

Service Quality and Customer Satisfaction Toward Logistics Service Providers in Pasir Mas, Kelantan

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Abstract

Logistics service providers (LSP) are getting more and more attention among small and micro traders (SMEs) these days which encourages them to maintain the quality of service to consumers. LSP service quality neglect issues such as item delivery delay, damage, item loss, and tracking record delay make their new challenge. The objective of the study is to compare service quality and customer satisfaction with LSP in Pasir Mas. The study uses 4 dimensions of service quality, namely reliability, responsiveness, assurance, and physical evidence in determining user satisfaction with LSP. 100 SMEs around Pasir Mas were selected to assess the extent of their service quality and satisfaction with two companies through an online survey form. t-test analysis and Multi-Dimensional Scaling (MDS) were used to test the comparison of service quality for both companies. The findings of the study show that there is a difference in the quality of services offered by J&T Express and Shopee Xpress in two elements, namely physical evidence and assurance compared to reliability and responsiveness. Referring to MDS found that Shopee Xpress got more attention from users than J&T Express. In summary, J&T Express and Shopee Xpress need to improve their service quality through the quality of product delivery, reduce the level of damage to consumer goods, and reduce record delays through the system. Future research should focus on a larger study sample, particularly in the Kelantan or East Coast areas to get a better picture of the impact of service quality provided by LSPs.

Keywords: Customer Satisfaction; Logistics Service Provider; Service Quality.

1.0 Introduction

The impact of the pandemic and the spread of COVID-19 in 2019 and 2020 has placed the Malaysian logistics sector very different compared to other industries, this sector has been declared as providing essential services and is allowed to operate on orders to meet the needs of customers (Rusli, Ramli, Shariff, Zahid, & Hussin, (2022)). Among courier companies in Malaysia such as Poslaju, J&T Express, Ninjavan, GDexpress, and so on, a new survey by Shopee Express found that 1,317 Malaysian couriers are committed to building strong relationships with their community (Ain, 2023). This opinion is supported by a study (Defry, AHIRUDIN, Mohamad, Kumaran, Azrul, & Mohamed, 2022) stating that changing customer expectations allow courier companies to take it as a recommendation to adapt to customers to gain a competitive advantage in the global market. Where 87% of the couriers surveyed offer nationwide delivery services, interact with communities from various cultures, and gain a deeper understanding of the areas they operate

in. According to Shopee Express Head Cheah Lee Sun:

”Shopee Express couriers play an important role in the communities they serve. This is just one of the ways we provide greater peace of mind not only to our couriers but also to our customers who rely on us to deliver their packages with care and efficiency” (Ain, 2023).

While the role of J&T Express in expanding their business through international express logistics, J&T Express invested RM600 million for the purchase of a 12-hectare plot of land in Bandar Rimbayu, Selangor (Nurshafika, 2022). The land will be used to build an integrated logistics express distribution center, logistics and transport, and warehousing to meet the growing J&T needs in Malaysia. According to J&T Express Group Vice President Charles Hou:

”His side is always committed to providing easier and more efficient services to customers. As a global logistics service provider, J&T remains committed to strengthening its leadership position in Southeast Asia by expanding its presence in existing markets. The addition of other facilities and the application of our advanced technology allows us to better utilize our existing network” (Nurshafika, 2022).

However, many differences in each type of service offered by logistics service companies through fierce competition in terms of service quality make it competitive as the core of courier service companies (Defry et al 2022). In courier services, the process of maintaining overall service quality can help them gain a competitive advantage. Therefore, courier services need to focus on quality to give satisfaction to customers and affect the company's profit (Al Rosyid et al, 2018 & Razani, & Bin Azmi, 2022). There are five dimensions in SERVQUAL which are reliability, responsiveness, assurance, physical evidence, and empathy are important elements that affect customer satisfaction (Al Rosyid, Setijadi, & Nugroho, 2018).

In general, this study wants to determine the dimensions of SERVQUAL in courier services that will affect customer satisfaction. This will help courier services improve their service quality to gain a competitive advantage and for customers to understand which dimensions have an impact on their satisfaction with courier services (Al Rosyid et al, 2018). This study also looked at the comparison of service quality and user satisfaction between two well-known courier services in Malaysia namely J&T Express and Shopee Xpress, especially in the Pasir Mas District area of Kelantan.

