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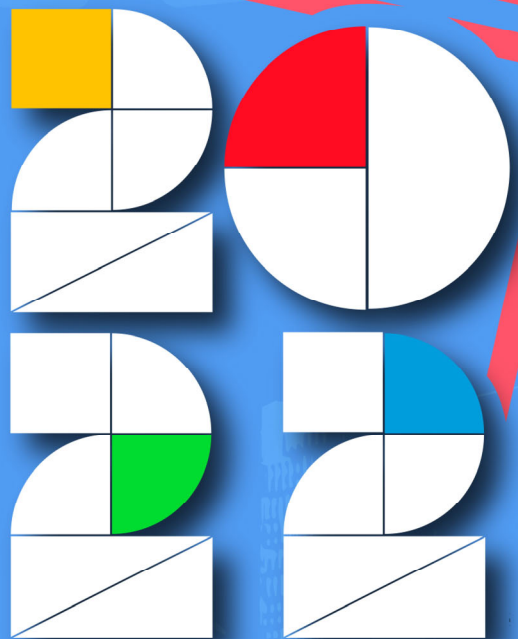
Technology, Science, Social Science & Humanities
International Conference 2022

Tesshi



Reengineering
Knowledge &
Creativity for
Global Excellence

30
June



***E-PROCEEDINGS
TECHNOLOGY, SCIENCE, SOCIAL SCIENCES AND
HUMANITIES INTERNATIONAL CONFERENCE
TeSSH 2022***

**Reengineering Knowledge and Creativity
for Global Excellence**

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**Papers presented online at
Technology, Science, Social Sciences and Humanities
International Conference 2022 (TeSSH 2022)
30 June 2022
UiTM Cawangan Kedah, Merbok
Kedah, Malaysia**

UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH

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Cover Design :Asrol Hasan

eISBN : 978-967-2948-33-9

Published by : Universiti Teknologi MARA CawanganKedah,
08400 Merbok,
Kedah,
Malaysia.

Printed by : Perpustakaan Sultan Badlishah
Universiti Teknologi MARA Cawangan Kedah,
08400 Merbok,
Kedah,
Malaysia.

Foreword

The papers compiled in these e-proceedings are papers presented online at Technology, Science, Social Sciences and Humanities International Conference 2022 (TeSSH I 2022) held on 30 June 2022 at Universiti Teknologi MARA (UiTM) Cawangan Kedah, Kedah, Malaysia. With the theme, ***Reengineering Knowledge and Creativity for Global Excellence***, the conference has brought together presenters of diverse background who shared their conceptual and empirical papers in broad areas that are subsumed under the fields of Technology, Science, Social Sciences and Humanities. These e-proceedings comprise current researches that were undertaken with the rigorous endeavour of knowledge enhancement to ensure that the world of academia will continue to flourish. It is thus hoped that readers will significantly benefit from knowledge contained in these proceedings.

TeSSH I 2022 and these e-proceedings would not have been possible without the great efforts from the presenters, and the generous support from the TeSSH I 2022 committee members and the Rector of UiTM Cawangan Kedah, Prof. Dr. Mohamad Abdullah Hemdi. A heartfelt gratitude is extended to all involved. It is hoped that these e-proceedings will be an impetus to stimulate further studies and research that benefit the society at large.

