

Impact of Speed of Delivery, Shipping Charges and Data Reliability on Customer Satisfaction: An Empirical Study in the Courier Service Industry

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Abstract

Lack of emphasis on the service quality attributes performed by the organizations that involve in courier service activity leads to negative implications in customer perspectives. Therefore, the organization will not be able to maintain its competitiveness in running the business. Determination of the significant factors that would promote customer satisfaction mainly by the courier service organization is very crucial. This research aims to examine the impact of service quality attributes on customer satisfaction in courier service industry. Investigating organizational service quality in this study are based on the variables namely speed of delivery, service charges and data reliability. Questionnaires were adapted from

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previous empirical research instruments and data were analyzed using the "Statistical Package for Social Science" (SPSS) version 26.0. This study involved a total of 338 university students as respondents who demand the service supply in this industry. The results of the correlation and regression analyses revealed that service charges and data reliability had a positive relationship and significant effect on customer satisfaction respectively. In addition, the result of this study showed that the most dominant determinant factor of organizational service quality towards customer satisfaction was data reliability. The results of this study were seen to be able to contribute within the scope of knowledge in managing organizational service quality and, the importance of the impact of its attributes on customer satisfaction in the industry.

Keywords: speed of delivery, service charges, data reliability, customer satisfaction and courier service

INTRODUCTION

In today's world of modernization, online shopping is a popular method. The term "online" refers to "on the Internet" (Techopedia, 2012). A consumer browses the available products or services presented by one or more retailers with the possible intent to buy a suitable range of them. The activity or action of purchasing products or services over the Internet is referred to as online shopping. The biggest appeal of online shopping is that it allows customers to locate and buy goods they need (which are then delivered to their front door) without ever having to leave their places. The shopping experiences of customers may vary. They are determined by several factors, including how the customer is handled, the convenience of the transaction, and the type of products purchased.

It has been about twenty-five years since online shopping became popular. It has seen a huge increase in popularity. Today, nearly anything is available for purchase online. Indeed, retail analysts predict that online shopping will soon surpass traditional shopping in terms of revenue. Online shopping is part of E-Commerce in which customers purchase goods and services via a digital platform. Three steps compose the purchasing process: information gathering, alternative evaluation of purchasing, and payment as part of the purchase stage. Additionally, the post-purchase stage includes delivery and customer service (Croome, Lawley & Sharma, 2010). When it comes to delivery services, there were some customer behaviors that we could identify by deciding.

The customer will spend considerable time deliberating on the best option for courier delivery to achieve customer satisfaction. Courier service is a company that offers customers the best solution by providing door-to-door delivery services with speed, protection, monitoring, and specialization. Different courier services have their own

capabilities and weaknesses, and this study will determine which courier services met customer needs and why.

Satisfaction is thought to have an effect on attitude change and purchase intention. A good buying experience seems to be a prerequisite for the kind of sustained interest in a product that may result in repeat purchases. Nowadays, the courier services industry is growing, making it difficult for consumers to choose a courier business since they must consider a variety of factors before making a choice. The growth and development of the e-commerce industry have emphasized the essential role of courier services in online shopping. According to DHL International (2011), since the entry of the first international courier service provider, DHL, into Malaysia in the 1970s, the courier services industry in Malaysia has been facing increasing competition.

J&T Express, Pos Laju, and Citylink, for example, are other popular courier services these days in Malaysia. Due to the variety of competition, customers compare which the best option provided in term of quality services. Choosing the incorrect courier may result in a disappointing customer experience. Customers is particular with time, if the courier misses the deadline, customer will be dissatisfied and inconvenienced. Probability of items delivered in an unsatisfactory are average. The courier selected should guarantee the safe delivery of consumer package. In terms of cost, students need to observe a balance between reasonable and outrageously expensive, since price does not ensure the quality of services.

Customer satisfaction is more specifically related to an individual's initial expectation (Churchill and Surprenant, 1986). The market and online business benefits from profits generated by satisfying consumer needs and desires. Certain obstacles may impede customer satisfaction. In general, when it comes to the usage of courier services, consumers will take risk in order to guarantee that the services provided will satisfy customers, since courier services act as an intermediary between seller and customers in online shopping. The customer will put their trust in the courier company that they have chosen.

