



A Study of Customer Satisfaction on Courier Service Quality Among Undergraduate Students

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Abstract: This study examines customer satisfaction with courier service quality among UMK undergraduate students, focusing on two key factors: information quality and personnel quality. Drawing on theories such as SERVQUAL and Total Quality Management (TQM), this research explores how these factors influence overall service perceptions. A quantitative approach was employed, with data collected through surveys from 150 students residing at UMK City Campus. Stratified random sampling ensured representation across diverse demographics. The findings reveal that accurate, timely information and responsive, professional staff significantly enhance satisfaction levels. Implications suggest that technological innovations, such as advanced tracking systems and automated alerts, alongside continuous personnel training, can improve service quality. Limitations include a restricted sample size and scope, suggesting future studies could broaden variables like reliability and tangibility, or include different populations. This research highlights the critical role of quality courier services in supporting students' academic and personal needs, contributing valuable insights for service providers and policymakers.

Keywords: personnel quality, information quality, courier service, customer satisfaction, undergraduate.

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1 Introduction

Courier services have a long history, going back to ancient civilizations where messengers played an important role in conveying products and communications. The term "courier" is derived from the Latin word "currere," which means "to run," referring to the early practice of messengers traveling between destinations. Messengers in ancient Egypt began delivering materials for the pyramids as early as 2400 BC. Messengers publicized successes in ancient Greece, including the legendary 490 BC run from Marathon to Athens (Ejdys & Gulc, 2020). As societies evolved, animals such as camels, horses, pigeons, and dogs were used for faster transportation. During the Middle Ages, European monarchs built official mail networks to ensure the secure and timely delivery of vital documents.

The Industrial Revolution of the 18th and 19th centuries was a milestone moment, with technological developments such as the steam engine and railroads increasing transit speed and

efficiency. National postal agencies, such as the United States Postal Service (USPS), founded in 1775, simplified mail delivery. Airmail revolutionized long-distance communication in the twentieth century, and well-known courier businesses such as DHL, FedEx, and UPS developed to provide fast and dependable global delivery. The growth of e-commerce and globalization increased demand for efficient courier services, resulting in innovations such as overnight delivery and real-time package tracking. In the 21st century, technology continues to shape the courier industry with automation, drones, and autonomous vehicles promising faster and more efficient deliveries. This evolution is particularly significant in regions like Southeast Asia, including Malaysia, where demand for courier services is growing.

Before to the COVID-19 epidemic, Malaysia's courier service industry experienced significant growth because to the rise of e-commerce. Courier hubs increased from 21 in 2016 to 324 in 2019 (Lorenzo-Espejo et al., 2024). The epidemic intensified this

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rise, with travel restrictions and social distancing measures resulting in increased internet purchasing and demand for courier services. To accommodate this demand, new firms have joined the market, including AirAsia Group (Kamarul Azhar, 2021). During the pandemic, undergraduate students, particularly those in residential colleges, relied more heavily on courier services for vital commodities, academic documents, and personal stuff. This tendency continued even as limitations were lifted, with many students preferring the convenience of home delivery. The surge in deliveries to residential areas and university campuses highlights the growing dependence on courier services by students. As the sector grows, the demand for efficient and dependable courier services is projected to stay high. Logistic and technological innovations will continue to impact on the sector's future. Understanding the satisfaction of UMK undergraduate students with courier services is critical for improving service quality in the future.

2 Literature Review

2.1 Underpinning Theory

Theoretical frameworks like Total Quality Management and SERVQUAL are essential for analyzing and improving service quality. TQM emphasizes continuous improvement, employee participation, and customer satisfaction by embedding quality in all organizational processes (Abdulkadir, 2023). The authors criticize the customer's perception of the service offered by for being inconsistent. By reiterating this argument, they reinforce the notion created by Parasuraman, Zeithaml and Berry about service quality being assessed through gaps between the customer expectations and their perceptions. To this end, five areas were developed which are tangibility, reliability, assurance, empathy, and responsiveness (Magno & Polancos, 2023)

Integrating TQM's holistic approach with SERVQUAL's focused evaluation provides a robust framework for enhancing service quality. Recent studies demonstrate that this combination improves customer satisfaction and loyalty by addressing both operational and service-specific dimensions (Owusu-Kyei et al., 2023) (Widia Nurdiani et al., 2022). This integration is particularly valuable in environments like residential colleges, where service excellence is critical.