TABLE OF CONTENTS

1	A Conceptual Paper on Factors That Affect the Shariah Compliance Auditing Among the Islamic Financial Institutions in Malaysia	1
	Saifulrizan Norizan & Marjan Mohd Nor	
2	A Qualitative Study of Entrepreneurial Intention Among UiTM Kedah Accounting Students During Covid-19 Pandemic	8
	Mazlifa Md. Daud, Noora'in Omar, Muhammad Hariz Hamid, Mohd Hafiz Hashim & Anwar Johari	
3	A Review on By-Laws of Alor Setar City Council (MBAS)	21
	Nor Zaini Zainal Abidin, Nur Irinah Mohamad Sirat & Nurul Mazrah Manshor	
4	Accounting For Agriculture in Malaysia: A Special Attention to Aquaculture	27
	Saifulrizan Norizan, Mohd Halim Kadri, Zarina Abu Bakar & Juyati Mohd Amin	
5	Age-Friendly Environment for Older People: Challenges and Plans	34
	Noorlailahusna Mohd Yusof & Suziana Mat Yasin	
6	Aplikasi Inovasi E2 Kit 1.0 Dalam Proses Pengajaran Dan Pembelajaran Litar Asas Elektrik	40
	Siti Rohaiza Zainol, Noor Aziana Abu Taib & Wan Nadirah Rosli	
7	Basic Of Differentiation Using Three Alternative Approach in Seberang Perai Polytechnic	50
	Siti Faridah Ismail, Rosila Adnan & Rohani Hamsan	
8	Bio Natural Food Seasoning from Eugenia Cephalanthum Using Dehydration Method	60
	Hidayah Julaihi, Theivya A/P Santhanasamy & Felicia Bong Lee Chen	
9	Cabaran dan Masa Depan Muzium Negeri Kedah	68
	Juaini Jamaludin	
10	Co-Integration Between Malaysia Stock Market, ASEAN and ASEAN Plus Three Countries During Pre and Post 14th Malaysia's General Election: A Short Run Analysis	72
	Anas Fathul Ariffin, Muhammad Akmal Hakim & Muhammad Hilmi Samian	
11	Computer Science Students' Learning Preferences, Mental Health, And Emotional Issues During Pandemic Covid-19 While Moving Towards Endemic	78
	Ahmad Faiz Ghazali, Noor Azrin Zainuddin, Ahmad Kamalrulzaman Othman & Yusnita Sokman	
12	Customer's Satisfaction: The Role of Food Quality, Service Quality and Ease of Website in Online Food Delivery	86
	Nur Afifah Aliah Husaini, Norhamizan Hamir, Rashid Salleh & Zamri Ahmad	
13	Digital inheritance: Legal Challenges in Malaysia	98
	Nor Azlina Mohd Nor & Ahmad Shamsul Abd Aziz	

14	Digital Literacy: Presentation Made Easy with ACE Alice Shanthi, Nur Izzah Jamil, Sheela Paramasivam, Siti Noor Dian Ahmad & Mohd Nur Fitri Mohd Salim	106
15	Diploma Students' Perceptions of Online Assessment: The Anchor That Holds Them in The ESL Classroom Jaqueline Susan Rijeng, Imelia Laura Daneil, Kimberley Lau Yih Long, Tang Howe Eng & Christine Jacqueline Runggol	115
16	Evolusi Tadbir Urus Dan Perundangan Wakaf Di Malaysia: Satu Analisis Rohayati Hussin, Mohd Zulharmey Abdullah, Afiffudin Mohammed Noor & Farahdina Fazial	125
17	Exploring Strategies to Reduce Adolescents' Involvement in Risky Behaviours from The Perspective Of A Probation Officer Lina Mursyidah Hamzah, Sharifah Muzlia Syed Mustafa, Nurul Fitriah Alias & Norazah Abdul Aziz	142
18	Factors That Lead to Poor Mental Health of Social Media User among UiTM Kedah Degree Students Nur Elisa Aqila Amir Yusrie, Sarah Sabir Ahmad, Azfahane Zakaria & Mhd Azmin Mat Seman	147
19	How The Covid-19 Pandemic Has Increased the Risk of Compulsive Buying Behaviour And Online Shopping Addiction For Apparel Purchasing In Malaysia: An Overview Of Generation Y And Generation Z Normaziana Hassan, Basitah Taif & Rosita Mohd Tajuddin	155
20	Hubungan Antara Impak Teknologi Maklumat Dan Budaya Organisasi Dalam Kalangan Kakitangan FRIM Nor Arinah Mohamed Zemudin, Muhammad Badri Ishak, Nurul Madiha Mohd Ilham & Wan Nur Syazmira Wan Suhaimi	168
21	Inhibiting Factors to Successful Virtual Teaching and Learning in Engineering Science Topic from the Perspectives of Polytechnic Lecturers Nurul Ain Saipudin, Noorul Amilin Saipudin & Nornazira Suhairom	174
22	Inovasi Sosial Melalui Program Akademik Intensif untuk Pelajar STPM Aliran Sains Tercicir Marinah Muhammad, Wong Hie Ling, Aainaa Syazwani Mohamad Amir Hamzah & NoorJanatun Naim Jemali	183
23	Investigating the Usefulness of TikTok as an Educational Tool in Learning Chemistry Nur Farha Shaafi, Mohammad Mubarrak Mohd Yusof, Nurul Nabilla Mohammad Khalipah & Norhazly Mohd Hanif	187
24	IPQUEUE: Indoor Premises Control Using Quick Response (QR) Code for Covid-19 Pandemic Mohd Suffian Sulaiman, Zuraidah Derasit & Sharizah Shahar	200