The effect of a significant increase in consumer demand for courier services in the country has indirectly affected the company's profits. This study is necessary to understand customer satisfaction with the services provided by courier service companies J&T Express and Shopee Express to improve the quality of their services along with customer satisfaction. J&T Express Company is a national giant service provider that dominates the field of

logistics today and has gained public recognition in a short period, it cannot avoid scandals, that affect customer satisfaction (Sin, Leong, Lee, Lee, & Lee, 2022). The Shopee Xpress company experienced a major expansion in online shopping with the Shopee Xpress Delivery Program launched to provide users with the most reliable pickup and delivery services (Mock, Meng, Azhar, Hamzah, & Tyagi, 2022). Therefore, the issue that occurs among courier service companies is the aspect of responsiveness to customers that is often neglected.

According to (Sanusi, 2013 & Sin et al, 2022), a customer has used the J&T Express courier service to deliver goods abroad and has found the package damaged and lost during the delivery period. The package should arrive a week after delivery and the customer has filed a complaint, but the company refuses to pay compensation for the damage and loss of the goods. According to Nor Farahin, Nor Fatihah & Mohamad Izzuan (2023) stated that consumers had to overcome challenges such as damage and loss of goods sent as well as receiving packages in a longer period through the Shopee Xpress service. This puts pressure on courier companies and consumers. Another issue is complaints from customers who often receive delays in tracking records of their goods through the courier service system application so failure to deliver goods on time occurs in J&T Express and Shopee Express courier services (Sin et al, 2022 & Mock et al, 2022).

The main objective of the study is to see the comparison of service quality and customer satisfaction between courier service companies J&T Express and Shopee Express. While the specific objective is:

- i. Identifying the influence of each quality dimension service on customer satisfaction in J&T Express and Shopee Express courier services.
- ii. Determining the level of customer satisfaction with J&T Express and Shopee Express courier services through comparative analysis.

2.0 Literature Review

2.1 Service Quality and Customer Satisfaction

Service quality improvement should always be done by courier service companies, and they should be proactive with customer satisfaction through quality service offerings (Otsetova, 2017) this can solve user problems and complaints. According to Joefel (2021), competition in the logistics sector continues to grow, and the ability of companies to know their customers and ensure their satisfaction with the services received is becoming more apparent. Logistics service providers need to think of ways to ensure customer satisfaction with the services provided. According to Patel (2020), if companies want to increase revenue, they should care about customer satisfaction and most growing companies are more inclined to prioritize revenue over the customer itself. The company's income aspect is very dependent on the way and technique of giving satisfaction to customers. Customers are now sensitive to every service or product provided to them, so it is very important to focus on surveying every need and want of their customers.

2.2 SERVQUAL Model

To build the SERVQUAL measurement scale, Parasuraman et al. (1988) have created questions to evaluate services on specific characteristics that reflect ten main components. Customers need to measure service based on expectations and performance. After analyzing and classifying the data, the variables are grouped into a second sample with tested questions. As a result, a scale of 22 questions (items) measured the five dimensions of reliability, responsiveness, assurance, physical evidence, and empathy.

- i. Reliability – known as the delivery of promised services accurately to customers and customers prefer to stick to promises. According to Ngo & Nguyen (2016), a service provider's ability to offer committed products and services continuously and honestly is an aspect of reliability. Reliable service provider refers to efficient achievement, and assurance of advantage in the right way for example giving quick information, safe interaction, variety of items, and additional peak time service. This dimension also measures the ability to transport goods from one place to another carefully. Also, the time aspect is measured starting from the order until the waiting time for delivery. Where the ordered package cannot be damaged and must be well packed. In addition, the delivery is fast, and the waiting time for delivery is short.
- ii. Responsiveness – is related to how employees help their customers and deal with any complaints or problems promptly. The company constantly monitors the performance of employees on how they meet customer demands and improves this dimension. This dimension is measured through the courier's willingness to undertake additional elements to deliver goods and the courier service's ability to respond quickly to customer inquiries. This can be measured by the speed of the staff's service and the staff's ability to answer all customer inquiries correctly and honestly.
- iii. Assurance – relates to the expertise of employees and their skills to encourage trust and confidence in customers. This dimension can be measured through the professional knowledge of the staff and the extent to which they politely answer each customer's question. This is measured through the politeness of the staff, the comfort of the customer to transact with the service provider, and the knowledge of the staff about their services (Ramya, Kowsalya, and Dharanipriya, 2019).
- iv. Physical evidence - the appearance of physical facilities, equipment, and communication medium used in the company. This is relevant because it can help improve the overall image of the company. Among the measurements in this dimension is measured from the courier delivery staff, if they are professional, dressed properly, whether the express service is broken, and can see the delivery progress online in real-time. This dimension gives the customer an overview of the equipment used by the courier staff, as well as the appearance of the staff dealing with the customer (Ramya, Kowsalya, and Dharanipriya, 2019).
- v. Empathy – refers to how employees care and care for customers including personal issues, a series of services that are more satisfying according to customer needs and which differ according to preferences (Ramya, Kowsalya, and Dharanipriya, 2019).