2.2 Previous Studies

2.2.1 Customer Satisfaction

According to (Hamidin et al., 2022) customer satisfaction in courier services refers to meeting customer expectations regarding service quality, such as prompt delivery, accurate order fulfilment, and efficient resolution of issues. This directly impacts customer loyalty and shapes their overall experience with the service provider. While based on (Al Rosyid et al., 2018) it also serves as a benchmark for customers to evaluate the service they receive against their expectations, reflecting the service provider's ability to effectively meet their needs and requirements. (Usman et al., 2017) Customer satisfaction in courier services encompasses fulfilling customer needs and desires through both economic satisfaction (perceived value) and social satisfaction (quality of interactions). Together, these factors shape customer loyalty and price sensitivity, ultimately affecting the service provider's profitability.

2.2.2 Information Quality

Information quality in courier services refers to the reliability and accuracy of details provided about the company and its services, such as operating hours, locations of collection points, and ease of communication. These factors are crucial for ensuring customer satisfaction and supporting informed decision-making. Next, information quality in courier services also pertains to the accuracy, reliability, and timeliness of details shared with customers about order processing, 18 delivery updates, and potential delays. This plays a vital role in fostering long-term customer relationships and ensuring their satisfaction (Marcysiak, 2021).

2.2.3 Personnel Quality

Personnel quality in courier services refers to employees' expertise, competence, and level of customer service, which greatly impacts customer satisfaction. Superior personnel quality enables clear communication, efficient problem-solving, and prompt responsiveness, providing a significant competitive edge in the industry. (Mahadi & Wandebori, 2024) also refers personnel quality in courier services encompasses the collective expertise, skills, and professional demeanor of employees. It fosters trust and confidence by delivering timely, accurate services and offering personalized attention that reflects genuine care for customer satisfaction and well-being.

2.2.4 Information Quality and Customer Satisfaction

Information quality plays a vital role in shaping customer satisfaction within the courier service industry. High-quality information characterized by timeliness, accuracy, and clarity reduces uncertainty and enhances the overall customer experience, fostering satisfaction and loyalty (Lin et al., 2023). Research highlights that information quality, combined with system quality, significantly impacts user satisfaction, particularly in cloud-based systems. This aligns with the view that both content and technical aspects are essential for improving user experience and building trust (Li & Wang, 2021).

In Thailand's express service industry, studies show a strong positive relationship between information quality and customer satisfaction, evidenced by a significant P- value and positive coefficient (Lin et al., 2023). Additionally, customer experience mediates the relationship between courier service quality including information quality and customer satisfaction, emphasizing the need for a holistic approach to service delivery (Hamidin et al., 2022)

2.2.5 Personnel Quality and Customer Satisfaction

Key studies highlight the importance of personnel quality in shaping customer experiences. Responsiveness how promptly and effectively employees address customer needs and assurance, reflecting employees' knowledge and courtesy, build trust and confidence in the service (Ashraf, 2020). Competent and attentive staff improve reliability, foster loyalty, and create favorable views of service quality (Vazry et al., 2024).

Additionally, a strong positive link exists between staff service quality and customer satisfaction, emphasizing the need for well-trained and responsive employees in logistics services (Hua et al., 2015). Quality interactions with personnel enhance customers' overall satisfaction and reinforce their trust in courier services (Gupta et al., 2022).

3 Research Method

3.1 Conceptual Framework

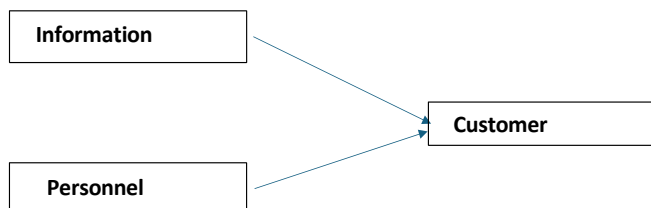


Figure 1: Framework of Study (Mofokeng, 2021; Tang et al., 2022a)

The relationship between information quality and customer satisfaction is pivotal in enhancing customer experiences and fostering loyalty. High-quality information accurate, relevant, and complete significantly impacts satisfaction, particularly in e-commerce, where reliable information boosts trust and loyalty (Mofokeng, 2021; Subali Patma et al., 2021). Trust acts as a mediator, linking quality information to customer loyalty (Patma et al., 2023). Businesses that prioritize robust information systems can thrive in competitive markets by improving customer satisfaction and loyalty.