25	Kajian Arah Kiblat Liang Lahat Lama Bagi Tanah Perkuburan Islam Syed Idrus Syed Salim & Nor Asmadi Asri	213
26	Keberkesanan Kaedah Masa Hakiki Sistem Penentududukan Sejagat Dalam Penubuhan Stesen Kawalan Kerja Ukur Tanah Asiah Abdul Satar, Nor Azme Nordin & Sulzakimin Mohamed	220
27	Kesediaan Pensyarah Sains Kejuruteraan Dalam Pelaksanaan Mini Projek Secara Hibrid Di Politeknik Tuanku Sultanah Bahiyah Nur Elyani Musa, Shamsul Arif Ismail & Azlina Hassan	229
28	Keunikan Partikel 'Lah' Dalam Terjemahan Surah Yasin di Malaysia Mohd Sufian Ismail & Anida Sarudin	238
29	LEVs As an Assessment Tool for Affective Domain In Laboratory Courses For Diploma In Civil Engineering Narita Noh, Noor Raifana Ab Rahim, Nur Zaidani Wati Mohd Darwis & Juwita Asfar	246
30	Measurements of Customer's Satisfaction towards Courier Services in Malaysia during Covid-19 among Students in UiTM Kedah Siti Nursyahirah Zaffendee, Sarah Sabir Ahmad, Azfahane Zakaria & Mhd Azmin Mat Seman	256
31	Measurements Of Depression Level Among Students in UiTM Kedah Adlin Mohd Anizam, Sarah Sabir Ahmad, Azfahane Zakaria & Syed Mohammed Alhady Syed Ahmad Alhady	264
32	Media Arts as An Art-Based Interventions in the Institutional Care Environment Raja Eda Shabina Raja Raimie, Mohammad Kamal Sabran & Nur Zaidi Azraai	270
33	Mengatasi Kesalahan Umum Yang Pelajar Lakukan Semasa Menjawab Soalan Peperiksaan Sains Kejuruteraan Nur Azilina Abdul Aziz, Koa Chee Hoon & Siti Aishah Azmi	279
34	Pelaksanaan Wakaf Air di Malaysia: Satu Tinjauan Tadbir Urus Dan Perundangan Nurul Mazrah Manshor, Rohayati Hussin, Syatirah Abu Bakar, Nur Irinah Mohamad Sirat & Salmah Roslim	288
35	Pembangunan MOOC Bagi Kursus Foundation Mandarin (Level II) Berpanduan Model ADDIE Ting Hie Ling	294
36	Pengaruh Budaya Merantau Terhadap Evolusi Seni Bina Rumah Tradisional Negeri Sembilan, Malaysia Mohamad Hanif Abdul Wahab, Azizi Bahauddin & Nor Aniswati Awang Lah	302
37	Pengesanan Graduan Kolej Komuniti Jelebu Ketika Pandemik Covid-19 Noor Aziana Abu Taib, Siti Rohaiza Zainol & Zainatul Fakhir Zainon	313
38	Penggunaan iPad Dalam Menambakbaik Interaksi Di Kalangan Pensyarah Dan Pelajar Bagi Kursus Matematik Kejuruteraan 1 Mohd Syukor Che Omar & Azlina Hassan	317

