

A Study on Customer Satisfaction Towards Pos Malaysia Service During Pandemic Covid-19
(*Kajian Tentang Kepuasan Pelanggan Terhadap Perkhidmatan Pos Malaysia Semasa Pandemik Covid-19*)

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ABSTRACT

University students were among those who had to study at home using online platforms, and they were strong Internet users during the recent COVID-19 pandemic. Furthermore, since COVID-19, the usage of the Internet and online transactions has become crucial. Hence, there is no doubt that the number of e-commerce platform users has increased, and online purchasing has expanded tremendously at the time. As online shopping grows in popularity, so do parcel and service delivery companies like Pos Malaysia Berhad. Pos Malaysia Berhad is a Malaysian courier company that provides services such as delivery, letter delivery, communication, financial, and supply chain management. Postal and courier services are one of the rapidly growing service businesses. On the other hand, customers struggle to find satisfaction when using the Pos Malaysia service. This study aimed to measure customer satisfaction with Pos Malaysia's service quality. The quantitative design was used, and 110 undergraduates from public universities that use Pos Malaysia services were selected for this study, utilizing a convenience sample technique. The variables explored in this study include price, timely delivery, and response. The statistics package for social science (SPSS) software was used to analyze the data, which comprised descriptive and correlation analyses. According to the findings, customer satisfaction in Pos Malaysia is reasonable. However, service quality in Pos Malaysia is mediocre. Overall, the study found fairly significant relationships between customer happiness and the quality of services provided by Pos Malaysia.

Keywords: Customer satisfaction, Price, Delivery time of goods, Responsive

ABSTRAK

Pelajar universiti adalah antara mereka yang terpaksa belajar di rumah menggunakan platform dalam talian, dan mereka juga adalah pengguna Internet yang tegar semasa Pandemik COVID-19 baru-baru ini. Tambahan pula, sejak kemunculan penyakit itu, penggunaan Internet dan transaksi dalam talian menjadi sangat penting. Melihat kepada situasi itu, tidak dinafikan bahawa bilangan pengguna platform e-dagang telah meningkat dan pembelian dalam talian telah berkembang dengan pesat pada ketika itu. Apabila membeli-belah dalam talian semakin popular, begitu juga dengan penggunaan perkhidmatan penghantaran bungkusan oleh syarikat seperti Pos Malaysia Berhad. Pos Malaysia Berhad ialah sebuah syarikat kurier Malaysia yang menyediakan perkhidmatan seperti penghantaran surat, komunikasi, kewangan, dan pengurusan rantaian bekalan. Perkhidmatan pos dan kurier adalah salah satu perniagaan perkhidmatan yang berkembang pesat. Sungguhpun demikian, pelanggan bergelut untuk mencari kepuasan apabila menggunakan perkhidmatan Pos Malaysia. Maka, matlamat kajian ini adalah untuk mengukur tahap kepuasan pelanggan terhadap kualiti perkhidmatan Pos Malaysia. Reka bentuk kuantitatif telah digunakan dan seramai 110 pelajar universiti awam yang menggunakan perkhidmatan Pos Malaysia telah dipilih untuk kajian ini menggunakan teknik sampel mudah. Pembolehubah yang diterokai dalam kajian ini termasuk harga, penghantaran tepat pada masanya, dan tindak balas. Perisian pakej statistik untuk sains sosial (SPSS) digunakan untuk menganalisis data, yang terdiri daripada analisis deskriptif dan korelasi. Mengikut penemuan, kepuasan pelanggan di Pos Malaysia adalah baik, namun kualiti perkhidmatan di Pos Malaysia adalah sederhana. Secara keseluruhan, kajian mendapati hubungan yang agak signifikan antara kepuasan pelanggan dan kualiti perkhidmatan yang disediakan oleh Pos Malaysia..

Kata kunci: Kepuasan pelanggan, Harga, Masa penghantaran barang, Responsif

INTRODUCTION

There are more than 32 companies in Malaysia that offer courier services. Customers can benefit from the existence of a delivery company in terms of goods management and delivery. Customers can use the delivery service to get their orders quickly and easily. The use of Malaysian POS services as a medium to assist customers in managing goods is increasing, in line with the current Malaysian situation, which has been hit by the COVID-19 pandemic, forcing consumers to stay at home and shop online.