According to Joefel (2021) states that in the 5 dimensions most previous studies have arranged the position in descending order (reliability - 32%, responsiveness - 22%, assurance - 19%, empathy - 16%, tangible - 11%). Reliability is ranked highest because customers value more business services than the equipment used. They want companies to value their customers and keep them committed. While through the responsiveness dimension gets the next position because the customer believes that a good service provider will respond quickly to customer inquiries. Having a good customer service department will make customers more satisfied with the services offered and they will not feel restless and will likely repurchase their services in the future.

According to Ngaliman, Eka & Suharto (2019) the dimension of physical evidence has no direct effect on customer satisfaction, while responsiveness and reliability have a direct effect on customer satisfaction. The assurance dimension is on the third level where there is a need for employees to know their role as employees after being given enough knowledge. Studies show that giving a professional idea is very important to customers for them to know your products and company, in this condition, it will help the company to gain a high trust customer loyalty position.

2.3 Courier Companies and Third-Party Logistics (3PL)

i. Courier Company

According to Prasetyo (2021) stated that a courier company is a business that is based on the delivery of goods or documents at the request of individual customers or companies from one place (sender) to another (receiver) by ensuring quality service.

ii. Third Party Logistics (3PL)

Adebambo, Omolola & Victor (2016) state that 3PL is a third party (external party) that engages in the delivery of goods that have been entrusted and assigned by the sender for a specific purpose. The existence of 3PL can increase customer demand, reduce financing costs in the supply chain for economies of scale, reduce capital demand (own transportation costs), and increase competition in an enterprise as well as company profits.

iii. Conceptual Framework

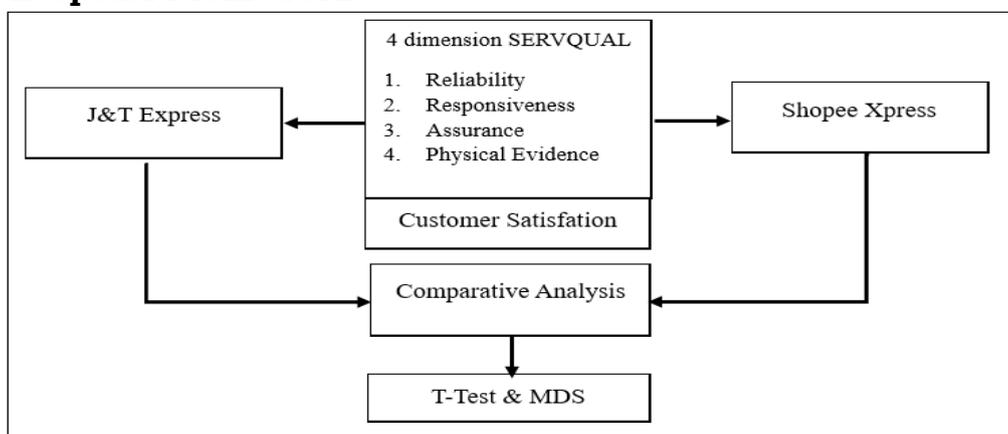


Figure 1: Conceptual Framework

3.0 Methodology

A quantitative-descriptive research design was used by the researcher. Descriptive research is widely used, and it focuses on interesting phenomena, answering the questions 'how', 'what', 'when', where rather than 'why' (Mohajan, 2020). In the study, the researcher used a survey questionnaire to find out and determine information regarding the influence of four dimensions on the level of consumer satisfaction around Pasir Mas District who have experience using J&T Express and Shopee Xpress services to deliver their packages. The user population throughout the year 2023 is a total of 134 users, referring to Cochran's sample size formula calculation, 100 sample respondents have been selected among small and micro traders who are around the Pasir Mas District and use courier services throughout the year 2023 (refer Figure 2). Halim & Hasnita (2017) and Cochran (1977) state that the usual procedure for determining the sample size is based on the use of the appropriate sample size formula for both continuous and categorical data.