39	Penggunaan Video <i>YouTube</i> Dalam Pengajaran dan Pembelajaran Bahasa Mandarin: Satu Tinjauan Awal Lee Chai Chuen & Nor Azrina Mohd Yusof	328
40	Penguatkuasaan Undang-Undang Dalam Menangani Penyalahgunaan Media Sosial di Malaysia Ahmad Shamsul Abd Aziz & Nor Azlina Mohd Nor	333
41	Penyampaian Amalan Pengajaran Dan Pembelajaran (Laboratory Work) Secara Atas Talian Terhadap Pembelajaran Pelajar Diploma Geomatik Politeknik Sultan Haji Ahmad Shah Nur Aisah Ab Moin & Asiah Abdul Satar	343
42	Pelaksanaan Ujian Pra Sebagai Alternatif Untuk Meningkatkan Pencapaian Markah Pelajar Bagi Kursus DBM20023 Matematik Kejuruteraan 2 Siti Norhazlina Shafie & Rosila Adnan	351
43	Persepsi Pelajar Terhadap Penggunaan E-Book Dalam Menyelesaikan Tugas Kajian Kes Farah Abdul Malek, Rohaida Abu Bakar & Liyana Murni	359
44	Promoting Learner Autonomy Through Online Global Interactions Among ESL Students Sharina Saad, Rafidah Amat & Nor Asni Syahriza Abu Hassan	365
45	Remote Learning in The Time of Post - Covid-19: The Conceptual Framework of An Interactive PdPR For Primary School Via Visual Basic Programming Aslina Omar, Samsiah Abdul Razak, Nur Insyirah Mohamad Radzi & Ini Imaina Abdullah	380
46	Strategi Pembelajaran Bahasa Melayu dalam Kalangan Murid Cina di Sekolah Jenis Kebangsaan Cina Wee Kee Quan, Zamri Mahamod & Shamsul Aizuwani Nawi	385
47	Stres Dan Kepuasan Kerja: Analisis Inferensi Faktor Gender Dan Status Perkahwinan Dalam Kepuasan Kerja Pensyarah IPG Punitha Muniandy, Khairani Zakariya, Azhar Mohd Ali & Ahmad Sukari Mohamad	397
48	Student Satisfaction of Public Transportation at UiTM Kedah Muhammad Azizi Azizurrahim, Sarah Sabir Ahmad, Azfahane Zakaria & Mhd Azmin Mat Seman	408
49	Sustainable Smart Retirement City: A Concept Paper Nazmi @ Nazni Noordin, Zaherawati Zakaria, Mohd Zool Hilmie Mohamed Sawal, Mohd Syahmizan Azmi & Adnan Aminuddin	417
50	Teknik Retorik Lafaz-Lafaz Berkaitan Dengan Syaitan Dalam Al-Quran Muhamad Khairul Anuar Zulkepli, Burhanuddin Wahab, Ahmad Fauzi Yahaya & Mohd Zulkhairi Abd Hamid	425
51	The Determinants and Impact of Social Media Content on Consumer Engagement Marha Abdol Ghapar, Azlina Shamsudin, Nazlin Emieza Ngah & Nur Dalila Adenan	438

52	The Distraction That Affects Students Focus Nur Khalyda Kamarol Hisham, Sarah Sabir Ahmad, Azfahanee Zakaria & Syed Mohammed Alhady Syed Ahmad Alhady	446
53	The Effects of Varying the Duty Cycle to The Output Voltage in Buck Converter Nurhazwani Saleh	455
54	The Impact of i-Pulih Model Towards Methamphetamine Addicts Recovery in PUSPEN Tampin, Melaka Muhammad Dhamir Audi Azizul, Wan Munira Wan Jaafar, Azlina Mohd Khir & Samir Muhazzab Amin	462
55	The Implementation of National Education Assessment System in Malaysian Primary Schools Shanusi Ahmad, Nor Hasnida Che Md Ghazali & Mohd Nazir Md Zabir	473
56	The Influence of Leadership Style on Lecturer's Performance Azlina Shamsudin, Nalin Emieza Ngah, Marha Abdol Ghapar & Nur Dalila Adenan	481
57	The Internet Addiction (IA) Among Youth Generation Muhammad Arif Ikhwan Aminuddin, Sarah Sabir Ahmad, Azfahanee Zakaria & Mhd Azmin Mat Seman	487
58	The Relationship Between Curricular Activities Among Students' Leadership Syarifah Nur Bahirah Syed Jamalulil, Sarah Sabir Ahmad, Azfahanee Zakaria & Syed Mohammed Alhady Syed Ahmad Alhady	493
59	The Role Entrepreneurship Education in Moderating Intention to Be An Entrepreneur Among Students With Learning Disabilities In Malaysia Nazlin Emieza Ngah, Nur Dalila Adenan, Azlina Shamsudin & Marha Abdol Ghapar	504
60	The Usage of Open Green Space (Planting Strip Area) at the Perimeter of Terrace House Unit by The Residents: Case Study in Taman Sinar Intan, Sungai Petani Mohd Zikri Mohd Zaki, Nurul Izzaty Zulkipli, Ahmad Faisol Yusof & Tajul Edrus Nordin	511
61	The Use of Scaffolding in Helping Students Complete Tasks That Require Higher Order Thinking Skills Syakirah Mohammed, Fathiyah Ahmad @ Ahmad Jali, Robekkah Harun & Sharina Saad	525
62	Time Passed and How Much Time Is Left? A Study on Motivation to Graduate on Time (GOT) Nur Dalila Adenan, Marha Abdol Ghapar, Nazlin Emieza Ngah & Azlina Shamsudin	537
63	Underground Mapping for Islamic Mausoleum Syed Idrus Syed Salim, Nor Azme Nordin & Sulzakimin Mohamed	546