As a result, this case study aims to investigate the effectiveness of the service provided to meet customer satisfaction among undergraduate students at public universities throughout Malaysia. To meet customers' expectations, POS Malaysia must always ensure that packages sent to them arrive in good condition. Initially, the POS Malaysia service was only focused on distributing newspapers, letters, and business documents. Still, it has now evolved into more service providers that not only make parcel delivery but also collaborate with services on behalf of government departments, such as collecting payments for electricity bills, pension payments, and so on. With a score of 58.74, postal and courier services are currently ranked 33rd in the Integrated Index for Postal Development (2IPD), which is on the global rankings in 2019 (Universal Postal Union 2019).

Following that, courier companies in Malaysia will do everything possible to keep them at the top by providing services that meet customer expectations. It includes calculating the shipping cost based on the value of the goods, delivery distance, and weight of the goods. Customer satisfaction, including the price offered, is essential (Mohd Isa et al., 2021). Customers will seek better service or competitors if they are dissatisfied with the service provided. A systematic, efficient, and quick delivery time will be critical to customer satisfaction in the delivery of goods. Customers expect the goods they ordered to arrive quickly. According to Datuk Saifuddin Abdullah, Minister of Communications and Multimedia, 86 per cent of consumer complaints involve delivery delays and lost goods. Because of the government's movement control orders (MCO), parcels are not arriving on time due to unexpected factors. On the other hand, POS Malaysia continues to operate seven days a week for selected branches (Badra 2021).

Furthermore, according to a report published by Harian Metro in 2021, total losses recorded by POS Malaysia reached RM 40.5 million in the third quarter of the fiscal year that ended in September 2021. POS

Malaysia made numerous recovery efforts to reduce losses during the Covid-19 Pandemic. As a result, this study was conducted to investigate customer satisfaction when using the PosLaju service. This study concentrated on undergraduate students from all over Malaysia who use PosLaju services and assessed their level of satisfaction based on the service, the price charged, the delivery of goods, and responsiveness.

Customer satisfaction is related to a person, and his or her feelings towards the service used, whether they like it or not. Customers will compare the performance of services and products in line with the expectations they want (Kotler 2009). According to Ulin (2021) service quality plays an important role that will provide satisfaction for consumers. This quality is so important for consumers to be satisfied with the services offered. According to Otsetova (2017) customer satisfaction is a critical factor because it is an important point for customer-oriented business run by almost all companies based on service industries. According to Iberahim (2016) customer satisfaction can be measured by evaluating the quality of services provided, product quality, location of services and products available and the price of services or products offered. In simple words, customers will feel very happy and satisfied when their expectation comes true. Satisfied customers will make them loyal, buy more and will not mind if the price charged is high if their service meets the satisfaction and benefits provided by the company.

According to Dimiyati (2016) company profit depends on the price charge by product or service. Price is an important thing in a business because it is a consideration from the customer to get the products and services offered. The customer will do a thorough consideration to determine the overall price. If a customer wants to get a great benefit, use a service or product, the price is the value that needs to be given to get all those things. In simple words, price means the amount of currency value that needs to be invested by the customer to get the services and goods. Price is also the amount of money charged on goods or services. If a buyer wants to purchase a combination of goods or services, the price includes the money or items required (Astuti 2019). The total of all values that customers exchange for the amount of benefit gained by utilizing a product or service is referred as the price (Kencana 2020). According to Rosa Diaz & Rondan Cataluna (2011) if the customer pays full attention to the price charged, the customer can distinguish the difference of the price offered with other competitors. According to CEO of Nationwide Express Wan Mohamed Den Wan,

he suggested that all courier services be priced at a base price and that a subsidy system should be introduced to assist courier service companies throughout pandemic. Pricing also helps adjust the price for customers to be able to accept it.

According to Quah (2018) improving and enhance customer satisfaction and customer experience, short delivery time of goods is a very important factor to increase customer satisfaction. Delivery of goods is one of the services provided by PosLaju which is Malaysia's National courier service provider that has long been established in Malaysia. According to Kevin & Tim (2001), the company has realized that the increase in company profitability depends on the efficiency of the supply chain where delivery lead time needs to be focus. Delivery lead time can be a strong marketing strategy, in fact, most courier companies will determine the delivery lead time for customers (So & Song, 1998). In fact, delivery on time is an important factor in making companies achieve high demand expressed in a certain order in terms of quantity and quality of the customer's goods upon arrival to avoid the parcel suffering any damage even slight damage. If there are any shortcomings and complaints from customers should be given attention. If this matter is not resolved by service provider company it will cause the customer to be dissatisfied with the services provided. Even worse if customers switch to services provided by other parties in the industry (Mentzer, Flint, & Hult, 2001).

