

**FACTORS AFFECTING THE LEVEL OF CUSTOMER
SATISFACTION TOWARDS COURIER SERVICES
AMONG STUDENTS AT UNIVERSITY MALAYSIA
KELANTAN**

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**Factors Affecting The Level Of Customer Satisfaction
Towards Courier Services Among Students At University
Malaysia Kelantan**

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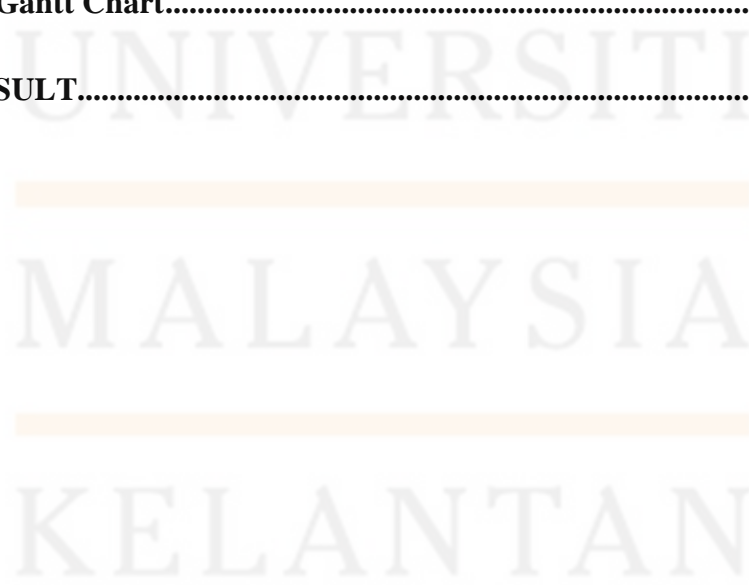
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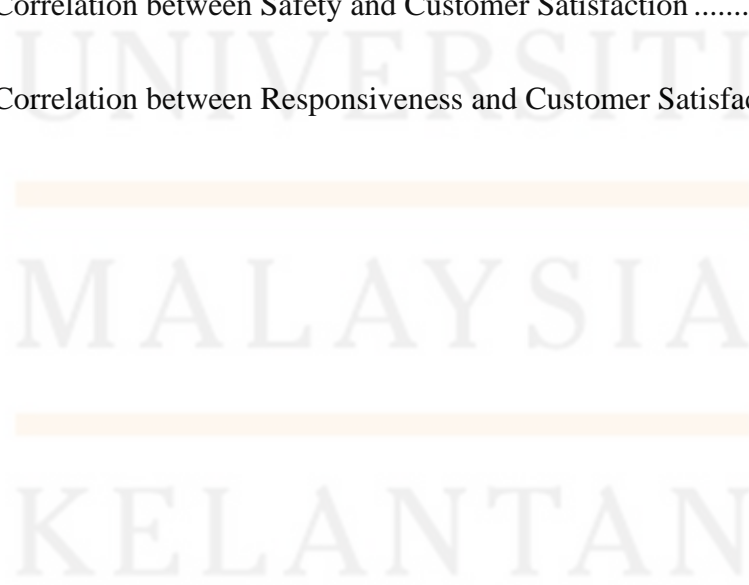
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LIST OF ABBREVIATIONS

UMK – University of Malaysia Kelantan

MCO – Movement Control Order

IV – Independent Variables

DV – Dependent Variables

FKP – Faculty of Entrepreneurship & Business

FHPK – Faculty of Hospitality, Tourism and Wellness

FPV – Faculty of Veterinary Medicine

FIAT – Faculty of Agro-Based Industry

FSB – Faculty of Earth Science

FBKT – Faculty of Bioengineering and Technology

FAE – Faculty of Architecture and Ekistics

FTKW – Faculty of Creative Technology and Heritage

FKP

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ABSTRACT

The purpose of this study is to assess the level of customer service satisfaction towards the courier service among students at the University of Malaysia Kelantan. This research also evaluates the level of customer satisfaction toward courier services, as well as determines the factors that influence the level of customer satisfaction towards the courier service among students at UMK. In this research, customer satisfaction was determined through their own experience, customer service satisfaction, and service quality provided by the courier company. An online survey was distributed through Google Forms to the respondents and analysed by using SPSS software. The finding shows there was a significant relationship between the level of customer satisfaction and the factor affecting customer satisfaction which are price, time of delivery, safety and responsiveness toward courier services. All hypotheses were tested, and none of the hypotheses will be rejected since all independent variables demonstrate a significant relationship with the variables influencing university students' levels of customer satisfaction in Kelantan, Malaysia. Therefore, this study provided recommendations for improving courier service management through customer experience in terms of service efficiency.

Keywords: Customer Satisfaction, Courier Service, Responsiveness, Price, Time of Delivery



ABSTRAK

Tujuan kajian ini dilakukan adalah untuk menilai tahap kepuasan pelanggan terhadap perkhidmatan kurier dalam kalangan pelajar di Universiti Malaysia Kelantan. Kajian ini juga menilai tahap kepuasan pelanggan terhadap perkhidmatan kurier, serta menentukan faktor-faktor yang mempengaruhi tahap kepuasan pelanggan terhadap perkhidmatan kurier dalam kalangan pelajar di UMK. Dalam penyelidikan ini, kepuasan pelanggan ditentukan melalui pengalaman mereka sendiri, kepuasan perkhidmatan pelanggan, dan kualiti perkhidmatan yang disediakan oleh syarikat kurier. Tinjauan dalam talian telah diedarkan melalui Google Forms kepada responden dan dianalisis menggunakan perisian SPSS. Dapatan kajian menunjukkan terdapat hubungan yang signifikan antara tahap kepuasan pelanggan dengan faktor yang mempengaruhi kepuasan pelanggan iaitu harga, masa penghantaran, keselamatan dan responsif terhadap perkhidmatan kurier. Semua hipotesis telah diuji, dan tiada hipotesis akan ditolak kerana semua pembolehubah bebas menunjukkan hubungan yang signifikan dengan pembolehubah yang mempengaruhi tahap kepuasan pelanggan pelajar universiti di Kelantan, Malaysia. Oleh itu, kajian ini memberikan cadangan untuk menambah baik pengurusan perkhidmatan kurier melalui pengalaman pelanggan dari segi kecekapan perkhidmatan.

Kata kunci: Kepuasan Pelanggan, Perkhidmatan Kurier, Responsif, Harga, Masa Penghantaran

CHAPTER 1: INTRODUCTION

1.1 Research Background

The covid-19 outbreak has increased the popularity of courier services. Courier companies deliver documents, parcels, packages, and others. The courier industry is still navigating digital challenges due to the industry's intense competition. GD Express (GDEX), Flash Express, DHL Express, J&T Express, Ninja Van and Pos Laju are examples of companies that run in the logistics industry for courier service in Malaysia. Pos Laju is the oldest and largest domestic courier service provider in Malaysia with the broadest network coverage and is well-recognized for both domestic and international parcel delivery. The popularity of delivery services, on the other hand, is not a new phenomenon. They were a media sensation even before Covid-19. However, the Covid-19 outbreak has increased demand for internet delivery services.

According to Malaysia Communication and Multimedia Commission (2019), in Malaysia, one of the industries that are quite competitive is the courier industry, especially in developing the e-commerce parcel market with 116 courier licenses at the end of 2019. In general, service providers emphasized that they have improved their logistics networks, which allow for volume forecasting, among other things, to ensure a sufficient workforce during peak periods such as online feast sales or mega-shopping sales (Malaysia Communications and Multimedia Commission, 2019). During the previous MCO holiday season, there was a surge in demand, forcing most courier providers to fail to supply on time. Strict MCO restrictions are also considered an issue for delivery providers, who are unable to hire enough people to meet the growing demand. Because their facility-based activities have reached capacity, some courier service providers are required to refuse orders.

To meet consumer expectations, courier services are now focusing on service quality and client happiness. A courier business may be able to win over clients by improving their overall quality.

As a result, the quality of the courier service is an important factor that might affect both customer behaviour and the commercial performance of the courier firm. Because of the rise of online shopping, courier services not only have to keep up with rising demand, but they also have to meet a rising in client expectations. To measure customer satisfaction, the researcher used responsiveness, price, time of delivery, and safety as the factor that affects the level of customer satisfaction.

1.2 Problem Statement

Maintaining customer satisfaction is a challenging task. To ascertain what customers desire, extensive study is needed. Customers are either happy or annoyed by many positive and negative traits or aspects of products and human behaviour. Positive emotions increase consumer satisfaction. In addition to identifying and working to reinforce any aspects that contribute to pleasant feelings, the courier service provider must also keep an eye out for any negative aspects and make every effort to deal with them. By doing this, customer satisfaction can be raised.

The first issue that courier service providers deal with is on-time delivery, which is when goods are delivered to consumers at the scheduled time and date. Because of the price reductions throughout the promotional periods in online shopping, the time of delivery service has been impacted, resulting in goods not arriving at the designated location within the anticipated time. As a result, it adds to the problem by increasing stock holdings and the need to deliver the product to customers at the same time.

The second issue was the price or expense of the courier services' delivery process. Most courier services compete in terms of delivery fees, which would be a system in which the fee must be reasonable considering the value of the goods, their weight, and the required distance.

Customers may be more satisfied and more devoted to the courier service provider if better costs are offered.

Lack of security or safety was a further issue. Through any courier service provider, each customer has trust concerns when it comes to the company's goods or services. As a result, whether or not customers trust a certain courier service provider determines how frequently they make purchases. This is due to the fact that people have different personalities and ways of thinking, with some people being comfortable giving personal information in online transactions while others are afraid of conducting business transactions online (Wang, 2015).

1.3 Research Objectives

The research objectives had been formed as below:

1. To determine the important factors that significantly affect customer satisfaction with courier services.
2. To determine the level of customer satisfaction towards courier service companies among students at UMK.

1.4 Research Questions

The research questions had been formed as below:

1. What are the factors that affect customer satisfaction with courier services?
2. How does the factor of price, time of delivery, safety, and responsiveness influence customer satisfaction toward courier service among students in UMK?

1.5 Scope of The Study

The scope of this study is to determine the relationship between the factor that affects customer satisfaction within the courier service among students at University Malaysia Kelantan. According to the research methodology, the researcher will establish the sample size of this study in different factors that affect the level of customer satisfaction, and this information will be discussed in a series of chapters. Finally, this study will always follow its limitations, which include the study's cost constraints, time constraints, and method of data collection.

1.6 Significant of The Study

This research was mostly carried out at the University of Malaysia Kelantan. The primary goal was to establish a relationship between factors affecting consumer satisfaction and courier services. The main structure of this study can assist courier service companies in better understanding their customers' demands to improve courier services and customer satisfaction. As a result, the study's researchers expect that the findings will genuinely assist courier service companies and researchers comprehend the instruments of knowledge.

1.7 Definition of Term

1.7.1 Courier Services

It refers to the rapid door-to-door pickup and delivery of products or documents, Skool Team (2015).

1.7.2 Customer Satisfaction

It refers to the number of customers, or percentage of all customers, whose ratings of a company's products or services are higher than the required levels of customer satisfaction.