The issue will develop here if the customer's expectations differ from what is anticipated. Numerous incidents occur as a result of courier services' improper handling, including damaged of parcel, delayed delivery, and costs that are not equivalent to the services given. Particularly students that have no source of income and depend only on allowance. Nowadays, there are numerous courier options that are either well-known or relatively new to the business; thus, customers will have varying impressions and ideas about each sort of courier, such as whether the courier is reliable, speedy, or worthwhile.

The advantage is when this problem can be overcome, customers will be easier and more confident in selecting the courier service of their choice, as they will not have to doubt the service given by the courier service. Indirectly, by addressing this issue, courier services may strengthen their weakness in identifying factors that contributing to customer satisfaction. Overall, the aim of the study is to examine the numerous factors that influence National Defence University of Malaysia (NDUM) students' in using courier services in terms of speed of delivery, shipping charges and data reliability. This finally will affect their satisfaction.

LITERATUE REVIEW

The Relationship Between Speed of Delivery and Customer Satisfaction

In the decision to shop with the e-commerce brand, 87% of online shoppers have listed delivery speed as a key factor. Online shoppers' top priority is delivery time. Consumers want to receive their newly purchased products as quickly as possible without pay a high price for it. Courier express difference from traditional delivery methods, which take lots of time than short period. Customer satisfaction levels can easily be increased by reducing delivery times. Around 49% of customers feel that same-day delivery increases their likelihood of shopping online.

Delivery is vital to the successful customer experience because it determines whether the consumer is unlikely or likely to make another purchase from the brand following the delivery experience. Consumers expect their delivery to arrive within a specified timeframe. The time delay places a strain on the customer and may influence their choice of non-repeatable courier services. Additionally, keeping track of customer parcels is critical for satisfied consumers. This can be accomplished by provided the tracking number to customer. When it comes to online shopping, store location is viewed as a minor influence on the decision to purchase.

However, some consumers will conduct searches in the immediate area of a retail store. Near or far, it all depends on the product delivery. If the location is close, but the courier service is ineffective, the shipping will be unproductive. When seen through the lens of online commerce, the significance of location is minimized and least. The effectiveness of distribution becomes a significant aspect in evaluating a retailer's competitive advantage. (Alba, Lynch, Weitz, Janiszewski, Sawyer & Wood, 1997; Esper, Jensen, Turnipseed & Burton, 2003). Consequently, this article examines quality of service in customer preference, specifically the effect of time delivery on logistical timeliness.

The Relationship Between Shipping Charges and Customer Satisfaction

Shipping costs refer to the cost of postage and other associated transportation necessary to transport the package from the shipping carrier to the end consumer. This fee includes any applicable surcharges, fuel charges, and other costs associated with the distance travelled and delivery timeline selected. Each courier charges a different rate for shipping. It varies according to the company, weight, and the type of goods. According to Heim & Sinha (2001), delivery charges were a crucial factor in customer decision-making when it came to e-commerce. Delivery expenses are the expenses connected with shipping goods to a customer.

While a retailer lists an item, they must include the alternative of combining cost of goods and delivery. Prior to payment, the customer may choose a courier business that is a partner of the e-commerce firm and assures great service at reasonable costs. Additionally, according to Hamilton and Srivastava (2008), customers are more likely to be sensitive to shipping fees that give low effects than to the cost of a good that provides significant advantages. In collage, students are required to make independent decisions and manage their own finances.

Having a plan and adhering to it as closely as possible can help ensure long-term financial savings. Students will evaluate the costs of services and goods when shopping online to obtain a fair price. The advantage of online buyers is they will receive their orders without leaving their home. They may obtain free shipment in certain instances but may be required to pay for the service in others. Shipping choices relate to the mix of delivery timeframes and shipping rates (Smith and Brynjolfsson, 2001; Li and Dinlersoz, 2012).

Various people may have varying perspectives on the cost of shipping. As a result, consumers are sensitive to price and want free delivery. According to Schindleret, Morin, and Bechwati (2005), other consumers may see shipping costs as reasonable compensation for the expense of purchasing order, making consumers less sensitive to shipping costs and more likely to pay for shipment. To preserve consumer satisfaction, free shipping is considered as a feasible alternative to prolonged delivery periods. Therefore, this research aims to determine how the relation of shipping costs impacts the choice of courier.

