepa due to the small number of respondents. Furthermore, this research was performed only by Pengkalan Chepa, Kelantan. Hence, we would like to prescribe to the other analysts to extend the customers' populace who are utilizing this administration. With this, if we open for more respondents to attend that is not only for people staying in Pengkalan Chepa, Kelantan, the level of respondents' participation is increasing.

5.6 Recommendation for Future Research

It is critical to continuously investigate and understand the aspects influencing customer awareness and utilization of third-party delivery services in the areas of logistics and e-commerce. Significant correlations between important variables and service use have been revealed by the current study, which is based in Pengkalan Chepa, Kelantan. However, future studies must to take into account the following suggestions in order to fill in any gaps and provide greater clarity.

Expanding the Region for a Complete Understanding. Future studies should expand their geographical scope beyond Pengkalan Chepa, Kelantan, to include the range of consumer behaviors and preferences found in other regions and cities. The

combination of participants from various locations will provide insights into the complicated processes at work. This expansion will help us better understand how cultural, economic, and demographic factors influence awareness and use of third-party logistics delivery services.

Expanding on Communication and Trust. Even though the study has emphasized the significance of communication and trust, next research could benefit from a deeper examination of these elements. The complexities of communication gaps and trust concerns can be uncovered by using qualitative techniques like focus groups and interviews. Through an awareness of the particular factors influencing consumer views, academics can offer useful suggestions for improving communication and trust in the third-party logistics industry.

Dynamics between urban and rural areas. Future studies could compare how aware people are of and use third-party logistics services in urban and rural areas in order to increase the findings' relevance. Examining whether familiarity with e-commerce, trust, communication, and reputation have distinct effects in different contexts will provide insightful information. These comparative studies can help policymakers and service providers customise logistical solutions to meet the unique requirements of various demographic groups.

An extended research study on reputation management. The study has brought to light the important influence that reputation deficits have on awareness. Future investigations could start a longitudinal study to better examine this angle. Monitoring shifts in consumer attitudes over time and evaluating the success of reputation management tactics used by outside logistics companies would be necessary to achieve

this. Using this method can offer a thorough understanding of how initiatives to enhance service quality and reputation will affect the long run.

Finally, these ideas might be used as a starting point for further research in the subject of third-party logistics delivery services. Researchers can contribute to a more nuanced and actionable understanding of the elements driving consumer awareness and utilization in this developing landscape by broadening the scope, digging into specific aspects, taking into account varied settings, and using a longitudinal approach.

5.7 Overall Conclusion of the Study

The study's goal is to increase public knowledge of Pengkalan Chepa's usage of third-party logistics delivery services. Prior to the study investigations in Chapters 1-3, there was a lack of e-commerce familiarity, lack of trust, lack of communication, and lack of reputation about third-party logistics delivery services in Pengkalan Chepa.

This study condenses the key conclusions, debate, consequences, restrictions, and suggestions from Chapters 4 and 5. All characteristics, lack of knowledge with e-commerce, lack of trust, lack of communication and lack of reputation against third party logistics delivery services in Pengkalan Chepa are revealed by Pearson Correlation Analysis.

This study outlines the key conclusions, debate, implications, limitations, and suggestions presented in Chapters 4 and 5. According to Pearson Correlation Analysis, every element has a substantial beneficial impact, including lack of e-commerce knowledge, lack of trust, lack of communication, and lack of reputation. connection between Pengkalan, Chepa, third-party logistics delivery services.

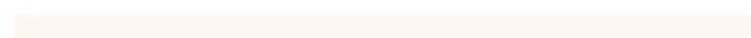
Lastly, the researcher talks about some of the study's shortcomings and offers some recommendations for improving it going forward. The purpose of this research study's summary is to serve as its concluding analysis.