1.7.3 Price

It is the sum of the values that consumers exchange for the advantages of owning or utilising a good or service or the amount of money charged for a good or service. Philip Kotler (2000)

1.7.4 Time of delivery or delivery time

It refers to the amount of time that it takes for goods that have been bought to arrive at the place where they are wanted

1.7.5 Safety

That is acknowledged as a need and a power factor, and it can result from outcomes at the social, cultural, environmental, economic, global, and process levels (Rosicki, 2010).

1.7.6 Responsiveness

It refers to knowing, appreciating, and helping one another to meet important personal objectives and requirements (Reis & Clark, 2013).

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The purpose of this chapter is to review the appropriate literature and research related to the factors affecting the level of customer satisfaction towards courier services. This discussion will begin with the dependent variable used in the study which is customer satisfaction with courier services. Followed by a discussion on independent variables which are price, time of delivery, safety, and responsiveness. After that, a conceptual framework and hypothesis will be examined to explain the connection between the independent and dependent variables.

2.2 Introduction to Customer Satisfaction

Customer satisfaction is the user's evaluation of the products and services provided by the company to customers. Customers can make evaluations through the quality of products and services provided. Products and services that satisfy customers can benefit the company. Customers will repeat the products and services provided and introduce the products and services provided to others (Hong, Zheng, Wu, and Pu, 2019). Companies can find out the level of customer dominance through surveys and evaluations of products and services provided to customers.

The survey and evaluation of the level of customer satisfaction that has been done can help the company to make an improvement to the products and services provided. Therefore, all companies such as retailers, courier services, wholesalers, government agencies, and others should pay attention to customer satisfaction because the main task of the organization is to satisfy customers. Customer satisfaction has a positive impact on business that companies can use to manage and improve their business. This is because a company can determine the life expectancy of products and services through customer loyalty to the products and services

provided. Customer satisfaction with the products and services given can help businesses improve their operations (Muzammil, Sehrish & Adnan, 2010).

Nowadays, for modern courier providers, the main factor in the success of a company is customer satisfaction. A courier service must be aware of the current level of customer satisfaction as well as the main determinants of consumer satisfaction. A courier service provider must focus on the level of customer satisfaction because customer satisfaction can help the company to detect market opportunities that have the potential to give the company a competitive advantage. Increased sales, the realization of follow-up purchases, improved corporate image, decreased customer complaints, fewer marketing expenses, decreased business risk, and lower price elasticity, are positive consequences of customer satisfaction that will benefit the organization. This is obvious, that customer satisfaction is the main goal of a business (Otsetova & Enimanev, 2014).

2.3 Factors affecting the Customer Satisfaction

2.3.1 Price

According to Kotler and Armstrong (2016), the amount of instrument charged to receive a product or service is known as the price. When looked at more closely, pricing can be interpreted to indicate the whole amount of money a consumer pays for the benefit of the goods or services they receive. Previous research suggests that price can be defined as the monetary value that a merchant receives in exchange for a good or service, Nagle and Müller (2017). Customers who are considering making a purchase will determine both a maximum and a minimum acceptable price for the good or service in question (Kotler & Keller, 2016). If the price is lower than the threshold, people will question the product's quality, but if it is higher than the upper limit, they will not purchase it. As a result, setting prices requires considering both the real and perceived value of the commodity (Twin, 2022).

In opinion of Oliver (1997), it was said that most of the time, customers judge the price according to the service quality. This causes either satisfaction or dissatisfaction, which is dependent on the notion of equality. When the customer feels that the price being charged for the service is reasonable, they are more likely to want to continue into a transaction with the provider of the service. Cheng et al. (2008), stated that there are two different ways to evaluate price perception. Price reasonableness is one of these metrics, and it shows how consumers feel about a product's cost in comparison to that of comparable items sold by other organizations. The second one is called "value for money," and it refers to the relative standing of the service provider about the cost. It is common knowledge that high-quality services will be more expensive more money than their lower-quality counterparts, and this belief is generally justified (Chitty et al., 2007).

Based on the findings of many types of research, the way prices are perceived by customers is a major factor in determining both satisfaction and trust levels. The issue of price, such as excessive, inappropriate, or inconsistent pricing policies, is the primary factor influencing customers' decisions to transfer providers (Peng & Wang, 2006). Thus, A consumer carefully evaluates whether he is getting the most value from the product concerning the money that he is paying, and one of the primary factors that contribute to satisfaction and product loyalty is price.

2.3.2 Time of Delivery

Today's businesses tend to use both conventional and internet methods to market their goods. Due to this, delivery time is now a crucial consideration. Hua et al. (2010) examined delivery time, pricing, and the effects of delivery time on consumer adoption in their studies and found that delivery time significantly affected the value and profits of the company. According to Berman and Thelen (2004), a retailer may increase their customer base and market share by

implementing a channel integration strategy. On-time delivery illustrates the organization's capability to meet customer expectations in terms of the duration it takes to complete a specific order or work order. Customers expect on-time delivery from their suppliers, both early and late deliveries can be damaging to the supply chain.

According to the Diva survey portal on delivery, customer satisfaction, and loyalty, 97% of customers regarded on-time delivery to be important or very important to their customer perception. One of the most crucial aspects of the connection between logistic providers and customers, in accordance with the customer value theory, is timely delivery (Yu, Ellinger, & Haozhe, 2010). If orders are delivered on time as promised, it is said that the delivery was timely (Saura et al., 2008). It is crucial since it helps to drastically reduce the growth of activities between service stops (Choudhry & Khan, 2001). It has been discovered that the accessibility of adjustable punctuality customer orders can improve customer satisfaction even further (Mattila & Mount, 2006).

This variable evaluates the average performance and efficiency of a courier service while accepting customer orders. Additionally, demands the services can be provided on time with accurate payments and record-keeping (Parasuraman, 2004). The rate of client retention for a business is significantly influenced by customer satisfaction. Courier companies should personalize the delivery experience to increase customer satisfaction. Ensuring timely delivery of services to customers is required and critical. After all, customers want timely delivery services. Timely delivery services are essential to achieving total customer satisfaction and to fulfilling courier service demands.

2.3.3 Safety

Safety is a belief and does not exist in nature. Our purposeful avoidance of risk does not make us any safer than exposure in the long run, and life without risk has no purpose (Helen Keller,

1957). Many writers would say that being safe is the meaning of safety. Safety is one of them that is also recognized from a system perspective. We can rely on the system's methodology and safety's relative nature. It is incorrect to classify safety as an object attribute. However, we can use the idea of safety to be an object if it is a relative property. Typically, safety standards are established using safety thresholds. Safety standards across various industries or nations can still be compared, even though the idea of safety is not rated (Elagin, Y.P, 1996).

Because the term "safety" is continually changing, it is also possible to define it as an unclear problem. A society with safe conditions and sufficient support for civilization was historically considered to be the natural necessities of humans, and this definition was seen as not posing any harm to the nation or its citizens. As the world changes, we will start to think about safety problems like public safety, institutional safety, human rights safety, and so forth. Safety has thus been identified as a component of the value system that needs to be supported and safeguarded (Czupryński, 2015). Naturally, safety is also acknowledged as a need and a power factor, and it can result from outcomes at the social, cultural, environmental, economic, global, and process levels (Rosicki, 2010).

Furthermore, safety is one of the elements that influence how value is shaped, following the notion of service quality. The most complex technique to define and characterize service quality is commonly used (Ahrholdt et al., 2014). Finally, the idea of safety is a type of value that is founded on the fundamental belief that all injuries can be avoided and the objective of zero injuries may be attained (Cooper, 2001). The organization's safety rules practices and programs convey each value of safety one at a time (Sinclair et al, 2010). Frequently, safety is important for business because it can offer a framework for value-focused decision-making that can assist in understanding the choices made by operators (Merrick et al., 2005). Safety value is a predictor of having a secure interchange of information between managers and

workers, say Newnam et al, (2008). In contrast to extrinsic motivators, (Newnam et al, 2008) placed more emphasis on the intrinsic safety aspects.

2.3.4 Responsiveness

The term "responsiveness" is commonly used to describe how staff members assist customers and swiftly handle any issues or worries they may have. At its core, responsiveness is about knowing, appreciating, and helping one another to meet important personal objectives and requirements (Reis & Clark, 2013). Another indicator of responsiveness is employees' desire to provide a better service. Customer safety, issue-solving, individual staff attention, and comprehending the wants and desires of the customer are all components of responsiveness (Rashid, Hamid, Said, & Musa, 2020).

This shows the staff's capacity to serve customers efficiently and effectively while also making sure that they are being served on time. One way to measure responsiveness is how long it takes to receive a response or solution. Simply put, being responsive is providing the customer with the data or item they need as quickly as feasible. Therefore, courier services must make sure that the consumer receives their service on time and that they are truly interested in helping them. In their research, Omar, Ariffin, and Ahmad (2016) defined responsiveness refers to a company's service provider's willingness to help customers resolve issues quickly and fulfil requests and inquiries. This might refer to how a supplier of parcel delivery services responds to its customers in the context of that service.

Customers must receive prompt service from employees who are responsible for providing it. If personnel make customers wait for no obvious reason, the quality of the service will be seen negatively by the customer (Millas, 2013; Liu, 2005). Positive views of quality may be created by having the professional capacity to bounce back fast from a poor impression. The perception of overall customer satisfaction has the biggest impact on how well-liked e-services are seen

(Firdous, 2017). The responsiveness characteristics were a key influencing element in customer satisfaction, according to the results of the previous studies.

2.4 Conceptual Framework

Following the completion of the literature review, the researcher may conclude those perceptions of usefulness to the crucial elements significantly affect students at University Malaysia Kelantan's satisfaction with courier services.

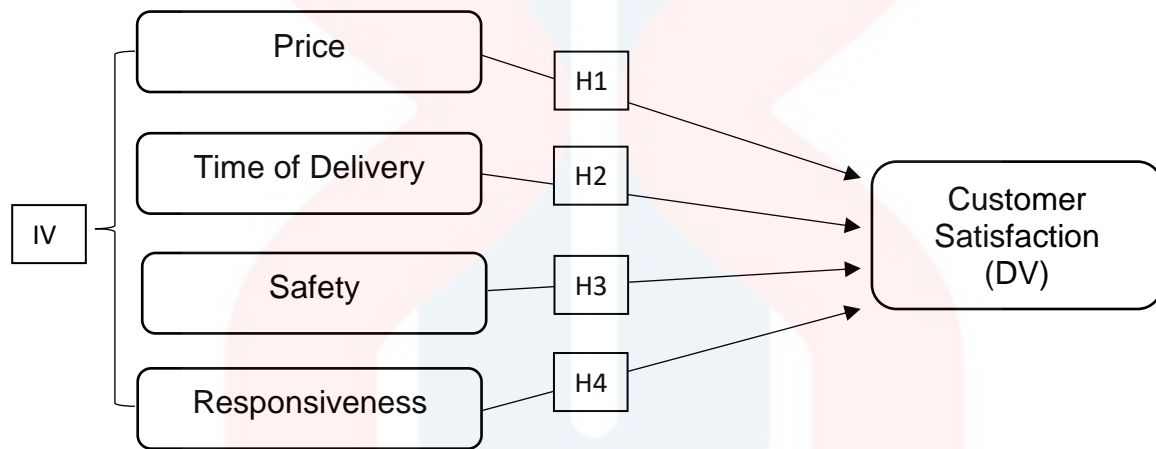


Figure 2.1: Conceptual Framework

Finding the connections between all the variables that affect customer satisfaction is the aim of this study. The goal of this study is to examine the variables that affect students' levels of satisfaction with courier services. As a result, it suggests looking into four different kinds of relationships:

1. Is there any relation between price and customer satisfaction in courier services?
2. Is there any relation between the time of delivery and customer satisfaction with the courier services?
3. Is there any relation between safety and customer satisfaction with courier services?
4. Is there any relation between responsiveness and customer satisfaction in courier services?