The Relationship Between Data Reliability and Customer Satisfaction

To be useful and accurate, information must be of a high quality. A quality management information system is one that is specifically designed to meet the requirements of the quality system. The term "information quality" refers to three critical characteristics of information: validity, accuracy, and completeness. Improved data quality results in more informed decision-making, and the more high-quality data you have, the more confident you can be in your decisions. In this study, we will examine two distinct situations

regarding the quality of courier services used in the context of purchasing within online and the delivery process to National Defence University of Malaysia (NDUM).

The quality of is critical in a consumers' preference to use a courier service. For instance, in February 2021, news about J&T Express employees mishandling customer packages has a negative impact on their company. Customers did not select J&T Express as their preferred mode of delivery. Another example is Shopee, the most popular online shopping application in Malaysia. Shopee provided reviews section where customers can share their experiences and suggested the best couriers, this minor information influences other buyers in making decision to choose a courier for their order. Customers are more inclined to trust a service if they have a positive impression of its quality.

The information offered to consumers may influence their overall satisfaction, in terms of the dependability and quality of information that assists consumers in making better choices (Mentrez, Flint and Hult, 2001). According to Miller, 1956; Keller and Staelin, 1987 stated that the information quality and quantity are two of the most significant variables that influence decision quality of buyer. Reliability of information although had substantial impacts on satisfaction in online purchases (Fang, Chiu and Wang, 2011). This implies that a strong e-commerce website begins with excellent content, which must be simple to comprehend, accurate, comprehensive, current, and relevant to consumers' purchasing choices.

The literature has been used to develop a conceptual framework for this study as shown in Figure 1.

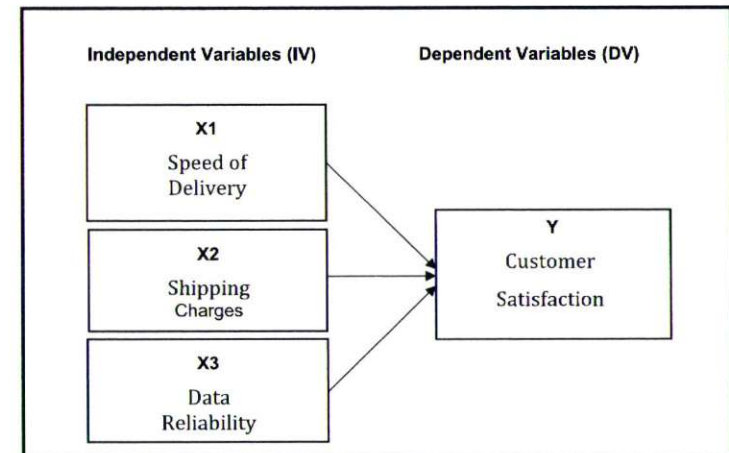


Figure 1 *Conceptual Framework*

Discussions from the above literature also promote this study to develop the hypotheses as following;

- H₁: There is a positive and significant effect of speed of delivery on customer satisfaction.
- H₂: Impact of shipping charges on customer satisfaction is positive and significant.
- H₃: Data reliability positively and significantly affects customer satisfaction.

METHOD

In this study, the author uses quantitative research design by survey method involving the distribution of questionnaires. Survey technique are best suited because respondents' data and information can be obtained in the latest and clear form that is relevant to the issues and scenarios during this study. Therefore, this study involved respondents who were randomly selected using the Minimum Determination Table for respondents suggested by Krejcie and Morgan (1970). The selected sample consists of bachelor degree students who study at the National Defence University of Malaysia (NDUM). For this research purpose, the data collected was made by self-administered questionnaire. This study distributed 350 questionnaires to ensure the minimum response achieve the number of sample size (338).

Furthermore, the testing of the reliability and validity of the study is also feasible to ensure that the two levels of testing are high and reliable. According to Hair et al. (2013) the aspect of validation should be carried out which involves the face validity and content validity. In this study, the validity of the content and face validity were done through the professional approval of each item in the questionnaire. Each item on the instrument is measured logically and precisely so that what is meant in measurement can be clearly understood (Zikmund et al., 2010). Then, pilot study was also conducted on 20 selected respondents with the result that all Alpha Cronbach values for each variable item exceeded 0.6 and above. This high value illustrates that all questionnaire items can be used for actual research and free from item deletion. Furthermore, according to Sekaran and Bougie (2016), if the Alpha Cronbach value exceeds 0.6 means the items have a good internal consistency level. Finally, the analysis of the data was carried out on 338 respondents comprising the NDUM students who completed their answer in the questionnaire. This value of response rate meets the level suggested by the scholar (Zikmund & Babin, 2013) which is allowed to conduct further research. Analysis using SPSS version 20 software involving data filtering, descriptive and inferential analyses.

