

# Determinant of Customer Satisfaction Towards Pos Laju Malaysia Services During Movement Control Order

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## Abstract

Logistics service quality (LSQ) is one of the most vital factors for customer satisfaction, especially in the courier industry. This study aims to identify the determinant of customer satisfaction towards Pos Laju Malaysia service during Movement Control Order (MCO). The study also examines the relationship between the Logistic Service Quality (LSQ) dimension and customer satisfaction. Based on the LSQ theory, customer satisfaction is measured based on the quality of information, condition or accuracy of order, timeliness, and quality of contact personnel. This study used a quantitative research method mainly based on the primary data. Four hundred questionnaires were distributed virtually. Descriptive analysis, reliability analysis, correlation analysis, and multiple linear regression were applied to achieve the study's objectives. The study found a significant relationship between LSQ dimensions (quality of information, condition or accuracy of order, timeliness, and quality of contact personnel) and customer satisfaction. The study also found that the quality of information, condition or accuracy of order, timeliness, and quality of contact personnel were significant determinants of the customer satisfaction towards courier service of Pos Laju Malaysia during MCO. In conclusion, this study supported all the hypotheses.

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