2.5 Hypotheses Statement

Results led to the development of four hypotheses based on the four relationships listed in the preceding section:

H1: Price and customer satisfaction are related.

H2: The time of delivery and customer satisfaction are related.

H3: Safety and customer satisfaction are related.

H4: Responsiveness and customer satisfaction are related.

2.6 Chapter Summary

In a summary, this chapter gives an overview of independent variables which are the factor that affects customer satisfaction toward courier services and dependent variables which is customer satisfaction. Besides that, the researcher also gives and perspective on the types of factors of customer satisfaction such as price, time of delivery, safety, and responsiveness in helping to drive customer satisfaction toward courier services among students at the University Malaysia Kelantan.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

The research methods will be covered in this chapter. A research methodology is a methodical strategy for resolving a research issue. It may be viewed as a science that examines the methods used in scientific inquiry. We look at the numerous steps a researcher takes to study his research subject and the justification for each one. The researcher must comprehend both the strategy and the research methodologies and processes (Mimansha Patel, Nitin Patel, 2019).

3.2 Research Design

Research design, as defined by Henn, Weinstein, and Ford (2006), relates to the creation of research strategies, which may include the whole research process, from an issue formulation to the creation of research questions to the analysis, interpretation, and report writing of the data. In this section, the research design represents the researcher's project, demonstrating the specific method for collecting all the data and information needed to solve the research's main problems.

According to Creswell (1994), quantitative research is the process of manipulating and representing observations numerically to describe and understand the processes those observations reflect. Additionally, Cohen (1980) defined quantitative research as social research that makes use of empirical techniques and disclosures. The quantitative research methods were used by the researchers in this study to gather all the necessary information. The research used is based on quantity terms and is related to numerical data and accuracy. The researchers collected all the data from respondents using a questionnaire. The questionnaire method will be classified into several sections and will be simple to analyze.

3.3 Sampling Frame

Probability sampling and non-probability sampling are the two categories of sampling techniques (McCombes, 2019). Probability sampling is the process of choosing a sample from a population when the choice is made using the randomization principle. Comparing probability sampling to non-probability sampling entails greater complexity, longer processing times, and often higher costs. Multistage sampling is defined as a sampling method that divides the population into groups for conducting research. During this sampling method, significant clusters of the selected people are split into sub-groups at various stages to make it simpler for primary data collection. For this study, the researchers employ a multistage random sampling method. The concept of the multistage random sampling technique is similar to multistage cluster sampling. But in this case, the researchers choose the samples randomly at each stage. Here, the researcher does not create clusters but narrows down the sample by applying random sampling. A multistage random sampling approach was used in this study, using students from the University of Malaysia Kelantan as the target population.

3.4 Population

In this study, researchers have narrowed the scope of the study to the factor that had affecting customer satisfaction in courier services from the student perspective. In this study, the researcher will distribute the questionnaire to the students at the University of Malaysia Kelantan (UMK). Based on the information available on the internet, researchers have found that the number of students in this university has a total of 13,000 students throughout the three campuses. The researcher will only distribute the questionnaire to undergraduate students. However, it is impossible to involve all undergraduate students at University Malaysia Kelantan due to the time constraint and the number of population is huge. Therefore, the target population for the survey was targeted for only 400 undergraduate students.

Table 3.1: Target Population for this Research

TARGET POPULATION	
UMK Students	400

3.5 Sample

The sample of the group will only focus on the undergraduate student which includes all of the eight faculty which is the Earth Science Faculty, the Agro-Based Industry Faculty, the Bioengineering and Technology Faculty, the Entrepreneurship & Business Faculty, the Hospitality, Tourism, and Wellness Faculty, the Heritage & Creative Technology Faculty, the Architecture and Ekistics Faculty, and the Veterinary Medicine Faculty from three campuses: Kota, Bachok, and Jeli.

3.6 Sample Size

The sample size is the number of respondents picked from the population so that the researcher may gather information and perform the examination based on the survey size's responses (Mei, 2019). According to Ahmad, Hassan, and Rosli (2019), the rules determine a minimum sample size of 30 and a maximum sample size of 500, which is appropriate for most research. This study had a sample size of 400 people.

3.7 Research Instrument

The data will be collected using online Google Forms from students at University Malaysia Kelantan (UMK) who are responsible for relevant factors with independent variables to examine the relationship between those factors: price, time of delivery, safety, and responsiveness with customer satisfaction toward courier services. Before the researcher

collects back the surveys, we will allow the respondents adequate time to complete the questionnaire.

3.7.1 Questionnaire

In this study, an online questionnaire is being utilized to investigate the relationship between the factors that influence consumer satisfaction with courier services. The research studies and the questionnaire questions must be related to the research objectives of the study. The questionnaire will be self-administered and distributed to respondents from the University Malaysia Kelantan who are undergraduate students.

3.7.2 Questionnaire Design

The major data-gathering tool in this study was a typical online survey questionnaire through Google Forms. The first-hand data immediately obtained by the researcher is referred to as a questionnaire (Sekaran & Bougie, 2013). This questionnaire is used for Google Forms to get the information for examining the relationship between factors that affect the level of customer satisfaction and courier services among students at the University Malaysia Kelantan. This questionnaire content of their section which A is a Demographic, B was a study of the relationship between the factors that affect customer satisfaction towards courier services and section C were a study about the level of satisfaction of using courier services.

3.8 Data Collection Method

Quantitative research methods, Multiple Regression, and Pearson Correlation will be used in this research by distributing questionnaires to students at the University of Malaysia Kelantan (UMK). Data collected from the primary source of the questionnaire will be analyzed using quantitative methods. The use of SPSS software to analyze the data that has been collected is intended to facilitate data analysis because it involves a large amount of data. SPSS also gives accurate decisions and can be implemented immediately. The use of SPSS can provide a result

that can identify the dominant factors that influence the level of customer satisfaction. In addition, the use of SPSS also can provide a significant value for the factor where it can determine the factors that have the relationship between the level of customer satisfaction and courier service among the students at the University Malaysia Kelantan.

3.9 Data Collection Method for Analysis

For analysis, the IBM SPSS Statistics Software will be employed in this study. Data analysis is the process of translating raw data obtained from target respondents via a questionnaire, who are University Malaysia Kelantan students. The researchers will be able to analyze the link between the dependent variable (customer satisfaction) and the independent variables using this data analysis (Price, Time of Delivery, safety, and Responsiveness).

3.9.1 Descriptive Analysis

Descriptive statistics analysis data are used to describe the key elements of a study's data. This section offers a summary of the sample and metrics. They are the foundation of practically all quantitative data analysis, along with simple graphical analysis (M.K., 2021). The researchers can compute the data's mean, variance, and standard deviation, as well as the central tendency, and describe the study's fundamental and essential aspects.

3.9.2 Scale Measurement

3.9.2.1 Reliability Test

The term "reliability" refers to measurement consistency. A test score's dependability demonstrates how reliable it is. Information is dependable if it produces consistent findings when put through numerous procedures and sample groups (Nicolas, 2021). Cronbach's Alpha was developed to answer the need for an objective means of evaluating a research instrument's dependability and internal consistency, as shown in Table 3.2. (Cronbach L, 1951).

Table 3.2: Cronbach’s Alpha Coefficient Value

Cronbach’s Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Sources: (Cronbach’s Alpha: Simple Definition, Use, and Interpretation, 2021)

3.9.2.2 Pearson Correlation Analysis

The most popular approach for numerical variables is the Pearson correlation technique, which produces a number between 0 and 1, with 0 indicating no connection, 1 indicating a full positive correlation, and - 1 indicating a full negative correlation (Nettleton, 2014). On the other hand, Table 3.3 displays the standards for the coefficient connection's strength.

Table 3.3: Pearson’s Strength of Coefficient Relationship

Correlation Coefficient	Strength of Correlation
± 0 to ± 0.2	Slight or None
± 0.21 to ± 0.4	Weak
± 0.41 to ± 0.7	Moderate
± 0.71 to ± 0.9	Strong

± 0.91 to ± 1.0

Very Strong

Sources: (Krishnan Isai Amutan, 2020)

3.10 Chapter Summary

The quantitative analytical technique that will be used in this investigation is explained in this chapter. By employing a distribution questionnaire for information collecting, the data collection of the questionnaire technique has been addressed in detail. The average researcher's attempt at data collecting began with the researcher's points to obtain trustworthy and correct data for these investigations. Data is collected using tools like surveys for data analysis, which is done with SPSS software in the test's observable proof.

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CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 Introduction

The findings from the research's analysis will be discussed by the researchers in this chapter. The goal of the research is to identify the factors that influence customer satisfaction and the degree of customer satisfaction with courier services. After the surveys are completed, the researchers will analyse the responses given by the targeted respondents, who are students from eight faculties on three campuses. Frequencies and percentages were used in section A to analyse the demographic information. This chapter's objective is to provide an answer to the research topic. The Statistical Package for Social Science version 26.0 (SPSS 26.0) tool was used to evaluate the data, and the SPSS results were used to do further analysis. There were 400 respondents among those who took part in the research.

4.2 Preliminary Analysis

The purpose of the preliminary study was to ascertain the viability and reliability of the idea and variable. Using the outcomes of the pilot test, a reliability test has been conducted. Performing a pilot study, according to Junyong (2017), entails reflecting on all the steps taken during the main investigation and testing its viability by evaluating the inclusion and exclusion criteria used in the research.

4.2.1 Pilot Test

Before distributing the questionnaire to the intended respondents, a pilot test is required. The dependability of both independent and dependent variables can be tested in the pilot test to guarantee that each variable's query can support the research.

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

Alpha Coefficient Rance	Strength of Association
$\alpha \leq 0.5$	Unacceptable
$0.6 > \alpha \geq 0.5$	Poor
$0.7 > \alpha \geq 0.6$	Questionable
$0.8 > \alpha \geq 0.7$	Acceptable
$0.9 > \alpha \geq 0.8$	Good
$\alpha \geq 0.9$	Excellent

Source: George and Mallery (2003).