UNIVERSITI



MALAYSIA



KELANTAN

REFERENCES

- Abdullah, A. S., Mohamad, M., Ali, M., & Elfiky, A. S. (2018). The Usage of social media and E-Reputation System in Global Supply Chain: Comparative Cases from Diamond & Automotive Industries. *International Journal of Communications, Network and System Sciences*, 11(5), 720–726.
- Abdullah, R., Daud, M., Ahmad, F., & Shukti, A. (2016). Green logistics adoption among 3PL companies. *International Journal of Supply Chain Management*, 5(3), 82-85.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Ali, A., Chauhan, K., Barakat, M., & Eid, A. (2019). The role of sustainability for enhancing third-party logistics management performance. *Journal. Management. & Sustainability*, 9, 14.
- Barve, A., Kanda, A., & Shankar, R. (2007). Analysis of interaction among the barriers of third-party logistics. *International Journal of Agile Systems and Management*, 2(1), 109-129.
- Berglund, M., Laarhoven, P. V., Sharman, G., & Wandel, S. (1999). Third-party logistics: is there a future? *The international journal of logistics management*, 10(1), 59-70.
- Campbell, K. (2019, January 6). *Why is Reputation Important?* Reputationx.com; Reputation X.
- Chaffey, Dave. (2019, March 10). *What is digital marketing? | Dave Chaffey Digital Marketing*. Dr Dave Chaffey: Digital Insights.
- Corbett, Julia. (2002). Motivations to Participate in Riparian Improvement Programs: Applying the Theory of Planned Behavior. *Science Communication - Science Communication*. 23. 243-263.10.1177/107554700202300303.
- Ejdys, J., & Gulc, A. (2020). Trust in Courier Services and Its Antecedents as a Determinant of Perceived Service Quality and Future Intention to Use Courier Service. *Sustainability*, 12(21), 9088.
- Hertz, S., & Alfredsson, M. (2003). Strategic development of third-party logistics providers. *Industrial marketing management*, 32(2), 139-149.
- Herath, H. M. P. K., & De Zoysa, C. (2021). Impact of Third Party Logistic (3PL) Services on the User Satisfaction Level. *Future Of Work*, 398.
- Huang, M., Tu, J., Chao, X., & Jin, D. (2019). Quality risk in logistics outsourcing: A fourth party logistics perspective. *European Journal of Operational Research*, 276(3), 855-879.
- Ikenna, M. H., Uche, D. B., & Agu, A. G. (2021). Influence of Perceived service Quality on

- Customer Loyalty. *Quantitative Economics and Management Studies*, 2(2), 105–121.
- Jamali, M. B., & Rasti-Barzoki, M. (2019). A game theoretic approach to investigate the effects of third-party logistics in a sustainable supply chain by reducing delivery time and carbon emissions. *Journal of Cleaner Production*, 235, 636-652.
- Large, R. O., Kramer, N., & Hartmann, R. K. (2011). Customer-specific adaptation by providers and their perception of 3PL-relationship success. *International Journal of Physical Distribution & Logistics Management*, 41(9), 822-838.
- Li, S., & Chen, X. (2019). The role of supply chain finance in third-party logistics industry: a case study from China. *International journal of logistics research and applications*, 22(2), 154-171.
- Masudin, I., Dewi, S., 2, A., Ferry, J., 3, D., Palupi, R., & 4. (2020). Investigating the Drivers in Selecting Third Party Logistics (3PL) Provider: A Case Study from Indonesian Manufacturing Industry. *International Journal Supply Chain Management*, 9(1).
- Mitra, S. (2006). A survey of third-party logistics (3PL) service providers in India. *IIMB Management Review*, 18(2), 159-174.
- Midgley, J., & Bak, O. (2022). A preliminary investigation into senior management skills: The context of third-party logistics (3PLs) providers. *Benchmarking: An International Journal*, 29(6), 1737-1756.
- Mortensen, O., & Lemoine, O. W. (2008). Integration between manufacturers and third-party logistics providers? *International Journal of Operations & Production Management*, 28(4), 331-359.
- Nadarajah, G. (2015). Factors Influencing Third Party Logistics Performance in Malaysia: The Role of Trust as a Mediator. *International Journal of Supply Chain Management*, 4(4).
- Qin, X., Liu, Z., & Tian, L. (2020). The strategic analysis of logistics service sharing in an e-commerce platform. *Omega*, 92, 102153.
- Selim, N. I. I. B., Zailani, S., Aziz, A. A., & Rahman, M. K. (2022). Halal logistic services, trust and satisfaction amongst Malaysian 3PL service providers. *Journal of Islamic Marketing*, 13(1), 81-99.
- Sgarbossa, F., Grosse, E. H., Neumann, W. P., Battini, D., & Glock, C. H. (2020). Human factors in production and logistics systems of the future. *Annual Reviews in Control*, 49, 295-305.
- Valashiya, M. C., & Luke, R. (2023). Enhancing supply chain information sharing with third party logistics service providers. *The International Journal of Logistics Management*, 34(6), 1523-1542.
- Virues, C., Velez, M., & Sanchez, J. M. (2019). Entrepreneurs as Trust's Builders: An Integrated Model. *Open Journal of Business and Management*, 07(03), 1298–1337.
- Winkelhaus, S., & Grosse, E. H. (2020). Logistics 4.0: a systematic review towards a new

logistics system. *International Journal of Production Research*, 58(1), 18-43.

Yaacob, N. A., & Yaacob, T. Z. B. (2022). Factors Affecting the Level of Customer Service Satisfaction Towards the Courier Service Management Quality at Johor Bahru. *Scientific Journal of Innovation and Social Sciences Research*, 2(1), 27–44.