The meaning of response is willingness to pay attention and prompt action to resolve and assist customers and perform service at a prompt rate and without delay (Mohd Isa et al., 2021). Responsive are a very important thing in a business that involves service. Courier company service must always be ready and able to provide a service provider that is able to meet the needs, requirements and customer satisfaction. Referring to Al-Weshah et al., (2013) the response of the courier will have a positive impact on customer satisfaction and employees need to be trained efficiently as they will be in direct contact with customers and need to meet customer satisfaction. Efficient training will make employees more competent and able to handle the atmosphere in case of any problems with customers. The relationship will directly increase the level of responsive between employees and customers. Lack of sensitivity and lack of responsiveness will occur in the event of delays and rare travel problems by courier companies or service providers. Not only that, the long distance and time delay in the delivery process will cause inefficient in responsive (Mohd Isa et al., 2021).

METHODOLOGY

This study was carried out to determine the customers' perceptions of PosLaju service among Malaysian undergraduates in public universities regarding the quality of service provided by POS Malaysia. The design for this study is quantitative methods that use a questionnaire survey as a data collection tool. The researcher created the Google form to create the questionnaires for the respondents. The population selected for this study was undergraduate students in a public university. The researcher used a non-probability sampling technique because the results could not be generalized to the target population (Hair 2003). This research requires the researcher to complete at least 105 questionnaires (5 x 21 items were analyzed). The researcher used convenience sampling because it allowed the researcher to explore a large number of populations immediately.

A total of 147 questions were distributed online via Google form to the target population of Malaysian undergraduate students in public universities to conduct this research. This questionnaire is divided into three sections: A, B, and C. Section A discuss the respondent's demographic profile. Section B contains questions about the independent variables, and Section C asks about the dependent variables. The instrument will be based on a five-point Likert scale, with numerical values ranging from 1 (strongly disagree) to 2 (disagree), 3 (slightly agree), 4 (agree), and 5 (strongly agree) (Rosly & Taib 2020). The researcher used IBM SPSS Statistics to analyze the findings collected as the data from the approach of questionnaire research. Most researchers commonly used SPSS statistics to evaluate the study outcomes. SPSS software was used to transform the raw data into more accurate information. SPSS includes collecting data from respondents, predicting the analyzed data, discovering patterns and, lastly, showing the precise result. In this study, only four types of data analysis were used: reliability analysis, descriptive analysis, correlation analysis, and multiple linear regression analysis.

RESULT AND DISCUSSION

This study was able to get almost up to 110 respondents and was fully complete and, in addition, was eligible for data analysis.

TABLE 1. Overall Demographic Profile Respondents (n=110)

Demographic		Frequency (N=110)	Percentage (%)	
Gender	Female	63	57.3	
	Male	47	42.7	
Age	20 years old and below	24	21.8	
	21 to 22 years old	26	23.6	
	22 to 23 years old	43	39.1	
	24 years old and above	17	15.5	
Race	Chinese	21	19.1	
	Indian	21	19.1	
	Malay	67	60.9	
	Others	1	0.9	
State	Johor	10	9.1	
	Kedah	14	12.7	
	Kelantan	13	11.8	
	Melaka	9	8.2	
	Negeri Sembilan	8	7.3	
	Pahang	6	5.5	
	Perak	5	4.5	
	Perlis	4	3.6	
	Pulau Pinang	5	4.5	
	Sabah	6	5.5	
	Sarawak	7	6.4	
	Selangor	8	7.3	
	Terengganu	7	6.4	
	Wilayah Persekutuan	8	7.3	
	University	IIUM	3	2.7
		UiTM	8	7.3
		UKM	5	4.5
		UM	7	6.4
		UMK	22	20.0
UMP		2	1.8	
UMS		4	3.6	
UMT		8	7.3	
UNIMAP		6	5.5	
UNIMAS		4	3.6	
UniSZA		5	4.5	
UPM		2	1.8	
UPNM		2	1.8	
UPSI		6	5.5	
USIM		4	3.6	
USM		5	4.5	
UTEM		3	2.7	
UTHM		5	4.5	
UTM		3	2.7	
UUM		6	5.5	
Monthly Income Level	Above RM 4000	4	3.6	