Table 4.2 Reliability Analysis

Variables	Dimensions	Cronbach’s Alpha	Number of Items
Dependent variables	The level of Customer Satisfaction	0.794	8
Independent variable	Price	0.816	4
	Time of Delivery	0.722	4
	Safety	0.811	4
	Responsiveness	0.721	4

Sources: Developed from research

Cronbach’s Alpha is a number that ranges from 0 to 1 and represents how reliable a scale is for a given variable. The scale is more dependent on the higher number. The reliability of data

analysis is shown in Table 4.2 for both independent and dependent variables. When Cronbach’s Alpha is greater than 0.6, these data are all credible. The findings and data are safe to utilise since researchers will be more confident in their ability to conduct research using a more trustworthy set of scales. Assessing the consistency of the data is the major goal of the reliability test. Furthermore, as seen in the table above, the dependent variable which is the level of customer satisfaction is 0.794 which is acceptable. For first and the third independent variable which is price and safety are 0.816 and 0.811 respectively which mean good. Thus, the second and fourth independent variable which is the time of delivery and responsiveness are respectively 0.722 and 0.721 which is acceptable.

4.3 Demographic Profile of Respondents

The background of the respondents' "profiles" for this inquiry is thoroughly covered by the researcher. The information gathered from section A pertains to the 400 respondents' demographic profile, which includes information on their gender, age, race, faculty, the sort of shipping they most frequently use, and how frequently they utilised the service. Therefore, all of the tables and figures following illustrate the demographic characteristics of the respondents to this study.

4.3.1 Gender

Table 4.3: Frequency Output of Gender

		Gender		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	Female	212	53.0	53.0	53.0
	Male	188	47.0	47.0	100.0

Total	400	100.0	100.0
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Sources: Developed from research

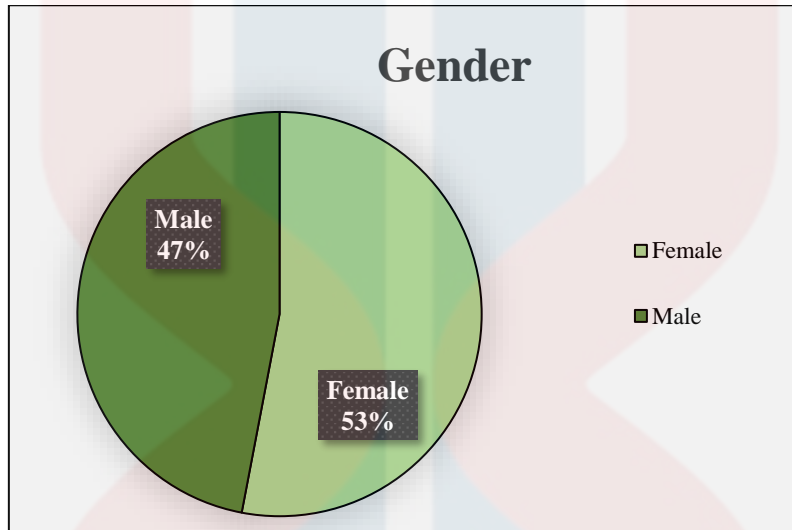


Figure 4.1: Pie Chart for the Gender of Respondents

The frequency and percentages of responses depending on gender segmentation are shown in Table 4.3. Because it has the greatest percentage value of 53% and the highest frequency of 212 respondents out of 400 respondents, the result shows that females make up the majority of those who responded to this survey. In contrast, it has a frequency of 188 responders and a percentage value of 47% for males. This shows that female responses outnumbered male respondents among the 400 respondents who are undergraduate students at the University of Malaysia Kelantan.

4.3.2 Age

Table 4.4: Frequency Output of Age

Age			
Frequency	Percent	Valid Percent	Cumulative Percent

Valid	20 and below	52	13.0	13.0	13.0
	21 - 23	270	67.5	67.5	80.5
	24 - 26	76	19.0	19.0	99.5
	26 and above	2	.5	.5	100.0
	Total	400	100.0	100.0	

Sources: Developed from research

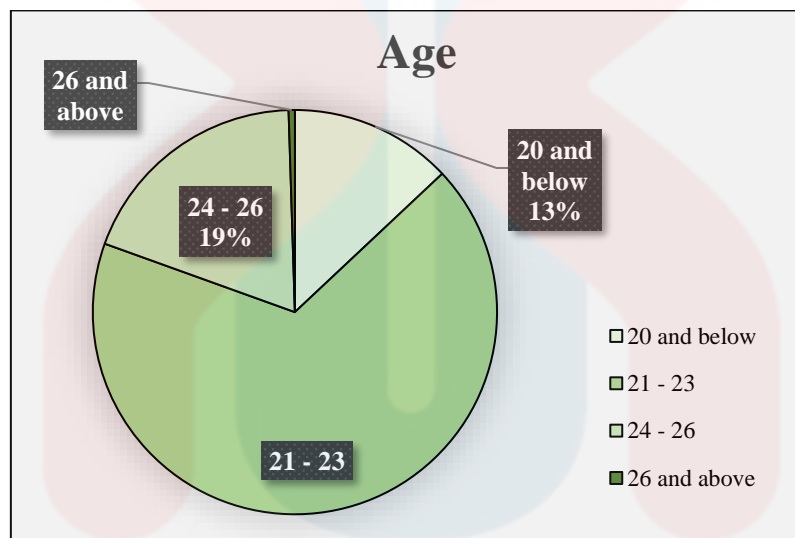


Figure 4.2: Pie Chart for the Age of Respondents

Based on the age range of undergraduate students at the University of Malaysia Kelantan, Table 4.4 displays the frequency and percentages of responses. Because it has the greatest percentage value of 67.5% and the highest frequency of 270 respondents out of 400 respondents, the result shows that this survey's respondents are mostly between the ages of 21 and 23. In contrast, the percentage of respondents who are 20 years of age or below is 13%, with 52 respondents making up this age group. In addition, there were 70 responders in the 24 to 26-year-old age group, yielding a percentage value of 19%. Lastly, the percentage value is 0.5% with a frequency of 26 respondents for respondents in the age group of 26 and above. This demonstrates that, when compared to other age groups, respondents between the ages of 21

and 23 make up the majority, while respondents between the ages of 26 or above represent the minority.

4.3.3 Race

Table 4.5: Frequency Output of Race

		Race		
		Frequency	Percent	Valid Percent
Valid	Malay	192	48.0	48.0
	Chinese	107	26.8	26.8
	Indian	87	21.8	21.8
	Siamese	11	2.8	2.8
	Iban	3	.8	.8
	Total		400	100.0

Sources: Developed from research

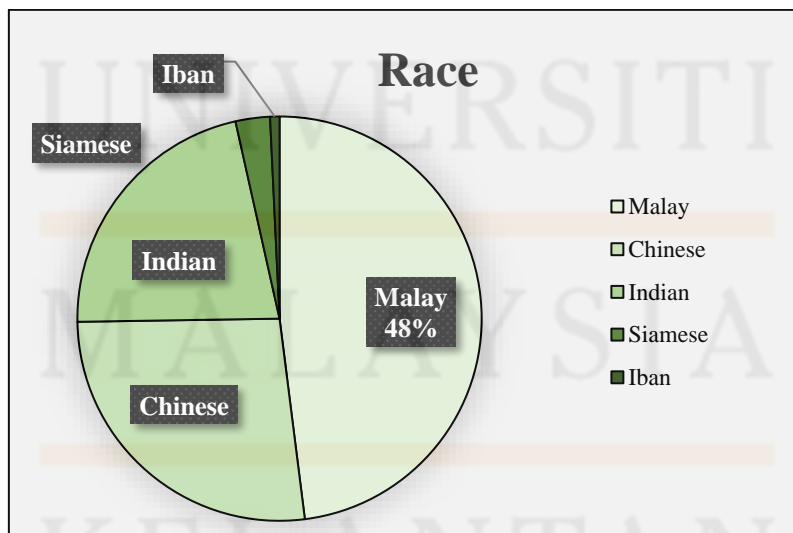


Figure 4.3: Pie Chart for the Race of Respondents

The frequency and percentages of respondents depending on racial segmentation are shown in Table 4.5. Because it has the greatest percentage value of 48% and the highest frequency of 192 respondents out of 400 respondents, the result suggests that the majority of those who responded to this survey are Malays. Chinese respondents, meanwhile, had a frequency of 107 responses and a percentage value of 26.8%. In addition, there were 87 respondents, with a percentage value of 21.8% for Indian respondents. Siamese, with a frequency of 11 responders and a percentage value of 2.8%, came in second. Last but not least, Iban has a percentage value of 0.8% and 3 responders. This shows that the respondents from the Malay race are the most compared to the others race and the Iban race shows the least number of respondents

4.3.4 Faculty

Table 4.6: Frequency Output of Faculty

		Faculty		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	FAE	50	12.5	12.5	12.5
	FBKT	50	12.5	12.5	25.0
	FHPK	50	12.5	12.5	37.5
	FIAT	50	12.5	12.5	50.0
	FKP	50	12.5	12.5	62.5
	FPV	50	12.5	12.5	75.0
	FSB	50	12.5	12.5	87.5
	FTKW	50	12.5	12.5	100.0
	Total	400	100.0	100.0	

Sources: Developed from research

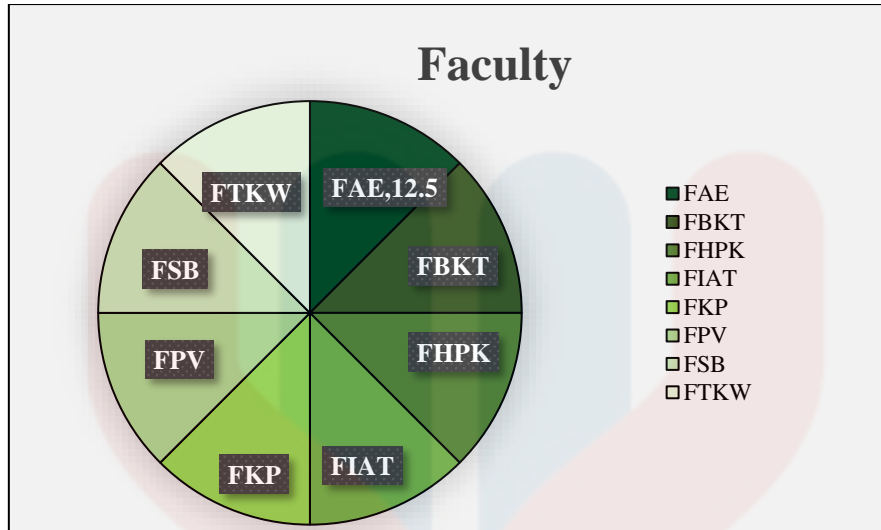


Figure 4.4: Pie Chart for the Faculty of Respondents

According to the faculty segmentation, Table 4.6 displays the frequency and proportion of responders. Each faculty will have 50 respondents total among the 400 respondents. The total frequency of eight faculties, including the faculties of entrepreneurship and business (FKP), creative technology and heritage (FTKW), veterinary medicine (FPV), agro-based industry (FIAT), earth science (FSB), hospitality, tourism, and wellness (FHPK), architecture and ekistics (FAE), and bioengineering and technology (FBKT), is 50 respondents, with a percentage value of 12.5%. This demonstrates that there was the same number of responders from eight faculties.