The image shows a screenshot of a sample size calculator. At the top, it displays "Sample size: 100" in green. Below this, a text box explains: "This means 100 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within ±5% of the measured/surveyed value." The calculator interface includes four input fields: "Confidence Level" set to 95%, "Margin of Error" set to 5%, "Population Proportion" set to 50% with a note "Use 50% if not sure", and "Population Size" set to 134 with a note "Leave blank if unlimited population size".

Figure 2: Cochran's Sample Size Calculation Calculator

This sample is selected based on customers who use Arpisisi Logistics Center Rantau Panjang services. The questionnaire is distributed via Google Form at the link <https://forms.gle/MksLjecAdkuS63Fs9>. This questionnaire contains the following sections:

- i. Part A – User demographics
- ii. Part B – 4 dimensions (Physical evidence, reliability, responsiveness, and assurance)
- iii Section C – Customer Satisfaction

The survey uses a 5-point Likert scale (1- Strongly Disagree, 2- Disagree, 3- Not Sure, 4-Agree, 5-Strongly Agree) for respondents to answer easily and help researchers in using a quantitative approach for data interpretation. The analysis used in this study is to use a T-test to make a comparison between J&T Express and Shopee Xpress courier services. Multi-dimensional scaling (MDS) is used to determine the position of an object based on evaluation and interpretation relationships or interdependence between data variables (Johnson, 1992 in Nahar, 2016). MDS analysis in this study uses visualization through SPSS which gives the value of respondent groups. Based on the value mapping, it is known visually about the comparison of the mean value of each group of research respondents (Rizki, Cahyadi & Slamet, 2020).

4.0 Results and Discussion

Part A: Analysis for Demographics

Analysis for demographics refers to Figure 3 (courier service company), Figure 4 (respondent's age), Figure 5 (respondent's gender), and Figure 6 (respondent's level of education).

i. Courier service company



Figure 3: Courier service company

ii. Age

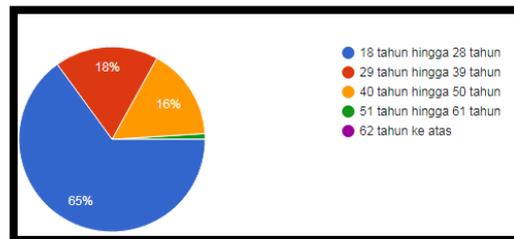


Figure 4: Respondent's age

iii. Gender

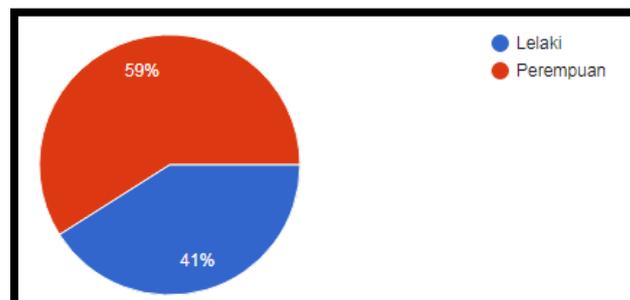


Figure 5: Respondent's gender

iv. Level of Education

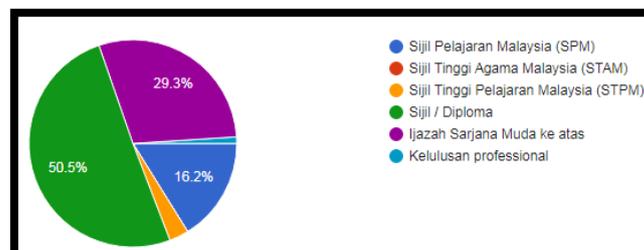


Figure 6: Level of Education

Part B: Data analysis through t-Test between J&T Express and Shopee Xpress.

Based on Table 1 shows that the results of the t-test analysis between courier service companies J&T Express and Shopee Express, 9 items are very significant and affect the quality service dimension (items 8, 12, 14, 15 & 16) and then refer to Table 2 customer satisfaction (item 17,18,19 and 20). Overall, based on the mean value, the majority of Shopee Express courier service companies have a very significant effect compared to J&T Express Courier Service Company.