ANALYSES AND FINDINGS

Reliability Test For Pilot Study and Actual Survey (338 respondents)

Reliability is about how well the researcher could get the consistent feedback by using an instrument of questionnaire to measure something at one time and more. On the other hand, reliability means whether or not the research method is able to yield strong and consistent results (Gorondustse & Haim, 2013). Therefore, this study assessed the consistency levels of the variables data which was famously used by the past researchers for the instrument reliability test. As usual, the Cronbach's alpha coefficient value was utilized to confirm the acceptable inter-item consistency (Sekaran & Bougie, 2016). In the pilot study, the researcher selected a total of 20 respondents comprising the employees from various departments in the company. By using SPSS version 20 for windows to analyze the reliability of the instrument of this study, the results show the values from 0.791 to 0.810 that prove the high values of Cronbach alpha coefficient (See in the Table 1). Interestingly, referring to the reliability levels guideline provided by the famous scholar above, this study confirmed the acceptable reliability of the constructs and for conducting further descriptive and inferential analyses in completing the findings of this study. Furthermore, the instruments used in this study are significant to be referred for future studies in the area of service quality and customer satisfaction.

Table 1

Reliability Test

Constructs	Cronbach's Alpha (Pilot Study)	Cronbach's Alpha (Actual Survey)
Speed of Delivery	0.840	0.791
Shipping Charges	0.734	0.791
Data Reliability	0.877	0.810
Customer Satisfaction	0.802	0.851

Demographic Data

Based on the demographic profile analysis (See Table 2), the results showed that 82% of respondents are males and 18% are females. Meanwhile, most respondents, 79.6% are Cadet Officers and 20.4% are non cadet (Civilians and Rotu). It was found that mostly, 67.5% of respondents are those who were in first year. Others were in second, third and fourth years respondents. While 67.8% of respondents have selected J&T Express as their preference company of courier service.

Table 2

Respondents' Demography (N=338)

Profile	Frequency	Percentage (%)
Gender		

Male	277	82
Female	61	18
Age		
18-20 years	216	63.9
21-23 years	109	32.2
24-26 years	11	3.3
27-30 years	2	6.0
Student Status		
Civilian	47	13.9
Rotu	22	6.5
Cadet Officer	269	79.6
Educational Level		
Year 1	228	67.5
Year 2	61	18.0
Year 3	36	10.7
Year 4	13	3.8

Pearson Correlation Analysis

Pearson Correlation Analysis was carried out to provide the basic ideas to research about the pattern of the inter-correlations of the study variables. Table 3 is a summary of the results from Pearson Correlation Analysis.

Table 3

Correlation Results for Examined Variables

	Customer Satisfaction	Speed of Delivery	Shipping Charges	Data Reliability
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Customer Satisfaction	1	.685***	.776***	.809***
Speed of Delivery		1		
Shipping Charges			1	
Data Reliability				1

From Table 3 it can be confirmed that correlation between independent variables and dependent variable such as speed of delivery ($r = 0.685$, $p < 0.01$), shipping charges ($r = 0.776$, $p < 0.01$) and data reliability ($r = 0.809$, $p < 0.01$) are positively correlated with customer satisfaction.

Multiple Regression Analysis of Variables

The results in Table 4 indicate that shipping charges and data reliability are significant (significant at < 0.001). They are also positively correlated and predicted to customer satisfaction variable ($\beta = .279$ and $\beta = .553$). However, impact of speed of delivery on customer satisfaction is not significant (significant level 0.072). There is a fact to understand that shipping charges and data reliability may explain why there are associations between these antecedents and customer satisfaction perceived by the university students. In this survey, customer satisfaction would be enhanced if the management of courier service companies really emphasize on the shipping charges and data reliability. The result also illustrates that 69% of the variance of customer satisfaction are explained by those two predictors; shipping charges and data reliability. On the other hand, 31% of the variance are explained by other potential factors that to be considered by future studies.