4.3.5 Which Type of Shipping that Often Used

Table 4.7: Frequency Output of Type of Shipping

Which type of shipping do you use most often?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Letter	0	0.0	0.0	0.0
	Excessive or Oversized Shipment	0	0.0	0.0	0.0

Parcel	400	100.0	100.0	100.0
Total	400	100.0	100.0	

Sources: Developed from research

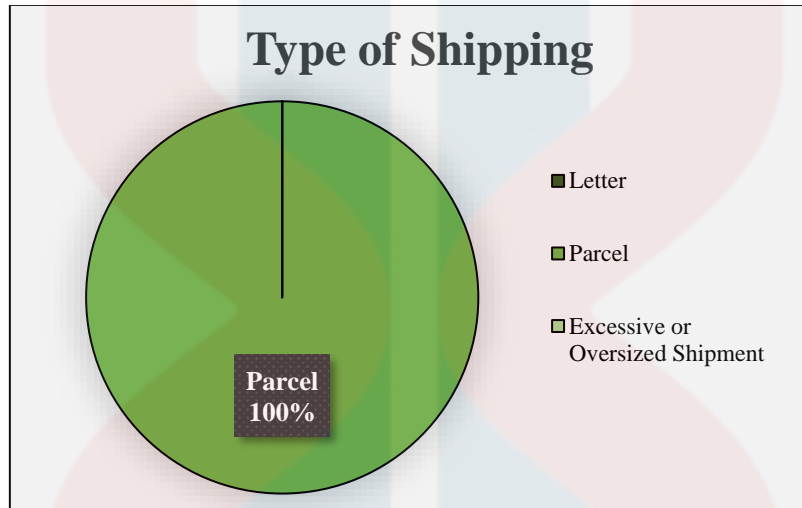


Figure 4.5: Pie Chart for the Type of Shipping that Respondents Often Used

The frequency and percentages of the delivery method that respondents most frequently used are shown in Table 4.7. Because parcel shipping has all percentage values equal to 100% with a frequency of 400, the results show that all survey respondents chose this delivery option. The 400 respondents who completed this poll did not choose the shipping method, which might be either a letter or an excessive or oversized shipment.

4.3.6 How Often the Service was Used

Table 4.8: Frequency Output of How Often the Service was Used

How often do you use the service?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid More than once per month	172	43.0	43.0	43.0

Once a month	131	32.8	32.8	75.8
Once a year	10	2.5	2.5	78.3
Once every six month	26	6.5	6.5	84.8
Once every three months	61	15.2	15.2	100.0
Total	400	100.0	100.0	

Sources: Developed from research

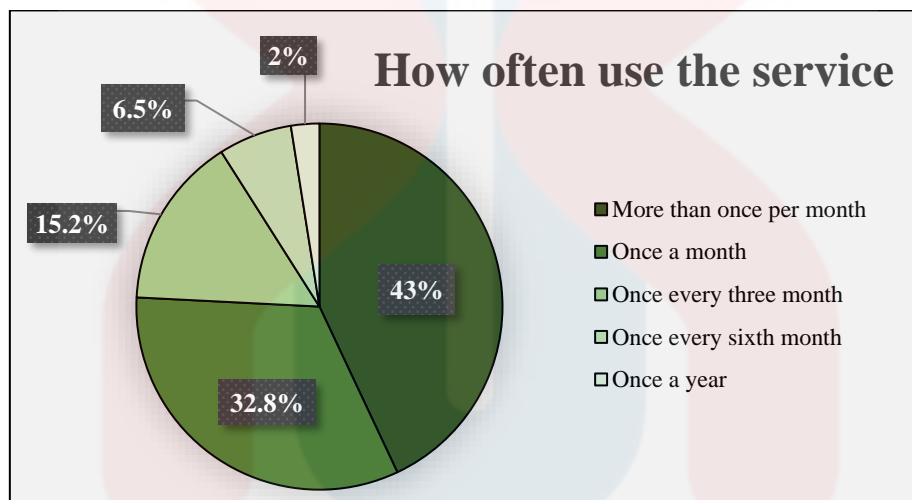


Figure 4.6: Pie Chart of How Often Respondents Used the Service

The frequency and percentages of how frequently respondents utilise the service are shown in Table 4.8. Because it has the greatest percentage value of 43% and the highest frequency of 172 respondents, the table shows that the majority of those who responded to this survey did so more than once per month. Next, the second highest is once a month, which consists of a frequency of 131 respondents with a percentage value of 32.8%. Furthermore, the third is once every three months, which a frequency is 61 respondents, with a percentage value of 15.3%. Moreover, once every six months is the next, which consists of a frequency of 26 respondents with a percentage value of 6.5%. The respondents who participated in this research only once a year had the lowest percentage value overall (2.5%) and a frequency of 10 respondents.

4.4 Descriptive Analysis

Finding the means of each variable results from the descriptive analysis of the independent and dependent variables. Respondents were asked to rate how strongly they agreed or disagreed with the statement using one of five likes: 1-Strongly disagree, 2-Disagree, 3-Neutral, 4-Agree, and 5-Strongly Agree.

4.4.1 Descriptive Analysis of Dependent Variable and Independent Variable

Table 4.9: Dependent Variable (DV) and Independent Variable (IV)

	N	Mean	Std. Deviation	Minimum	Maximum
The level of customer satisfaction (DV)	400	4.1147	.42775	2.38	5.00
Price (IV)	400	3.9969	.58663	2.00	5.00
Time of Delivery (IV)	400	4.0437	.58299	1.00	5.00
Safety (IV)	400	4.2206	.54948	2.00	5.00
Responsiveness (IV)	400	4.1037	.53145	2.25	5.00
Valid N (listwise)	400				

Source: Developed from research

The descriptive analysis looked at both the dependent and independent variables. The mean and standard deviation are shown in Table 4.9. The greatest mean value, which indicates that respondents agreed more on this variable, was 4.2206 for safety, and the lowest mean value, which indicates that respondents agreed less on that variable in this research, was 3.9969 for price. The fact that there were 400 respondents in the data set and the standard deviation was less than one suggests that the outcomes were more reliable.

4.4.2 Descriptive Statistics for The Level of Customer Satisfaction

Table 4.10: Descriptive Statistics for The Level of Customer Satisfaction

	N	Mean	Std. Deviation	Minimum	Maximum
Courier service gives good service to their customer to make sure customers feel safe in using courier service.	400	4.09	.635	1	5
Consideration/understanding in customer service of consumers' advice and opinions.	400	3.91	.740	1	5
The price set is reasonable with the weight of the item/parcel.	400	4.15	.625	1	5
Courier service always updated a tracking number to their customer to make sure the customer knows about delivery time and also informs a customer when they reached the customer's house.	400	4.21	.626	1	5
On-time delivery services as per consumers' request.	400	3.94	.797	1	5
Promptness of customer service to consumers' complaints and resolution to the complaint.	400	4.10	.672	1	5

Courier service always accurately delivers the package to the address of shipment.	400	4.23	.628	1	5
Courier service provides the ease of tracking and tracing items by internet and telephone.	400	4.28	.604	2	5
Valid N (likewise)	400				

Sources: Developed from research

The number of respondents, mean, and standard deviations of the dependent variable, which is customer satisfaction, are displayed in Table 4.10. For these dependent variables, there are eight questions. The question “Courier service provides the ease of tracking and tracing items by internet and telephone”, with a mean score of 4.28, has the highest mean. This showed that the majority of responders approved of this question. The question “Consideration/understanding in customer service of consumers' advice and opinions” which had a mean score of 3.91, had the lowest mean.

The eight questions in this variable had a standard deviation that was less than 1, indicating that the value was more dependable. The question “On-time delivery services as per consumers' request” has the largest standard deviation, which is 0.797. The question “Courier service provides the ease of tracking and tracing items by internet and telephone” has the lowest standard deviation for this variable, which is 0.604. As a result, it shows that respondents concur that the variable is crucial for enhancing customer satisfaction.

4.4.3 Descriptive Statistics for Price

Table 4.11: Descriptive Statistics for Price

	N	Mean	Std. Deviation	Minimum	Maximum
The price is reasonable based on the weight of the parcel.	400	4.03	.642	2	5
The price of each parcel is fair for the service.	400	4.04	.701	2	5
The price promotion offered by the courier service provider is valuable.	400	3.91	.833	2	5
The price promotion in shipping out a parcel helps to attract customers in using a courier service.	400	4.01	.734	2	5
Valid N (likewise)	400				

Sources: Developed from research

The price was shown as an independent variable in Table 4.11 together with its mean and standard deviation. From these independent variables, there are four questions. The question “The price of each parcel is fair for the service” has the highest mean, which is 4.04. This showed that the majority of responders approved of this question. The question “The price promotion offered by the courier service provider is valuable.” had the lowest mean score which is 3.91.

The four questions in this variable had a standard deviation that was less than 1, indicating that the value was more dependable. The question “The price promotion offered by the courier service provider is valuable.” has the largest standard deviation, which is 0.833. The question “The price is reasonable based on the weight of the parcel” has the lowest standard deviation for this variable, which is 0.642. As a result, it shows that respondents agreed that the variable is essential for improving customer satisfaction.

4.4.4 Descriptive Statistics for Time of Delivery

Table 4.12: Descriptive Statistics for Time of Delivery

	N	Mean	Std. Deviation	Minimum	Maximum
The courier arrived within the specified delivery time.	400	3.84	.871	1	5
Availability of delivery timely information regarding the status of an order.	400	4.16	.684	1	5
Take 2 days or more to deliver the parcel.	400	4.25	.704	1	5
On-time delivery services as requested by customers.	400	3.93	.879	1	5
Valid N (listwise)	400				

Sources: Developed from research

Table 4.12 displayed the number of respondents, mean, and standard deviations for the independent variable, delivery time. For these independent variables, there are four items in total. The question “Take 2 days or more to deliver the parcel” had the highest mean (4.25).

This showed that the majority of responders approved of this question. The question “The courier arrived within the specified delivery time” had the lowest mean score, which was 3.84.

The four questions in this variable had a standard deviation that was less than 1, indicating that the value was more dependable. The question “On-time delivery services as requested by customers” has the largest standard deviation, which is 0.879. The question “Availability of delivery timely information regarding the status of an order” has the lowest standard deviation for this variable, which is 0.684. As a result, it shows that respondents agreed that the variable is essential for improving customer satisfaction.

4.4.5 Descriptive Statistics for Safety

Table 4.13: Descriptive Statistics for Safety

	N	Mean	Std. Deviation	Minimum	Maximum
The goods arrived in good condition and well-packed.	400	4.19	.673	2	5
The packaging and products were undamaged.	400	4.19	.718	1	5
Information about the customer while using the service such as a home address, phone number, etc. is safe and confidential.	400	4.25	.686	2	5

I believe that courier service providers will safely manage my personal information following their privacy policies.	400	4.25	.674	2	5
Valid N (listwise)	400				

Sources: Developed from research

The number of respondents, mean, and standard deviations for the independent variable, safety are shown in Table 4.13. For these independent variables, there are four items. The highest mean for this independent variable is on the questions “Information about the customer while using the service such as a home address, phone number, etc. is safe and confidential” and “I believe that courier service providers will safely manage my personal information following their privacy policies” which is 4.25 respectively. This showed that the majority of respondents approved of both questions. The lowest mean values, 4.19 and 4.19, respectively, were for the statements “I believe that courier service providers will safely manage my personal information following their privacy policies” and “The packaging and products were undamaged”.