Table 1: T-Test Analysis Results between J&T Express and Shopee Express for 4 Dimensions of SERVQUAL

No	Element	J&T Express	Shopee Xpress	Sig. (2-Tailed)
1	Physical Evidence - Courier Service Personnel Are Well-Dressed	4.24	4.24	0.560
2	Physical Evidence - Used Courier Service Vehicle in Good Condition	4.24	4.45	0.144
3	Physical Evidence - Courier Services Have Modern Equipment.	4.02	4.21	0.301
4	Physical Proof - The Courier Service App Has a User-Friendly Interface	4.17	4.30	0.440
	Physical Evidence (Average)	4.24		
5	Reliability - Orders Are in Good Condition When Shipped	4.09	4.27	0.281
6	Reliability - Shipping Is Fast and Reliable.	4.20	4.12	0.689
7	Reliability - Delivery Waiting Time Is Short	3.92	4.09	0.427
8	Reliability - Courier Services Provide Services Within the Promised Time.	4.02	4.33	0.074*
	Reliability (Average)	4.13		
9	Responsiveness - The Courier Service Answered My Questions Quite Well	4.06	4.18	0.544
10	Responsiveness - Courier Service Can Be Contacted Easily	3.89	4.18	0.148

11	Responsiveness - Courier Service Provides Prompt Service	4.15	4.33	0.272
12	Responsiveness - Courier Service Staff Showed Willingness to Help Me	4.09	4.45	0.038*
	Responsiveness (Average)	4.17		
13	Assurance - Courier Service Staff Are Courteous	4.21	4.42	0.182
14	Assurance - I Feel Safe When Making Transactions with Courier Services.	4.20	4.48	0.070*
15	Assurance - Courier Service Staff Are Knowledgeable in Answering Any Questions	4.02	4.33	0.057*
16	Assurance - Courier Service Staff Can Be Trusted.	4.03	4.39	0.035*
	Assurance (Average)	4.27		

Note: ** significant at 5%, *significant at 10%

Table 2: T-Test Analysis Results between J&T Express and Shopee Express for Customer Satisfaction

No	Element	J&T Express	Shopee Xpress	Sig. (2-Tailed)
1	Customer Satisfaction - I Am Satisfied with The Condition of My Goods When Using the Courier Service	4.14	4.55	0.003**
2	Customer Satisfaction - I Am Satisfied with The Safety of My Goods When Using the Courier Service.	4.14	4.42	0.047*
3	Customer Satisfaction - I Am Satisfied with The Service of The Courier Service Staff.	4.14	4.39	0.068*
4	Customer Satisfaction - I Am Satisfied with The Service Provided by Courier Service Customer Service	4.11	4.42	0.033*
5	Customer Satisfaction - Overall, I Am Satisfied with The Courier Service.	4.17	4.30	0.440
	Customer Satisfaction (Average)	4.28		

Note: ** significant at 5%, *significant at 10%

Multi-Dimensional Scaling (MDS)

Referring to the MDS for both courier service companies J&T Express and Shopee Xpress is based on QI (Highest Priority), QII (Maintaining performance), QIII (Low Priority), and QIV (Excessive). No items or dimensions are included in QI and QIII (refer to Figure 7).

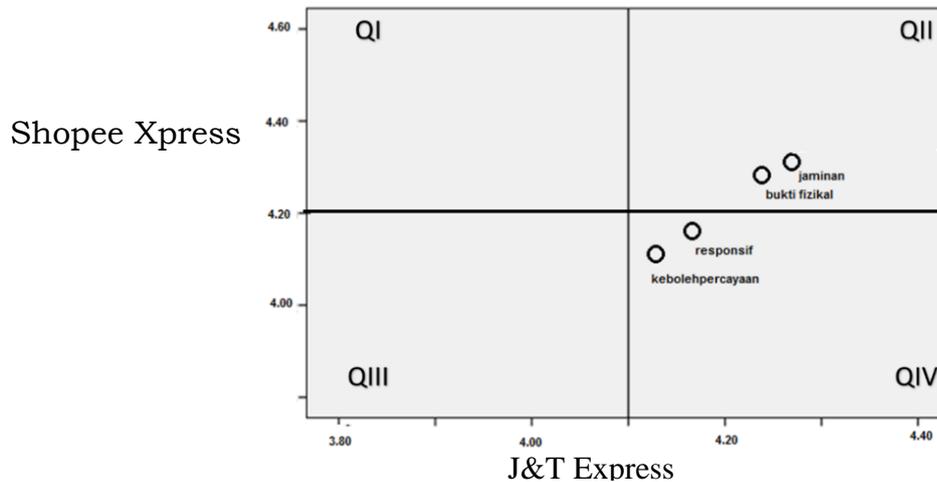


Figure 7: MDS Result

i. QII (Maintaining performance)