Yeong Kin, T., Hasan, S., Nur, S., & Zahari, A. (2020). Data Envelopment Analysis for Malaysia Courier Services Performance and Customer Satisfaction. *Journal of Computing Research and Innovation (JCRINN)*, 5(3), 2600–8793.

APPENDIX A – DRAFT OF QUESTIONNAIRE

Dear Participant,

We are Bachelor of Entrepreneurship (Logistics and Distribution Trade) students from the Faculty of Business Entrepreneurship, Universiti Malaysia Kelantan currently undertaking a final year project (FYP). The purpose of this study is about Awareness of the Use of Third-Party Logistics (3PL) Delivery Services in Pengkalan Chepa Kelantan. This questionnaire contains 30 questions and you have to answer all questions which takes about 5-10 minutes. All information recorded is for research purposes only.

Thank you for your cooperation.

Peserta yang dihormati,

Kami merupakan pelajar Ijazah Sarjana Muda Keusahawanan (Logistik dan Perdagangan Pengedaran) dari Fakulti Keusahawanan Perniagaan, Universiti Malaysia Kelantan sedang menjalankan projek tahun akhir (FYP). Tujuan kajian ini adalah mengenai Kesedaran Penggunaan Perkhidmatan Penghantaran Logistik Pihak Ketiga (3PL) di Pengkalan Chepa Kelantan. Soal selidik ini mengandungi 30 soalan dan anda perlu menjawab semua soalan yang mengambil masa kira-kira 5-10 minit. Semua maklumat yang direkodkan adalah untuk tujuan penyelidikan sahaja.

Terima Kasih atas Kerjasama anda.

UNIVERSITI
MALAYSIA
KELANTAN

FKP

Part A / Bahagian A

1. Gender / Jantina

- a. Male / Lelaki
- b. Female / Female

2. Age / Umur

- a. 17-20 years old
- b. 21-23 years old
- c. 24-26 years old
- d. 27 years old and above

3. Level education / Tahap pendidikan

- a. High school
- b. STPM/ Diploma
- c. Degree
- d. Others

4. Religion / Agama

- a. Islam
- b. Hinduism
- c. Buddhism
- d. Others

5. Monthly Income / Pendapatan bulanan

- a. Below 500
- b. RM 501 – RM 1000
- c. RM 1001- RM 1500
- d. RM 1501 and above

Part B / Bahagian B

The following questions have **25 questions** that must be answered regarding the Awareness of Using Third Party Logistics Delivery Services in Pengkalan Chepa. **Third party logistics mentioned are delivery services such as Pos Laju, J&T, Ninja Van and others.**

Please choose the option that best suits for the following questions.

Soalan berikut mempunyai **25 soalan** yang wajib dijawab mengenai Kesedaran Menggunakan Perkhidmatan Penghantaran Logistik Pihak Ketiga Di Pengkalan Chepa. **Logistik pihak ketiga yang dinyatakan ialah perkhidmatan penghantaran iaitu Pos Laju, J&T, Ninja Van dan lain-lain.**

Sila pilih pilihan yang paling sesuai dengan anda bagi soalan berikut.

Please indicate your level of agreement with the following statement scale:

Sila nyatakan tahap persetujuan anda dengan skala pernyataan berikut:

1 = Strongly Disagree / Sangat Tidak Setuju

2 = Disagree / Tidak setuju

3 = Uncertainty / Ketidakpastian

4 = Agree / Setuju

5 = Strongly Agree /Sangat Setuju

6. Lack of ecommerce familiarity / Kurang kebiasaan e-dagang.

No.	Question	1	2	3	4	5
1.	<p>I think we should be exposed to the knowledge of e-commerce logistics.</p> <p>Saya rasa kita patut didedahkan dengan ilmu logistic e dagang.</p>					
2.	<p>I think E-commerce offers all the needs and services to the public.</p> <p>Saya rasa E-dagang menawarkan segala keperluan dan perkhidmatan kepada orang ramai.</p>					
3.	<p>I think the delivery application provided makes things easier for customers.</p> <p>Saya rasa aplikasi penghantaran yang disediakan memudahkan urusan pelanggan.</p>					
4.	<p>I think that there is a risk and an element of fraud in E-commerce.</p> <p>Saya rasa bahawa wujud risiko dan unsur penipuan dalam E-dagang.</p>					
5.	<p>I Think online shopping through e-commerce offers more economical prices than in physical stores.</p> <p>Saya rasa pembelian atas talian menerusi e-dagang menawarkan harga yang lebih jimat berbanding di kedai fizikal.</p>					