The four questions in this variable had a standard deviation that was less than 1, indicating that the value was more dependable. The question “The packaging and products were undamaged” has the largest standard deviation, which is 0.718. The question “The goods arrived in good condition and well-packed” has the lowest standard deviation for this variable, which is 0.673. As a result, it shows that respondents concur that the variable is important for improving customer satisfaction.

4.4.6 Descriptive Statistics for Responsiveness

Table 4.14: Descriptive Statistics for Responsiveness

	N	Mean	Std. Deviation	Minimum	Maximum
Courier services provide prompt service to customers.	400	4.05	.733	1	5
Courier service postmen are ready to help customers if customers have problems.	400	4.02	.734	1	5
Courier service answers any questions from customers.	400	4.08	.723	2	5
The postman of courier services always delivers the right and actual parcel to the customer.	400	4.27	.691	1	5
Valid N (listwise)	400				

Sources: Developed from research

Table 4.14 displayed the responsiveness number of respondents, mean, and standard deviation. For these independent variables, there are four items. The question “The postman of courier services always delivers the right and actual parcel to the customer” with a mean score of 4.27, has the highest average. This showed that the majority of responders approved of this question. The question “Courier service postmen are ready to help customers if customers have problems” had the lowest mean score, 4.02.

The four questions in this variable had a standard deviation that was less than 1, indicating that the value was more dependable. The question “Courier service postmen are ready to help

customers if customers have problems” has the largest standard deviation, which is 0.734. The question “The postman of courier services always delivers the right and actual parcel to the customer” has the lowest standard deviation for this variable, with a value of 0.691. As a result, it shows that respondents agree that the variable is important for improving customer satisfaction.

4.5 Validity and Reliability Test

Cronbach's Alpha was employed in this study to see if the data was reliable, or if it fit the standard internal consistency measurement. Internal consistency reliability is a test that determines if the replies of respondents are consistent throughout all parts (Sekaran & Bougie, 2016).

Table 4.15: Cronbach’s Alpha Reliability Test Result

	Cronbach’s Alpha	N of Items	Strength
1. The Level of Customer Satisfaction	.794	8	Acceptable
2. Price	.816	4	Good
3. Time of Delivery	.722	4	Acceptable
4. Safety	.811	4	Good
5. Responsiveness	.721	4	Acceptable

Sources: Developed from research

Table 4.15 illustrates the results of the reliability test for dependent and independent variables in this study, as measured by Cronbach's Alpha Coefficient values, based on a survey of 400 respondents who are undergraduate students at the University of Malaysia Kelantan. The

strength of the association value of Cronbach's Alpha coefficient of higher than 0.70, according to Table 4.1, is acceptable for the reliability test.

Table 4.16: Customer Satisfaction

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.800	8

Sources: Developed from research

Based on the table above, eight questions were used to describe the dependent variable which is the level of customer satisfaction toward courier service, and Cronbach's Alpha result for this section's questions was 0.794, which was acceptable. For this investigation, the acceptable minimum value is 0.6. As a result, the value is regarded as suitable for usage. Hence, the coefficient achieved in the level of customer satisfaction toward the courier service variable for these questions was acceptable.

Table 4.17: Price

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.816	.822	4

Sources: Developed from research

To measure the factor that affects customer satisfaction toward courier services which is price, there were four questions were used and the Cronbach’s Alpha result for this section question was 0.816 which resulted as good. For this investigation, the acceptable minimum value is 0.6. As a result, the value is regarded as suitable for usage. The coefficient for the questions in the time of delivery variable was good. The findings indicate that the item in the research has a good internal consistency in measuring ideas. Hence, the questionnaires being used in this study are concerned with customer satisfaction.

Table 4.18: Time of Delivery

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.722	.723	4

Sources: Developed from research

Besides that, four questions were used to measure the time of delivery variable that affects the level of customer satisfaction toward courier services, and the Cronbach's Alpha result for this section question was 0.722, which was considered acceptable. For this investigation, the acceptable minimum value is 0.6. As a result, the value is regarded as suitable for usage. As a result, the coefficient for the questions in the time of delivery variable was acceptable. The findings indicate that the item in the research has a good internal consistency in measuring ideas. Hence, the questionnaires being used in this study are concerned with customer satisfaction.

Table 4.19: Safety

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.811	.811	4

Sources: Developed from research

Next, four questions were also used to test the safety variable that influences the level of customer satisfaction toward courier services, and Cronbach’s Alpha result for this section’s question was 0.811, which is also good. For this investigation, the acceptable minimum value is 0.6. As a result, the coefficient for the questions in the time of delivery variable was good. The findings indicate that the item in the research has a good internal consistency in measuring ideas. Hence, the questionnaires being used in this study are concerned with customer satisfaction.

Table 4.20: Responsiveness

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.721	.719	4

Sources: Developed from research

Finally, the four questions were used to test the responsiveness variable that impacted the level of customer satisfaction toward courier services, and Cronbach's Alpha result for this section's question was 0.721, which is also acceptable. For this investigation, the acceptable minimum

value is 0.6. As a result, the responsiveness variable's coefficient for this query was similarly acceptable. The findings indicate that the item in the research has a good internal consistency in measuring ideas. Hence, the questionnaires being used in this study are concerned with customer satisfaction.

4.6 Normality Test

Table 4.21: Test of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Customer Satisfaction	.223	400	.000	.920	400	.000
Price	.180	400	.000	.941	400	.000
Time of Delivery	.185	400	.000	.916	400	.000
Safety	.206	400	.000	.906	400	.000
Responsiveness	.215	400	.000	.901	400	.000

Lilliefors Significance Correction

Sources: Developed from research

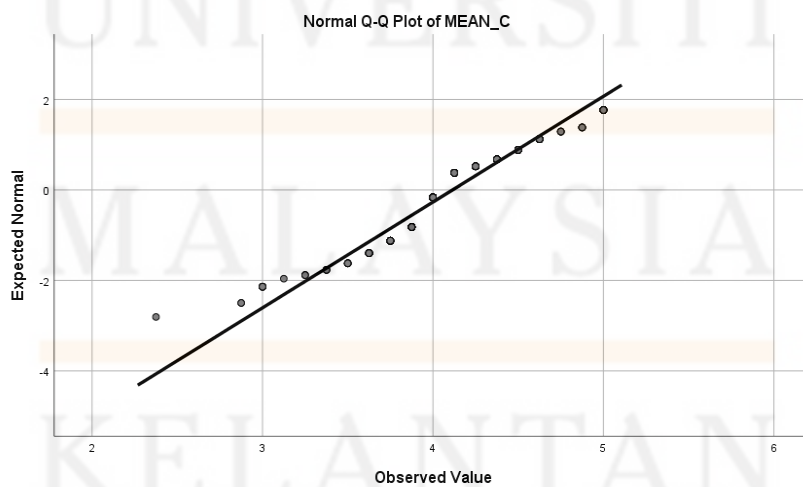


Figure 4.7: The level of Customer Satisfaction

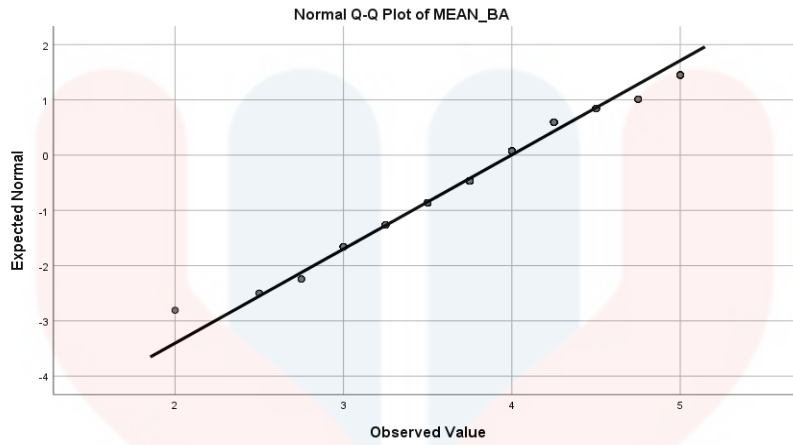


Figure 4.8: Price

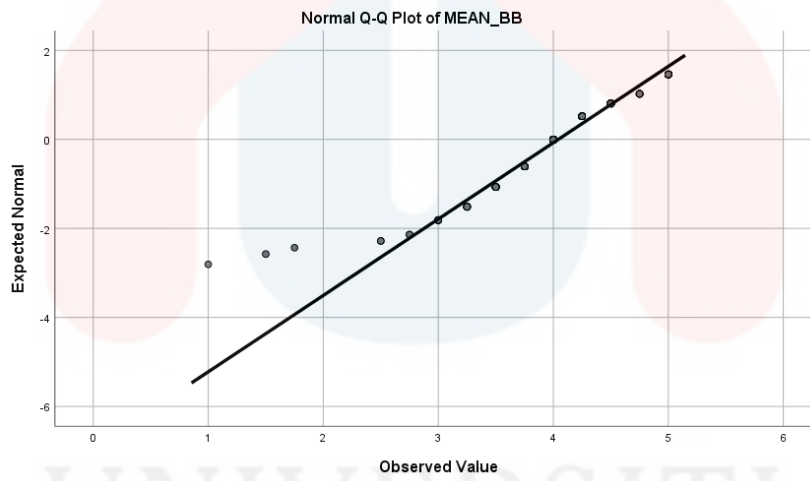


Figure 4.9: Time of Delivery

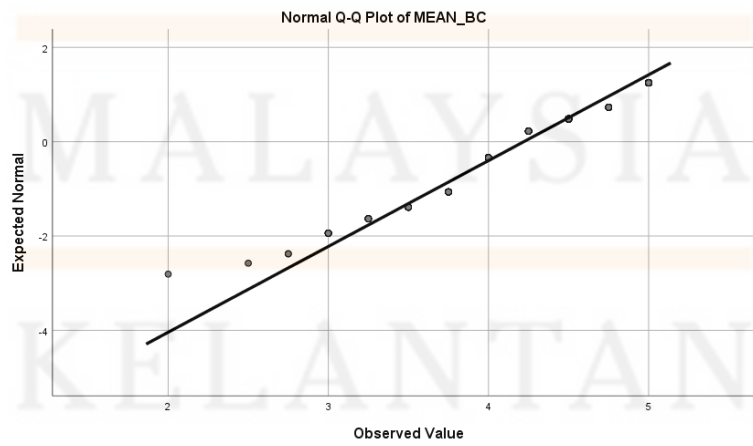


Figure 4.10: Safety

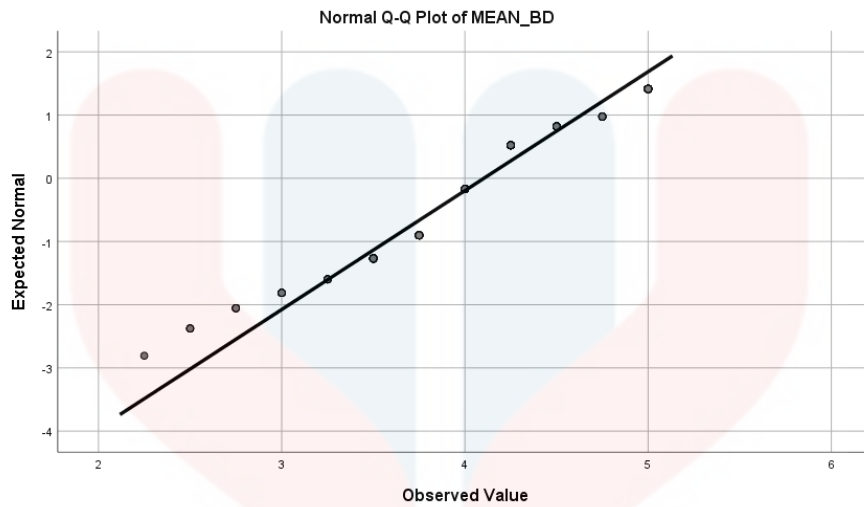


Figure 4.11: Responsiveness

As can be seen from the table above, every variable has a p-value less than 0.05, indicating that they are all non-typical. As a result, all examination variables were normal, which was required. Shapiro-Wilk normality test is not used in this study; instead, the Kolmogorov-Smirnov normality test is used. While the Kolmogorov-Smirnov normality test is used for n 50, the Shapiro-Wilk normality test is better appropriate for small example sizes (50 tests), however, it can also be handled on larger example sizes.