Measurements of Customer's Satisfaction Towards Courier Services in Malaysia During Covid 19 Among Students in UiTM Kedah

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ABSTRACT

The Covid-19 pandemic has brought a significant shift in various sectors including the courier services industry. During the pandemic, demand for courier services grew dramatically in line with the growth of e-businesses, as residents were forced to stay at home and could only shop online rather than physically, as was the case before the pandemic. Hence, the measure of the service quality of the courier services can be based on the customers' satisfaction for the services provided by the courier services' companies. This study is conducted to determine the measurements of customer's satisfaction towards courier services in Malaysia during Covid-19 among students in UiTM Kedah. An online survey was constructed and circulated among the students to better understand the assurance, responsiveness, reliability, empathy, and the tangible of courier services.

Keywords: Customer satisfaction; assurance; responsiveness; reliability; empathy; tangible.

INTRODUCTION

Parcel delivery service is considered a third-party service provider in logistics to ensure the smooth movement of goods within the supply chain network (Siali, Su Wen, & Ahmad Hajazi, 2018). In other words, parcel delivery or mostly known as courier services are the third-party services provider that serves as an external supplier who handles all or a portion of the logistics services on representative of the business. There are various logistics companies in Malaysia that provide courier services, the largest of which is National Courier Services, which covers both rural and urban areas. According to (Siali, Su Wen, & Ahmad Hajazi, 2018), as a result, courier companies must ensure that all parcels are delivered to meet the needs and desires of their customers. Service quality, in general, is a standard measure of the quality of services provided to customers. Services quality can be defined as a courier company's ability to effectively identify customers' needs and perform delivery services at a level of quality that meets or exceeds the customers' expectations (Jamal, Mahamed Ali, & Azmi, 2018).

In addition, due to the order fulfilment that is critical to customer satisfaction, we would like to investigate what makes customers happy in this situation. When the parcel delivery service provides a good service for them and can deliver the product within the promised time frame, it increases customer satisfaction. This statement explained that employees who conduct their work with knowledge and show high politeness behaviour will contribute to customer trust. Courier delivery

service companies must be accountable to their customers and provide prompt service (Siali, Su Wen, & Ahmad Hajazi, 2018).

Therefore, this research is done to identify the problems involving five SERVQUAL factors of a company to ensure that the courier company meet the needs of consumers' satisfaction. Those problems involve company's responsiveness in handling customers complaint, the assurance that the company have in order to gain trust from the customers. This study also will help courier service providers to better understand the key importance of a customer's satisfaction toward courier services, to improve and develop their services and capabilities in the right place. Furthermore, with a deeper understanding of customer satisfaction, providers can analyse incidents, offer solutions to different kinds of customers' problems, and recognize the strengths and weaknesses of each area.

