

**CUSTOMER SATISFACTION TOWARDS COURIER AND DELIVERY
SERVICES:**

(A CASE OF POSLAJU NATIONAL COURIER, KUALA LUMPUR)

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DECLARATION OF ORIGINAL WORK



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I, Nurulhuda Binti Mohd. Areffin, I.C Number, _____, hereby, declare:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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ABSTRACT

The purpose of this research is to study the customer satisfaction towards the services provided by Poslaju National Courier in terms of place/distribution, service quality and customer service. Moreover, this study will identify customer complaint and customer loyalty towards Poslaju as well as their relationship. Therefore the objective of this research is (1) To determine the level of customer satisfaction of Poslaju in terms of place/distribution, service quality and customer service, (2) To identify customer loyalty towards Poslaju. (3) To identify customer complaint, (4) To determine the relationship between customer complaints and customer loyalty, and (5) To provide recommendations on how to improve the Poslaju service in order to increase the level of satisfaction and decrease the number of complaints. In this study, we used interviews and questionnaire to identify the relevant aspects regarding the study on the customer at Poslaju service centre, Jalan Tun Sambanthan, Kuala Lumpur and the other secondary sources such as reports, database and so on for data collection. Based on frequency, cross tabulation and contingency coefficient test, a clear findings and results are observed. The findings showed that most of the customers were satisfied with the service provided by Poslaju National Courier to them. It showed that the customers were loyal with Poslaju even the customer complaints are exists. The researcher is also able to give some recommendations and suggestions on how to improve and increase customer satisfaction and decrease the customer complaints after the analysis, findings and interpretation were made.

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