Therefore, the Kolmogorov-Smirnov normalcy test is a better choice for this study's path. This is so since Kolmogorov-Smirnov was suitable for an informational index of more than 50 and had no issues to worry about in the tails. Furthermore, Shapiro-Wilk performed poorly under the assumption that some characteristics in the informational index were extremely comparable, and it worked best for informational collections under 50 (Ghasemi & Zahediasl, 2012).

4.7 Hypothesis Testing

4.7.1 Pearson’s Correlation Analysis

Pearson's Correlation Analysis will be used to see if the independent variables of price, time of delivery, safety and responsiveness are related to the dependent variable which is Customer Satisfaction. In this study, the researcher investigated the association between the level of customer satisfaction and the factor that affects customer satisfaction using the Pearson Correlation Analysis (two-tailed test).

Table 4.22: Rule of Thumb of Correlation and Coefficient

Correlation Coefficient	Strength of Correlation
±0 to ±0.2	Slight or No Correlation
±0.21 to ±0.4	Weak Correlation
±0.41 to ±0.7	Moderate Correlation
±0.71 to ±0.9	Strong Correlation
±0.91 to ±1.0	Very Strong Correlation

Sources: Guilford and Fruchter (1973)

Table 4.23: Pearson Correlation Analysis

		Customer Satisfaction	Price	Time of Delivery	Safety	Responsiveness
Customer Satisfaction	Pearson Correlation	1	.462**	.526**	.575**	.607**
	Sig. (2-tailed)		.000	.000	.000	.000

	N	400	400	400	400	400
Price	Pearson	.462**	1	.642**	.529**	.629**
	Correlation					
	Sig. (2-tailed)	.000		.000	.000	.000
	N	400	400	400	400	400
Time of Delivery	Pearson	.526**	.642**	1	.582**	.642**
	Correlation					
	Sig. (2-tailed)	.000	.000		.000	.000
	N	400	400	400	400	400
Safety	Pearson	.575**	.529**	.582**	1	.666**
	Correlation					
	Sig. (2-tailed)	.000	.000	.000		.000
	N	400	400	400	400	400
Responsiveness	Pearson	.607**	.629**	.642**	.666**	1
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	400	400	400	400	400

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

4.7.2 Correlation between Price and Customer Satisfaction

Table 4.24: The Correlation between Price and Customer Satisfaction

	Customer Satisfaction	Price
Customer Satisfaction	Pearson Correlation	1
		.462**
	Sig. (2-tailed)	.000
	N	400
		400

Price	Pearson Correlation	.462**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

According to the data in the table above, there is a substantial correlation between cost and the level of customer satisfaction with UMK undergraduate students' use of courier services. 0.462 was the Pearson correlation, with a significance level of 0.00. This shows that there is a statistically significant association ($r = 0.462$, $N = 400$, $p < .001$) between price and customer satisfaction. The correlation is moderately positive. As a result, the study accepts the H1, which requires that researchers show that there is a substantial correlation between price and the level of customer satisfaction with courier services among students at the University of Malaysia Kelantan.

4.7.3 Correlation between The Time of Delivery and Customer Satisfaction

Table 4.25: The correlation between the time of delivery and customer satisfaction

		Customer Satisfaction	Time of Delivery
Customer Satisfaction	Pearson Correlation	1	.526**
	Sig. (2-tailed)		.000
	N	400	400
Time of Delivery	Pearson Correlation	.526**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

According to the data in the table above, there is a considerable correlation between the time of delivery and the level of UMK students' satisfaction with courier services. 0.526 was the Pearson correlation, with a significance level of 0.00. This shows a statistically significant association ($r = 0.526, N = 400, p < .001$) between the time of delivery and the level of customer satisfaction. The correlation is moderately positive. As a result, the study accepts H2, which states that there is a substantial correlation between the time of delivery and the level of customer satisfaction with courier services among students at the University of Malaysia Kelantan.

4.7.4 Correlation between Safety and Customer Satisfaction

Table 4.26: The Correlation between Safety and Customer Satisfaction

	Customer Satisfaction	Safety
Customer Satisfaction		
Pearson Correlation	1	.575**
Sig. (2-tailed)		.000
N	400	400
Safety		
Pearson Correlation	.575**	1
Sig. (2-tailed)	.000	
N	400	400

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

According to the data in the table above, among UMK undergraduate students, there is a substantial correlation between safety and the degree of customer satisfaction with courier

services. 0.575 was the Pearson correlation, with a significance level of 0.00. This shows that there is a statistically significant correlation ($r = 0.575$, $N = 400$, $p < .001$) between safety and the level of customer satisfaction. The correlation is moderately positive. In light of this, the study accepts H3, which requires that researchers confirm that there is a substantial correlation between safety and the level of customer satisfaction with courier services among undergraduate students at the University of Malaysia Kelantan.

4.7.5 Correlation between Responsiveness and Customer Satisfaction

Table 4.27: The Correlation between Responsiveness and Customer Satisfaction

		Customer Satisfaction	Responsiveness
Customer Satisfaction	Pearson Correlation	1	.607**
	Sig. (2-tailed)		.000
	N	400	400
Responsiveness	Pearson Correlation	.607**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

According to the data in the table above, there is a substantial correlation between responsiveness and the level of customer satisfaction among UMK undergraduate students about courier service. 0.607 was the Pearson correlation, with a significance level of 0.00. This shows that there is a significant correlation ($r = 0.607$, $N = 400$, $p < .001$) between responsiveness and customer satisfaction. The correlation is moderately positive. As a result, the study accepts H4 that there is a substantial correlation between responsiveness and the level of customer satisfaction among students at the University of Malaysia Kelantan towards courier services.

4.8 Chapter Summary

The conclusions of this study were addressed in this chapter. It will explain how data is obtained and what strategy is optimal for obtaining the best results. After the data has been gathered, the results will be examined and presented as a graph for a more aesthetically pleasing and understandable presentation. The association between the independent and dependent variables was also examined using the Pearson correlation analysis. Both variables had a positive correlation, according to the results. The study's hypothesis was also evaluated after the chapter.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Introduction

The primary topic of discussion in this chapter is the overall research's conclusions. The major findings and hypothetical discussion determine the relationship between customer satisfaction and the factor that influence customer satisfaction, which is price, time of delivery, safety, and responsiveness. Finally, this chapter also presents limitations and recommendations for future comparative studies.

5.2 Key Findings

The major goal of this study is to determine whether factors such as price, time of delivery, safety, and responsiveness have an impact on the level of customer satisfaction toward courier services among Universiti Malaysia Kelantan students. In this study, an online survey was employed as a research instrument, and IBM SPSS Statistics version 26 was used for testing and analysis. The researchers next used Pearson analytic methods to determine the relationship between the independent and dependent variables after identifying significant relationship factors from the data gathered from the respondents. The coefficient value is significant, which implies that the relationship between the variables has been created in line with the objectives outlined in the first chapter, according to the final findings of the variables. When the analysis is done, hypothesis testing may be done. Four different hypotheses were developed for this research.

5.2.1 Hypothesis 1

There is a significant relationship between price and the level of customer satisfaction with courier service. With a correlation value of 0.462 at the significant level, $p < 0.001$, H1 was accepted in Chapter 4. Based on the correlation coefficient data, the price will have an impact on the level of customer satisfaction toward courier services among students at UMK.

5.2.2 Hypothesis 2

There is a significant relationship between the time of delivery and the level of customer satisfaction with courier service. With a correlation value of 0.526 at the significant level, $p < 0.001$, H2 was accepted in Chapter 4. Based on the correlation coefficient data, the time of delivery will have an impact on the level of customer satisfaction toward courier services among students at UMK.

5.2.3 Hypothesis 3

There is a significant relationship between safety and the level of customer satisfaction with courier service. With a correlation value of 0.575 at the significant level, $p < 0.001$, H3 was accepted in Chapter 4. Based on the correlation coefficient data, safety will have an impact on the level of customer satisfaction toward courier services among students at UMK.

5.2.4 Hypothesis 4

There is a significant relationship between responsiveness and the level of customer satisfaction with courier service. With a correlation value of 0.607 at the significant level, $p < 0.001$, H4 was accepted in Chapter 4. Based on the correlation coefficient data, responsiveness will have an impact on the level of customer satisfaction toward courier services among students at UMK.

5.3 Discussion

The objective of this study is to determine whether there is a relationship between the factor that affects customer satisfaction and the level of customer satisfaction toward courier services among students at UMK. Price, time of delivery, safety and responsiveness are among the factors that affect customer satisfaction toward courier services studied by academics. The study's major goal is to figure out factors that influence the level of customer satisfaction

toward courier services among undergraduate students at UMK. This study usually used primary data, and a set of questionnaires were used to obtain responses from respondents who are UMK undergraduate students. Researchers have discovered that this university employs a total of 13,000 students throughout the three campuses, based on information available on the internet. Because of the enormous population, the researchers require a high sample size to obtain more trustworthy, meaningful, and clear data (Thayer-Hart, Dykema, Elver, Schaeffer & Stevenson, 2010). Therefore, the sample size needed for this research was just 30 to 500 respondents. Because of the large number of students in this university, 400 respondents will be picked from the population. Among the 400 respondents, the researchers divided into eight faculty which each faculty had a total number of 50 respondents. This study exists to examine the factor that influences the level of customer satisfaction toward courier services among students at the University Malaysia Kelantan. Price, time of delivery, safety and responsiveness are the factors that the researchers used to examine the level of customer satisfaction toward courier services.

5.3.1 Discussion on the relationship between the factor that affects customer satisfaction and the level of customer satisfaction toward courier services among students at the University of Malaysia Kelantan.