MALAYSIA

KELANTAN

7. Lack of trust / Kurang kepercayaan

No.	Question	1	2	3	4	5
1.	<p>I think the negative feedback makes me less confident about the delivery service at Pengkalan Chepa.</p> <p>Saya rasa maklum balas yang negatif membuatkan saya kurang yakin dengan servis penghantaran di Pengkalan Chepa.</p>					
2.	<p>I think using the delivery service in Pengkalan Chepa is reliable.</p> <p>Saya rasa penggunaan servis penghantaran di Pengkalan Chepa boleh dipercayai.</p>					
3.	<p>I think that the courier company that delivers the customer's goods on time.</p> <p>Saya rasa bahawa syarikat kurier yang menghantar barang pelanggan tepat pada masa.</p>					
4.	<p>I think delivery service companies often update the tracking status of goods delivery.</p> <p>Saya rasa syarikat servis penghantaran sering mengemaskini status pengesanan penghantaran barang.</p>					
5.	<p>I agree that the delivery service company delivers the correct parcel to the customer.</p> <p>Saya bersetuju bahawa syarikat servis penghantaran menghantar parcel yang betul kepada pelanggan.</p>					

MALAYSIA

KELANTAN

8. Lack of Communication / Kurang Komunikasi

No.	Question	1	2	3	4	5
1.	<p>I think communication between third party logistics and customers is important.</p> <p>Saya rasa komunikasi antara pihak third party logistic dan pelanggan adalah penting.</p>					
2.	<p>I think lack of communication can cause delays and errors in the delivery process.</p> <p>Saya rasa kekurangan komunikasi boleh menyebabkan kelewatan dan kesilapan dalam proses penghantaran.</p>					
3.	<p>I think the exchange of customer delivery information can be done through good communication services.</p> <p>Saya rasa pertukaran maklumat penghantaran pelanggan dapat dilakukan melalui perkhidmatan komunikasi yang baik.</p>					
4.	<p>I think unclear communication can creates misunderstandings between suppliers and customers.</p> <p>Saya rasa Komunikasi yang tak jelas boleh menimbulkan salah faham antara pembekal dan pelanggan.</p>					
5.	<p>I think poor communication can contribute to a decrease in logistics publicity awareness.</p> <p>Saya rasa komunikasi yang lemah boleh menyumbang kepada penurunan kesedaran publisiti logistik.</p>					

9. Lack of reputation / Kurang reputasi

No.	Question	1	2	3	4	5
1.	I think good handling of goods will have a positive effect on customers. Saya rasa pengendalian barangan yang baik akan memberi kesan yang positif kepada pelanggan.					
2.	I think delayed delivery of goods can affect the image of logistics third parties. Saya rasa penghantaran barang yang lambat boleh menjejaskan imej pihak ketiga logistik.					
3.	I think rude and unfriendly customer service will cause the third-party logistics company's reputation to deteriorate. Saya rasa khidmat pelanggan yang kasar dan tidak mesra akan menyebabkan reputasi syarikat pihak ketiga logistik merosot.					
4.	I think satisfactory service quality can provide satisfaction to customers. Saya rasa kualiti perkhidmatan yang memuaskan mampu memberikan kepuasan terhadap pelanggan.					
5.	I think a poor work reputation will cause the logistics third-party delivery system to be disrupted. Saya rasa reputasi kerja yang lemah akan menyebabkan system penghantaran pihak ketiga logistik tergendala.					

MALAYSIA

KELANTAN

10. Third-party logistics service facility at Pengkalan Chepa / Kemudahan perkhidmatan logistik pihak ketiga di Pengkalan Chepa

No.	Question	1	2	3	4	5
1.	<p>I think the use of third-party logistics at Pengkalan Chepa is satisfactory.</p> <p>Saya rasa penggunaan third party logistik di Pengkalan Chepa memuaskan.</p>					
2.	<p>I think delivery of goods by third party logistics around the area is fast.</p> <p>Saya rasa penghantaran barangan oleh third party logistik disekitar kawasan adalah pantas</p>					
3.	<p>I feel satisfied with the safety measures implemented.</p> <p>Saya rasa berpuas hati dengan langkah keselamatan yang dilaksanakan</p>					
4.	<p>I think the problems encountered in the use of third-party logistics services can be solved well.</p> <p>Saya rasa masalah yang dihadapi dalam penggunaan servis third party logistic ini dapat diselesaikan dengan baik.</p>					
5.	<p>I think staff's service attitude friendly, positive and polite.</p> <p>Saya rasa sikap pekerja perkhidmatan pihak ketiga logistik ramah, positif dan bersopan.</p>					

MALAYSIA

KELANTAN

APPENDIX B – GHANT CHART

Ghant Chart														
Project Plans	Weeks													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. Assigning group & identifying research topic and title.														
2. Finding supporting & related journal.														
3. Formulating research objective, question and title.														
4. Formulating research strategy, design, and method.														
5. Writing research proposal.														
6. Submission and presentation of (PPTA I).														
7. Questionnaire distribution & data collection.														