Next, customer satisfaction is closely linked to personnel quality, as client's associate reliability with professionalism and effective service. Skilled employees who address customer needs during delivery enhance satisfaction, fostering loyalty and repeat business (Tang et al., 2022b). The Logistics Service Quality (LSQ) model highlights the influence of personnel quality, timeliness, and order accuracy on satisfaction across courier providers. A study by (Hamidin et al, 2022) revealed that personnel quality, especially in timeliness and accuracy, significantly impacts customer experience, satisfaction, and loyalty.

3.2 Research Design

This study collects and evaluates data for hypothesis testing using a systematic research design framework, using a quantitative methodology based on numerical data analysis. It utilizes causal analysis to establish cause-and-effect correlations between independent and dependent variables. Furthermore, one-shot or cross-sectional studies are carried out over a defined time period to investigate variables such as information quality, personal quality, and customer happiness. The study collects primary data using online surveys using Google Forms, with questionnaires divided into sections for demographic information, independent factors (information quality and personnel quality), and dependent variables (customer satisfaction).

3.3 Data Collection

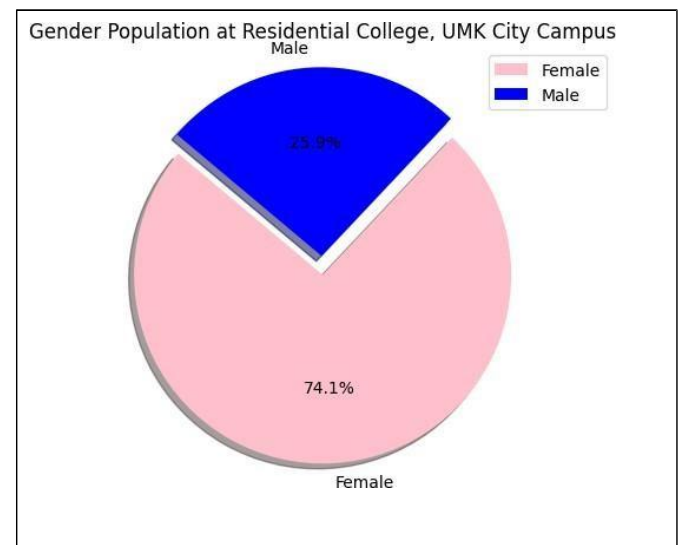
To collect data on demographics, customer satisfaction, personnel quality, and the perception of UMK Parcel Room quality of service, this study uses a methodical approach that includes structured questionnaires. To get accurate responses and in-depth information, the survey includes both closed-ended and Likert scale items. To ensure respondents have easy access, data is gathered using Google Forms and disseminated electronically via popular platforms like Telegram and WhatsApp. A strict adherence to ethical principles was maintained, including informed consent and privacy protections. Since they are the main users of the UMK Parcel Room service, the study only looks at 150 undergraduate

students who live in the UMK City Campus residential college. They were chosen from a total of 1,620 students. With procedures in place to handle inaccurate or incomplete responses, this method guaranteed accurate, efficient, and cost-effective data collection, allowing the findings to be applied to the target demographic.

3.4 Sampling Data

3.4.1 Population

The population for this study consists of undergraduate students at the University of Malaysia Kelantan (UMK) who have utilized courier services. This demographic was chosen due to their frequent reliance on courier services for academic and personal needs, such as receiving and sending packages and documents. The study aims to gather data on their experiences and satisfaction with the courier services provided. The diverse backgrounds and academic disciplines of UMK undergraduate students will contribute to a comprehensive understanding of customer satisfaction with information quality and personnel quality within courier services. Specifically, the research focuses on UMK undergraduate students staying in the residential college at the UMK City Campus, with a total population of 1,620 students (Creswell, 2014; Creswell 5th, 2018). The population for female undergraduate student is 1200 while for male is 420 of students.



Graph 1: Shows the gender population at residential college, UMK City Campus

3.4.2 Sample size

The sample for this particular research includes first year students from University Malaysia Kelantan (UMK) which is located in the UMK City Campus dormitory and makes use of courier services. An apriority power analysis was conducted to make sure the results from the study are statistically valid and generalizable which resulted in the consent of 5% margin of error and 95% confidence level (Bhandari, 2022). Further, free statistical software known as GPower is used in order to make calculations for multiple tests, and that was previously mentioned, was also used for this particular analysis. It assists calculate the desired margin of error and confidence level and from there calculates the minimal sample size required (GPower, 2023). A multi-stage random sampling

technique will guarantee that the sample is not homogeneous and is representative of the different student categories at UMK (Saunders et al., 2023). On the G*Power analysis it was confirmed that for multiple regressions controlled with six variables a sample of size 146 is sufficient for identifying a medium effect size with 95% confidence level (Memon et al., 2020). Nonetheless, 150 respondents will be gathered in order to improve the study. This method guarantees credibility and dependability on the outcomes of the study based on the effort of the students in providing satisfaction ratings to UMK's courier services.