In the quadrant, three dimensions have a high attribute or mean level, namely the physical evidence dimension, the guaranteed dimension, and customer satisfaction. Courier companies Shopee Xpress and J&T Express manage good service quality and customer satisfaction through their advantages.

ii. QIV (Excessive)

In this quadrant, two dimensions are considered to have a low level but are still considered important in contributing to the quality of the courier company's service. Those dimensions are reliability and responsiveness.

5.0 Conclusions

Objective 1: Identify the influence of each quality service dimension on customer satisfaction in J&T Express and Shopee Xpress courier services.

Referring to the first objective of the study is to identify the influence of each quality service dimension on customer satisfaction in J&T Express and Shopee Xpress courier services. The findings show that 5 items in the dimension of service quality are significant and affect courier companies, namely:

- i. Dimension of reliability - Courier services provide services within the promised time. This dimension is supported by Ngaliman, Eka & Suharto (2019) stating that the physical evidence dimension has no direct effect on customer satisfaction, while responsiveness and reliability have a direct effect on customer satisfaction.
- ii. Dimension of responsiveness - Courier Service staff showed a willingness to help me. This dimension is also supported by the study of Ngaliman, Eka & Suharto (2019).

- iii. Dimension Assurance - I feel safe when doing transactions with Courier Services, Courier Service Staff are knowledgeable in answering any questions and Courier Service Staff are reliable. This dimension is considered important and is the third position in the dimension level of service quality and this finding is supported by Joefel (2021).

Objective 2: Determine the level of customer satisfaction with J&T Express and Shopee Xpress courier services through comparative analysis.

Referring to this objective, based on the results of the study in the t-test, it shows that four of the five customer satisfaction items are significant and affect the service quality of courier companies J&T Express and Shopee Xpress. Among those elements are that I am satisfied with the condition of my goods when using the courier service, I am satisfied with the safety of my goods when using the courier service, I am satisfied with the treatment of the courier service staff, and I am satisfied with the service provided by the Courier Service customer service. This is supported by Joefel (2021) stating that a company needs to know the customer and give satisfaction in terms of service, also supported by Patel (2020) stating that customers are more sensitive to the service provided by the courier company.

While referring to the MDS analysis shows that the elements of physical evidence and assurance are at a high level in contributing to the quality of service for the Shopee Xpress and J&T Express companies. The dimensions of reliability and responsiveness are at an excessive level on Quadrant IV for J&T Express and Shopee Xpress companies.

Overall, through the findings of the study it has been shown that the dimensions of service quality have had a significant impact on courier companies Shopee Xpress and J&T Express in the dimensions of reliability, responsiveness, assurance, and physical evidence. While the dimensions of reliability and responsiveness are low among the two courier companies. Based on the mapping in MDS it shows that the courier company Shopee Xpress has the highest mean value compared to the company J&T Express. In terms of customer satisfaction, overall, the findings show that the existence of these two logistics service providers has had an impact on user satisfaction through the techniques and methods of service offered and they are more proactive if there are complaints among customers.

The implication of the study, logistics service providers should be focused on the aspects of reliability and responsiveness in carrying out their duties as courier companies, this element is important to improving the quality of goods delivery, reducing the level of damage to consumer goods, and reducing the record of delay in tracking their goods in the courier system. This element is important for customer loyalty towards the local courier service company to gain attention in the customer's heart. Future research should be focused on a larger study sample, particularly in the Kelantan or East Coast areas to gain a better picture of the impact of the quality of service provided by local courier companies.

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Author Contributions

Individual contributions of authors should be specified in this section to give appropriate credit to each author, for example:

M. A. Che Hamat: Conceptualisation, Methodology, Software, Writing-Original Draft Preparation; **A. Arifin:** Data Curation, Validation, Supervision; **M. N. S. Ramli:** Software, Validation, Writing-Reviewing and Editing.

Conflicts Of Interest

The manuscript has not been published elsewhere and is not under consideration by other journals. All authors have approved the review, agree with its Submission and declare no conflict of interest in the manuscript.

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