Table 4

Regression of Speed of Delivery, Shipping Charges and Data Reliability

DV: Customer satisfaction			
IVs:	Beta Coefficients	t	Sig
Speed of Delivery	.088	1.772	.072
Shipping Charges	.279	4.369	.000
Data Reliability	.553	8.743	.000

$R^2 = 0.688$

Hypothesis Test

Multiple Regression Analysis was conducted to examine the hypotheses in this study. The results of hypotheses test were explained as followed:

- H1: There is a positive and significant effect of speed of delivery on customer satisfaction - Rejected
- H2: Impact of shipping charges on customer satisfaction is positive and significant - Supported
- H3: Data reliability positively and significantly affect customer satisfaction - Supported

DISCUSSION

It focuses a solution and discussion to the existing issues that relate to this research. Moreover, it can also be supported to the expansion prospects of the research and the further reference in related studies. Determination of the findings of a relationship and an impact of speed of delivery, shipping charges and data reliability on customer satisfaction were the fundamental of achieving main objective of this study. The study measured the variables to allow a better understanding of the relationships and the effect of those three predictors on studied criterion. The study carried out measurements on the variables in pursuit of achieving the research objectives. The main objective of the research is discussed based the findings of the study.

Main Objective: To examine the impact of speed of delivery, shipping charges and data reliability on customer satisfaction.

Speed of delivery, shipping charges and data reliability as well as customer satisfaction creates a sense of success and effectiveness of service quality and customer perspective in the industry. Customer satisfaction allows public to perceive in a pleasant manner that indicates high performance of service quality of this industry. It was found from this study that shipping charges and data reliability have a significant effect on customer satisfaction. Effective service quality performed by the companies will normally have a high effectiveness of service delivered to the customers.

In addition, trusted service performed by the companies in terms of shipping charges and data reliability play a significant role in predicting students satisfaction. On the other hand, the research established that service quality facets did act as a predictor as well on customer satisfaction as perceived by the students as the customer of this industry. The respondents claimed that there will be a bad customer satisfaction if the management and employees neglect to focus on such as affordable shipping charges and data correctness in serving courier activities. Acceptable shipping charges and data reliability would be fighting the tendency of low satisfaction among the customers. Highly sensitive to the customer needs are the significant implications of service quality that lead to high courier agencies' authentic service performance and serve the best to the customer. Thus, this contributes to the high customer satisfaction solutions. The results of the relationship were supported by the previous study by Chege (2021) and Ngaliman, Mika Gofani Eka J & Suharto (2019) and Ismail Razak (2016) which had proven that service quality (shipping charges and data reliability) had a direct significant impact on customer satisfaction. While, other finding by Hamed, Kamarudin & Kamaruzziman (2015) had proven that service quality (shipping charges and data reliability) influenced customer satisfaction as well.

Contributions and Recommendations

The study shares some new idea in the field of customer satisfaction in the context of courier service industry. Therefore, it would be significant for future study and courier service companies to take the consideration from the following discussions. Future researchers should further conduct the study to use more relevant respondents to improve consistency of the results. In terms of theoretical implication, this study had proven the effect of shipping charges and data reliability on customer satisfaction. The customer will be more comfortable if the courier service providers apply affordable shipping charges and

provide data reliability. These are the most influential determinants in this research which have revealed that the customer satisfaction is successfully yielded. The study also recommends strategies for improving customer satisfaction for courier service provider companies. Such strategies are for the management teams which they need to consider the customer needs and satisfaction factor through low and competitive shipping charges. Besides the management also should emphasize on issuing accurate courier service data because this is the antecedent basis for having trusted customers who are benefited from the reliable data and finally disclose high satisfaction among them. Apart of that, the results of this study may be meaningful as a guideline to other related parties such as the employees of the company in giving fully support to the use of affordable shipping charges and maintaining data reliability as initiating by the management of the company.

CONCLUSION

This study fully attained its main objectives. The findings revealed that shipping charges and data reliability provided by the courier service companies have positive and significant impacts on customer satisfaction. The study proposes that further consideration should be given to student based customer in charging the goods to be posted as well as providing the reliable data of the delivered goods. This will enable the quality of service is able to be performed to the customers. Customers are likely to feel satisfied with their courier service providers when there are closed interactions and proper service provided (affordable shipping charges and data reliability) to them. In principle, those who are involved in courier service activity should be motivated of their jobs and sensitive to the needs of their customer. When these happened, they will put highly initiative for the greatness of the service given. Finally, there will be a result of customers satisfaction.

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