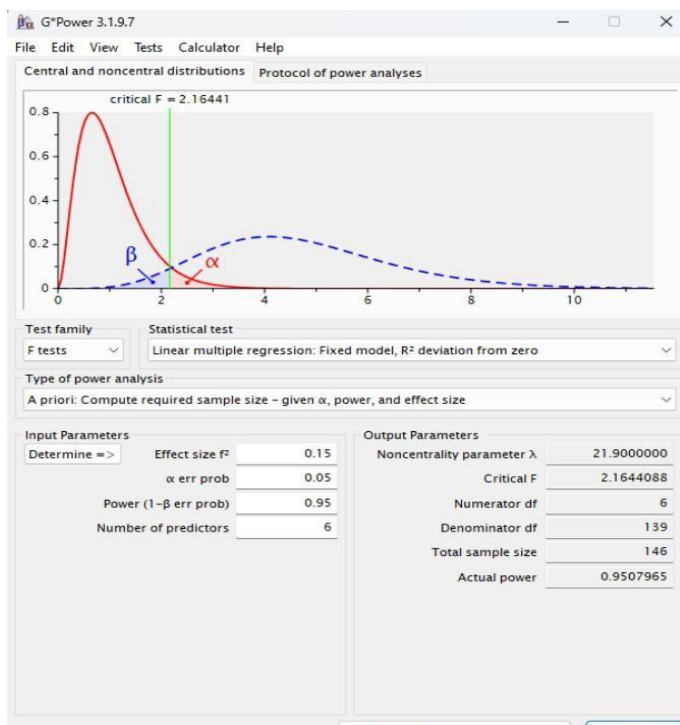


Figure 2: G*Power, 2009

3.4.3 Research instruments

For this research, respondents were given close-ended questionnaires that were easy to respond to. The questionnaire is composed of three sections, these being Section A which deals with demographic details, Section B which deals with the independent variables and finally Section C which deals with the dependent variables.

4 Result and Discussion

4.1 Descriptive Analysis

4.1.1 Dependent Variable and Independent Variable

The descriptive analysis examines at three variables, each with independent and dependent components. The data show that Customer Satisfaction, Information Quality, and Personnel Quality all earned positive ratings, with mean scores exceeding 5.30 indicating that respondents were generally satisfied with UMK's courier services. Customer Satisfaction received the highest mean score (5.40), exhibiting somewhat stronger approval compared to Information Quality (5.36) and Personnel Quality (5.33). The standard deviations for all three variables are very consistent, ranging from 0.62 to 0.63, showing moderate variability in the responses. These results represent that while customers are

generally satisfied with the service, there may be opportunity for improvement to reduce unpredictability and further boost impressions of service quality, information clarity, and staff professionalism. According to the data collected from 150 respondents, the figures were more accurate because the standard deviation was less than one.

Table 1 : The value of mean and Std. Deviation on each variable

Variable	N	Mean	Std. Deviation
Customer Satisfaction	150	5.40	0.63255
Information Quality	150	5.36	0.61578
Personnel Quality	150	5.33	0.62723

4.2 Reliability Analysis

Reliability analysis is an important step in determining the dependability and consistency of a study's data gathering method. Before making the online questionnaire available to the 150 respondents who served as the study's target population, a pilot test was conducted to assess its reliability. This approach ensures that the questionnaire items are suitable for collecting precise and significant data and consistently assessing the necessary variables.

Table 2 : Rule of thumb of Cronbach's Alpha

Cronbach Alpha Coefficient	The strength of Association
0.90 and up	Excellent
0.80 to 0.89	Good
0.70 to 0.79	Adequate
Below 0.70	May have limit applicability

Table 3 : The Value of Cronbach's Alpha for each variable

No	Variables	Cronbach's Alpha	No. Of Items	Level of Reliability
1	Customer Satisfaction	0.795	8	Adequate
2	Information Quality	0.800	8	Good
3	Personnel Quality	0.772	8	Adequate

Cronbach's Alpha is used to examine reliability in three independent variables which are personnel quality, information quality, and customer satisfaction. Information Quality has "Good" reliability, with a Cronbach's Alpha of 0.800, indicating strong internal consistency and dependable evaluation of respondents' opinions across multiple items. Personnel Quality has "Adequate" reliability, with a Cronbach's Alpha of 0.772, indicating a high level of internal consistency, albeit slightly lower than that of Information Quality. This shows that, while Personnel Quality metrics are reliable, they are marginally less so than Information Quality assessments. Customer Satisfaction, with a Cronbach's

Alpha of 0.795, likewise has "Adequate" reliability, comparable to Personnel Quality. Overall, the reliability scores suggest that the instruments utilized accurately capture respondents' perceptions on all three dimensions.