	Below RM 1000	91	82.7
	RM 1000 to RM 1999	11	10.0
	RM 2000 to RM 2999	2	1.8
	RM 3000 to RM 3999	2	1.8
How often are you using the PosLaju service?	2 to 3 times a week	11	10.0
	Four or more times a week	6	5.5
	Once a month	26	23.6
	Once a week	20	18.2
	When I feel I want to use it	47	42.7

The demographic profiles of the respondents who provided feedback are summarised in Table 1. There were nearly 63 females and 47 males, 57.3% and 42.7%, respectively. According to the results, most respondents (57.3%) are female. The respondents were divided into four age groups. The researcher discovered that the number of respondents aged 20 and under was 24, equaling 21.8%, while the number of respondents aged 21 to 22 was 26, equaling 23.6%. There were 43 respondents aged 22 to 23 years old, with a percentage of 39.1%. The proportion of respondents aged 24 and up was the smallest, with only 17 accounting for 15.5%.

Furthermore, respondents with the highest number for the race were Malays, with nearly 67 of them equaling 60.9%, while respondents with the lowest number were from other races, with only 1 of them equaling 0.9%. Chinese and Indian respondents have the same response frequency, 21 for each, equaling 19.1%. For the state of respondents, Kedah had the highest number of respondents with 14 (equal to 12.7%), followed by Kelantan with 13 (equivalent

to 11.8%), Johor with 10 (equal to 9.1%), Melaka with 9 (equal to 8.2%), Negeri Sembilan, Selangor, and Wilayah Persekutuan with 8 (equivalent to 7.3%), Sarawak and Terengganu with 7 (equivalent to 6.4%), Pahang

Twenty public universities are involved in total. UMK has the most university respondents, accounting for 22 per cent of all respondents. The lowest number of respondents for the university, consisting of only two, are UMP, UPM, and UPNM, which is only 1.8%. For the monthly income of the respondents, the highest monthly income group was below RM 1 000, which consists of 91 respondents (82%), and the lowest monthly income group was RM 2000 to RM 2999 and RM 3000 and RM 3999, which consisted of 2 respondents only, which is 1.8%. Last but not least, results for how often respondents used PosLaju indicate that the highest frequency was when they felt the need to use the service (47 respondents, or 42.7%), and the lowest frequency was four or more times per week (only six respondents, or 5.5%).

TABLE 2. Result of Pearson's Correlation Coefficient

Hypothesis	Statement of Hypothesis	Significant Value	Correlation Value	Conclusion
1	There is a relationship between price charges for the delivery of goods and customer satisfaction with the PosLaju service provider.	0.000	0.827	Significant, accepted and strong positive correlation
2	There is a relationship between the delivery time of goods and customer satisfaction in PosLaju service provider.	0.000	0.728	Significant, accepted and strong positive correlation
3	There is a relationship between Responsive and customer satisfaction in the PosLaju service provider	0.000	0.520	Significant, accepted and moderate positive correlation

Table 2 displays the findings of the correlation analysis, which show that the relationship between customer satisfaction and service quality has a strong positive correlation with the price and delivery time of goods. PosLaju service provider shows a moderately positive correlation between responsiveness and customer satisfaction. According to the findings, the relationship between price charge and level of

customer satisfaction in PosLaju service providers recorded a value of 0.827. The relationship between product delivery time and customer satisfaction in PosLaju service providers was found to be $r = 0.728$. The relationship between responsiveness and customer satisfaction in PosLaju service providers was found to be $r = 0.520$. At $p < 0.01$, all r values were positive and significant.

TABLE 3. Model Summary b

R	R Square	Adjusted R Square	Std. Error of the Estimate		
0.879 ^a	0.773	0.766	0.186		

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-0.612	0.339		-1.803	0.074
Price	0.547	0.058	0.580	9.508	0.000
Delivery time of good	0.506	0.088	0.342	5.778	0.000
Responsive	0.069	0.044	0.085	1.567	0.120

a. Dependent Variable: personal customer perception toward PosLaju

Multiple linear regression analysis was conducted in this study to look into the factors influencing undergraduate Malaysian customers' perceptions of PosLaju. The summary of the multiple linear regression analysis is shown in Table 3 above. R square has a value of 0.773. It shows that only 77.3% of the total variation in customers' perceptions of PosLaju among 110 respondents could be accounted for by the independent variables of price, the delivery time of the good, and responsiveness. In comparison, the remaining 22.7% of the variation was accounted for by other factors.