After the data we analyzed, the overall results showed that respondents had a moderate level of customer satisfaction with courier services. The moderate level of customer satisfaction can be proved when they partially agreed that the courier service provides a service as promised to the customer, the postman courier service always delivers the right and actual parcel to the customer, and the courier service postman is easily to communicate. In addition, the courier service provided the availability to check the delivery time to deliver parcels and customers to check. Besides, the courier service also ensures the goods or parcel arrived in full, the

packaging was undamaged, and the condition of items/parcel delivered. As a result, the courier service may continue to offer its customers excellent services, to ensure their satisfaction.

All variables studied in this research have positive relationships with customer satisfaction towards courier service. It shows that all four elements which are Price, Time of Delivery, Safety and Responsiveness are significant toward the level of customer satisfaction with courier services among students at UMK. This study is parallel with the previous study that mentioned responsiveness and price have a significant relationship towards courier service (Gulc, 2017), (Daniel & Berinyuy, 2010) and (Jamal & Azmi, 2018). While for the time of delivery, Abdullah and Resul (2020) mentioned customer satisfaction will be achieved by delivering the parcel accurately and on time and Jessica S. Y, Derek, Felicia, Loong, & Tat (2012) mentioned that customer satisfaction is strongly related to safety. Therefore, it shows that the result in this study is the same as the previous study that mentioned that the time of delivery and safety has a significant relationship toward the level of customer satisfaction with courier service.

The final results demonstrate a positive correlation between the four data analysis variables and the level of customer satisfaction. With a p-value of 0.000 and a Pearson correlation r-value of 0.607, responsiveness was the highest significance level. Such findings are consistent with the research (Jamal & Azmi, 2018), which noted that responsiveness may directly improve express delivery services and has a certain beneficial impact on customer satisfaction. Additionally, the price variable's Pearson Correlation Coefficient (r) index is 0.462, and its significance value (p) is 0.000, both of which are consistent with responsiveness. The Pearson Correlation Coefficient (r) index for the time of delivery is 0.526, and the significance level (p) is 0.000. Based on Abdullah and Resul, 2020, pointed out that paying attention to the time of delivery can raise customer satisfaction levels and service quality. Finally, the significant value (p) was the same index, 0.000, as the Pearson Correlation Coefficient (r) index for safety, which

was 0.575. Therefore, this supports the findings of (Jessica S. Y., Derek, Felicia, Loong, & Tat, 2012) that there is a link between customer satisfaction and the safety of courier services.

5.4 Implications of The Study

In this study, four variables influenced customer satisfaction toward courier service among students at UMK. The study's findings are customer satisfaction of students at UMK who use courier services in buying something they want. To retain customer satisfaction of students at UMK, they must continue online shopping because they will get a reasonable and affordable price when buying online. The courier service also has to improve their time of delivery because when they deliver the goods immediately then it will be easy for students UMK to make purchases again. They will be satisfied because they do not waste time getting the goods. This study might look at the courier service chance of students at UMK doing their service anytime they need to in long term.

5.5 Limitations of The Study

In a research project, there are bound to be limitations or challenges that will be faced for each project carried out by the researcher. This study also has some limitations that can be seen as a whole while conducting the study. First of all, the questions that are stated may lead to less clear responses from the respondents. This is due to the lack of data sources that only rely on survey data to analyze the data. In addition, there is also a challenge that respondents do not have sincerity or focus fully when they answer the questionnaire. This is because they only answered the questionnaire directly without reading the questions carefully. So this has resulted in unclear data results and affected the accuracy of data collection.

Besides that, the challenge that can be seen while conducting this study is the limited time. This refers to the collection of all data that takes the nearest time. This is also said to be the case because it is difficult for the researcher to get data from the respondents. After all, the

respondents refuse to cooperate in answering the questionnaire even if it is given in person. Here the researcher has come to know the problem among the respondents which are that they do not have fully accessible internet and may not have time because each respondent is a student who has various learning activities. Thus, all these are challenges and obstacles that the researcher has to face to complete this study.

5.6 Recommendations

In this study, customer satisfaction is an important element in determining the success of a courier service company. Without knowing the level of customer satisfaction, a courier service company cannot know the ability to manage the company whether it is successful or not. The followings are suggestions to increase the level of customer satisfaction.

The administration of the courier service should think about taking steps to raise student UMK satisfaction levels with service management quality. It would be beneficial if management could concentrate more on problems and ways to guarantee that the services provided match client expectations. The supplier of courier services can act immediately to solve the issue effectively. Facilities, transportation, and personnel need all need to be accelerated due to problems that may affect quality. Additionally, courier services might include attributes like client management and services tailored to the demands of the consumer.

Henceforth, future researchers can use different analytical methods to see the differences in the measurement of awareness levels and to be able to obtain more accurate and authentic information. In addition, the researchers can use the qualitative method for the data collection process. Usually, the qualitative method will give the researchers a more accurate understanding and answers. In addition, future researchers can also add more relevant question items to get more satisfactory answers from the respondents. Furthermore, it is advised that future studies incorporate an assessment of client expectations. To enable the researcher to

assess customer satisfaction more accurately with courier services among UMK students, the gap between expectation and perception has to be further studied.

5.7 Overall Conclusion of The Study

This part will discuss the overall conclusion of the study. The main objective of this study is to establish the relationship between the University of Malaysia Kelantan's courier service and factors that influence customer satisfaction. To conduct this research, we delivered 400 online survey questionnaires to the University of Malaysia Kelantan college students from 8 different faculties used for data analysis in Chapter 4. All of the research objectives are responded to through the review of data analysis in Chapter 4. The study provides a summary of the final results based on data analysis from respondents, allowing the researchers to examine and decide if the results match the study's objectives.

According to Pearson Correlation Analysis, all variables such as price, time of delivery, safety, and responsiveness are significantly positively related to the factors that affect customer satisfaction. According to Pearson Correlation Analysis, responsiveness has the highest correlation with factors that influence customer satisfaction, at 0.607. All hypotheses were tested, and none of the hypotheses will be rejected since all independent variables demonstrate a significant relationship with the variables influencing university students' levels of customer satisfaction in Kelantan, Malaysia.

Furthermore, this section provides certain specifics concerning the recommendations, the main purpose is to make this study more convincing and trustworthy to the public. As a result, it is possible to conclude that the study's goal was accomplished. Not only that, but this study gives facts, knowledge, and proof to explain how four factors influence the University of Malaysia Kelantan students' satisfaction with courier services.

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APPENDIX A: DRAFT OF QUESTIONNAIRE

TITLE OF PROPOSAL: FACTOR AFFECTING THE LEVEL OF CUSTOMER SATISFACTION TOWARDS COURIER SERVICES AMONG STUDENTS AT UNIVERSITY MALAYSIA KELANTAN.

SECTION A: DEMOGRAPHIC

Respondent's Profile	Items	Tick
Gender	Male	
	Female	
Age	20 and below	
	21 – 23	
	24 – 26	
	26 and above	
Race	Malay	
	Chinese	
	Indian	
	Others	
Faculty	FKP	
	FHPK	
	FTKW	
	FPV	
	FIAT	
	FSB	
	FAE	
	FBKT	
Type of Shipping	Letter	
	Parcel	
	Excessive or Oversized Shipment	
How Often Use the Service	More than once per month	
	Once a month	
	Once every three months	
	Once every six months	
	Once a year	

SECTION B: THE RELATIONSHIP BETWEEN FACTORS THAT AFFECT CUSTOMER SATISFACTION TOWARDS COURIER SERVICES.

PRICE

No.	Questions	Likert Scale				
		1	2	3	4	5
1.	The price is reasonable based on the weight of the parcel.					
2.	The price of each parcel is fair for the service.					
3.	The price promotion offered by the courier service provider is valuable.					
4.	The price promotion in shipping out a parcel helps to attract customers in using a courier service.					

TIME OF DELIVERY

No.	Questions	Likert Scale				
		1	2	3	4	5
1.	The courier arrived within the specified delivery time.					
2.	Availability of delivery timely information regarding the status of an order.					
3.	Take 2 days or more to deliver the parcel.					
4.	On-time delivery services as requested by customers.					

SAFETY

No.	Questions	Likert Scale				
		1	2	3	4	5
1.	The goods arrived in good condition and well-packed.					
2.	The packaging and products were undamaged.					
3.	Information about the customer while using the service such as a home address, phone number, etc. is safe and confidential.					
4.	I believe that courier service providers will safely manage my personal information in accordance with their privacy policies.					

RESPONSIVENESS

No.	Questions	Likert Scale				
		1	2	3	4	5
1.	Courier services provide prompt service to customers.					
2.	Courier service postmen are ready to help customers if customers have problems.					
3.	Courier service answers any questions from customers.					
4.	The postman of courier services always delivers the right and actual parcel to the customer.					

SECTION C: THE LEVEL OF CUSTOMER SATISFACTION TOWARD COURIER SERVICES

No.	Questions	Likert Scale				
		1	2	3	4	5
1.	Courier service gives good service to their customer to make sure customers feel safe in using a courier.					
2.	Consideration/understanding in customer service of consumers' advice and opinions.					
3.	The price set is reasonable with the weight of the item/parcel.					
4.	Courier service always updated a tracking number to their customer to make sure the customer knows about delivery time and informs a customer when they reached the customer's house.					
5.	On-time delivery services as per consumers' request.					
6.	Promptness of customer service to consumers' complaints and resolution to the complaint.					
7.	Courier service always accurately delivers the package to the address of shipment.					
8.	Courier service provides the ease of tracking and tracing items by internet and telephone.					

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

THANK YOU

APPENDIX B: GANTT CHART

ACTIVITY	WEEK													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Selection of Research Title: - Form a group of 5 members. - FYP briefing by the coordinator to SAL, SAK, and SAR students. - Discussion with a supervisor. - Collecting a piece of information from the journal, books and past thesis.														
- Writing a research proposal. - Thesis writing analysis seminar by the library.														
- Submission draft proposal to the supervisor and do the correction after checking. - Submission proposal to examiner and supervisor before presenting.														
- Research proposal presentation to supervisor and examiner.														
- Questionnaire distribution to UMK students through social media such as WhatsApp, Telegram etc.														

- Actual Data Collection.														
- Data Analysis														
- Discussion of Findings														
- Final Research paper draft submission to supervisor														
- Poster for FYP colloquium														
- Presentation for FYP colloquium.														
- Submission of the final year paper.														

TURNITIN RESULT

PPTA

ORIGINALITY REPORT

25%

SIMILARITY INDEX

21%

INTERNET SOURCES

5%

PUBLICATIONS

13%

STUDENT PAPERS

PRIMARY SOURCES

1	discol.umk.edu.my Internet Source	7%
2	eprints.utar.edu.my Internet Source	1%
3	umkeprints.umk.edu.my Internet Source	1%
4	repository.au.edu Internet Source	1%
5	etd.uum.edu.my Internet Source	<1%
6	myscholar.umk.edu.my Internet Source	<1%
7	Submitted to Management Development Institute Of Singapore Student Paper	<1%
8	Submitted to The Robert Gordon University Student Paper	<1%
9	Submitted to Universiti Malaysia Kelantan Student Paper	<1%

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