4.3 Normality Test

The results of the normality test indicate that the dependent variable, Customer Satisfaction on Courier Service Quality among UMK undergraduate students, and the independent variables,

Information Quality and Personnel Quality, all have skewness and kurtosis values within the normal range (-1 to +1). This suggests that the data distributions for these variables are approximately normal. Meeting the assumption of normality is essential for conducting advanced statistical analyses, such as regression analysis. The normality of the data ensures that the statistical results are more reliable and valid, providing a strong foundation for interpreting the relationship between these variables.

Table 4 : Test of Normality

Variables	Mean	Skewness		Kurtosis
		Statistic	Std. Error	
Customer Satisfaction on courier services quality	5.3967	-0.817	0.198	1.476
Information Quality	5.3642	-0.851	0.198	1.691
Personnel Quality	5.3333	-0.467	0.198	0.777

4.4 Hypothesis Testing

Hypothesis testing was conducted using Pearson correlation analysis to assess the linear relationship between Information

Quality, Personnel Quality, and Customer Satisfaction with courier services among UMK undergraduate students. This method evaluates the strength of these relationships and determines the acceptance or rejection of the hypotheses.

Table 5: The Pearson Correlation Result

Correlations				
		Information Quality	Personnel Quality	Customer Satisfaction
Information Quality	Pearson Correlation	1	.546**	.251**
	Sig. (2-tailed)		.000	.002
	N	150	150	150
Personnel Quality	Pearson Correlation	.546**	1	.418**
	Sig. (2-tailed)	.000		.000
	N	150	150	150
Customer Satisfaction	Pearson Correlation	.251**	.418**	1
	Sig. (2-tailed)	.002	.000	
	N	150	150	150
**. Correlation is significant at the 0.01 level (2-tailed).				

The analysis compared the level of customer satisfaction from using a courier service with the quality of information provided during the service to the UMK undergraduates, and it determined that there is a correlation between these two variables. A correlation coefficient of 0.25 suggests that there is a positive correlation between the two variables; when information quality is better or higher, satisfaction is also expected to be higher. The level of significance could be said to be 0.002 which is lower than 0.05 which confirms further the correlation.

The key factors that contribute to the weak relationship between information quality and customer satisfaction in courier services among UMK undergraduate students is customer satisfaction depends on many factors like delivery speed, cost, reliability, and service quality, not just information quality. Even if the information is good, other parts of the service might fall short, making the impact of information quality less significant. People have different ideas about what "high-quality information" means (Nizamuddin Abdul Rahim et al., 2021). Some students might think the information is good enough, while others might not.

Such variation in perception can affect the association between information quality and satisfaction. Although the impact is limited to a degree, this indicates that enhancement of information quality can ensure improvement in satisfaction of clients.

For personnel quality, the study found a moderately positive and statistically significant relationship with customer satisfaction. The correlation coefficient ($r = 0.418$) shows that higher personnel quality leads to a moderate increase in customer satisfaction. The p-value (0.000) further supports the statistical significance of this relationship. This indicates that enhancing personnel quality can have a more meaningful and impactful effect on improving customer satisfaction with courier services among UMK undergraduate students.

The key factors that contribute to personnel quality in courier services and impact customer satisfaction among UMK undergraduate students is (Jiang et al., 2021) the professionalism and competence of courier staff are essential. Their ability to handle packages safely, provide accurate information, and solve problems quickly can greatly improve customer satisfaction.

5 Conclusion

This study seeks to determine undergraduate students' from UMK satisfaction with courier service quality, with a focus on personnel quality and information quality. The findings show that competent, responsive staff and accurate, clear communication have a substantial impact on customer satisfaction and improve the whole experience. The study adds to the body of knowledge on service quality and emphasizes the importance of prioritizing these characteristics by courier firms, regulatory bodies, and educational institutions. It also emphasizes the social and academic benefits of enhanced courier services, as well as the need for innovative technology in enhancing information quality. Limitations include a limited, homogeneous sample size, a narrow focus on the UMK City Campus, and a brief study period. To provide more thorough insights, future research should include a wider range of samples, longer time periods, and other service quality elements.

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