Additionally, Table 3 demonstrates that the p -values for the good's price and delivery time are significant because they are less than $\alpha = 0.05$. In contrast, the p -value for responsiveness is not substantial. After all, it is greater than $\alpha = 0.05$, or 0.120, and thus is not less than $\alpha = 0.10$. The responsive value coefficients ($B = 0.120$) were non-significant,

with a p -value greater than 0.05. Customer satisfaction with PosLaju was not significantly correlated with this independent variable. There were only two independent variables, namely price and delivery time, which had an impact on customers' satisfaction with PosLaju. Furthermore, from the above table, the price reported the highest t -value of 9.508, this implies that price is the most dominant determinants of customer satisfaction towards POS Malaysia services during pandemic COVID-19.

Therefore, the equation model of this study is as follows:

$$\text{Customer Satisfaction in Toward PosLaju Service} = -0.612 + 0.580 X_1 (\text{Price}) + 0.342 X_2 (\text{Delivery time of good})$$

The equation mentioned above demonstrates that a significant factor influencing customer satisfaction with PosLaju Service is the good's price and delivery time. According to Matzler (2007), there is a significant

relationship between price and customer satisfaction, which lends support to the finding regarding the cost. As a result, POS Malaysia must set a reasonable price for the services provided. The customer will then be happy with the price agreed upon, just as his adversaries were happy with the level of service received. Additionally, a significant factor affecting customer satisfaction with PosLaju Service is the delivery time of the goods.

Good delivery time is an essential dimension of service quality (Omar et al., 2015). In general, if a company can maintain quality service delivery of their goods to the customer, the customer will be more likely to use their services in the future. According to Mahfooz (2014), quick delivery of goods significantly influences the customer and is a customer satisfaction analyst. It demonstrates that if a company can keep their promises to customers, customer satisfaction can improve. As a result, customers will be more inclined to choose a courier who can keep their promise by delivering their package on time.

CONCLUSIONS

In conclusion, a few suggestions for further research are made. The first suggestion is to increase the sample size. The sample size used in this study is small, which may impact the final result. This study only uses a sample size of 110 respondents, which reflects a small number of respondents. Hence, in the future, the researcher can increase the sample size in the study, and the survey results will be more accurate, allowing the researcher to obtain a large amount of data and evaluate the data more accurately and firmly.

Furthermore, because this study only focused on Malaysian undergraduates at public universities, a more extensive study should be conducted on all Malaysians who use the PosLaju service. It is because a larger population can produce more accurate results. Not only that, but this study only focused on one courier company, POS Malaysia; in the future, the study could be expanded to include other courier companies. Numerous Courier Companies offer the same service.

As a result, this study describes three variables influencing customer satisfaction in PosLaju: the price, the delivery time of goods, and responsiveness. Price is the most important factor affecting customer satisfaction in PosLaju service providers. It occurs because the consumer will compare the price to the benefit they will receive if they use the PosLaju service. The second factor is the delivery time of goods, where the speed with which the goods are delivered to the customer will affect their satisfaction. Customers expect goods

or parcels ordered or delivered to arrive quickly. As a result, the delivery time of goods is crucial to customer satisfaction.

Last but not least, employees who respond well will help customers. Customers come from a variety of backgrounds, and so make their responses. As a result, employees must always lead by example and maintain a dedicated attitude when dealing with customers, whether in person or online.

The primary goal of this study is to identify the factors that influence customer satisfaction with POS Malaysia service. However, the independent variables for responsive did not have a positive relationship in influencing customer satisfaction compared to other factors in this study due to a value of significantly greater than 0.5, which is 0.120 for coefficients. The result also indicates that the price for POS Malaysia shows a positive relationship. Hence, it showed that customers prefer services with low prices. Furthermore, the questionnaire results revealed that customers are pleased that POS Malaysia has reduced their price charge or made it more affordable for customers compared to other courier companies. Not only that, but the delivery time of the good has a positive relationship as well. Customers will be overjoyed and select a courier who can keep their promise by delivering their package on time. Nonetheless, this study shows that customers are pleased with the quality of service provided by POS Malaysia. Last but not least, this study demonstrates that the service quality factor in this study is an effective competitive strategy for increasing customer satisfaction with the PosLaju service provider.

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