Customer Satisfaction

Customer satisfaction is a term that measures how effectively a company's products or services meet the expectations of its consumers. Customer-perceived service level is also applied as a metric to assess market success and status. The expected quality of the service assesses how well the service fits the customer's expectations. Customer happiness is indeed the physiological state of respondents believed with the fulfilment or noncompliance with the expected standard of service of the customer before and after the service encounter (Johnson, Karlay, Fregidou-Malama, & Hayder, 2018). Customer satisfaction is crucial since it provides a metric that marketers and business owners can use to manage and improve their operations (Kin, Suzanawati, & Siti, 2020).

Furthermore, customer satisfaction is a situation in which customers are satisfied, whether with the quality of the product or with the customers' experience (Kin, Suzanawati, & Siti, 2020). Customers are satisfied when the business or courier services meet their expectations. Consumer satisfaction is crucial as it determines individual customer evaluations of the quality of the service provided during the consumption experience. It is recognized as an outcome of service quality, which is linked to the positive quality of products and services supplied to customers (Siali, Su Wen, & Ahmad Hajazi, 2018).

Reliability

Reliability is known as the way firms execute services in the right condition without making any mistake (Siali, Su Wen, & Ahmad Hajazi, 2018). Reliability is also defined as a company's ability to deliver on promises such as delivery service, problem resolution, pricing, and service provision (Siali, Su Wen, & Ahmad Hajazi, 2018). Reliability has a significant impact on consumers, as per a consumer loyalty researcher. Customer loyalty would keep improving, for example, if a company was determined to keep its promises (Siali, Su Wen, & Ahmad Hajazi, 2018). Reliability ensures the eagerness of the service company's client to consistently provide the perceived standard of service. Reliability influences trust and the final picture left inside the mind of customers after using a service. The human factor of service quality considers the reliability factor of service quality to be significant (Johnson, Karlay, Fregidou-Malama, & Hayder, 2018).

Responsiveness

Responsiveness is an organizational efficiency that measures service providers' ability in terms of duration, quality, and flexibility in relation to their customers. The ability to professionally recover quickly from a negative perception can lead to a positive perception of quality (Siali, Su Wen, & Ahmad Hajazi, 2018). Also, employees need to be responsible to service the customers and provide a fast service to their customers (Siali, Su Wen, & Ahmad Hajazi, 2018). Previous research suggests that customer responsiveness is extremely important in logistics companies, particularly postal and courier services. Other experts define responsiveness as a business service provider's capability to provide quick service and be ready to assist their customers in dealing with issues, recommendations, demands, and queries. This could refer to a parcel delivery service provider's

response to its customers in terms of the package delivery service. The ability to quickly recover from bad professional experiences will create a positive view of quality.

Assurance

As measurement scales for assurance, there are factors such as reputation, protection, competency, and civility. The most important component of service quality was assurance. Customers choose to deal with people or companies they can trust (Siali, Su Wen, & Ahmad Hajazi, 2018). The research showed that customers wanted to do business with persons or companies they could trust. A dimension like assurance was necessary to assure client pleasure. (Siali, Su Wen, & Ahmad Hajazi, 2018). Quality assurance was becoming increasingly important since it was used in a variety of industries, including higher education, public transit, airlines, and even the post and courier service industry, such as Pos Malaysia, J&T Express and more.

Empathy

The ways in which a company cares for and provides individual attention to the client makes them feel special and valued is linked to the factor of empathy in the service quality. Empathy entails communicating with customers, understanding their needs, and gaining access to them. Referring to the article by (Siali, Su Wen, & Ahmad Hajazi, 2018) that empathy demonstrated the person's recognition towards what a company can provide to their customers. Empathy also includes physical and social aspects such as making themselves available to customers, communicating with them in appropriate language, listening to their feedback, and trying to understand their preferences and needs (Siali, Su Wen, & Ahmad Hajazi, 2018).

Tangible

The proximity of physical facilities, equipment and other items is an example of tangible quality (Jamal, Ali, & Azmi, 2018). Tangible also related to important quality, such as how current equipment appears, how up to date it is in terms of equipment, how fashionable agents are, and how enticing materials are. Furthermore, tangible can be defined as the appearance of physical facilities, equipment, personnel, and communication materials in the workplace, and it has also been discovered that tangible has a less substantial link with customer satisfaction (Jamal, Ali, & Azmi, 2018).

THEORETICAL FRAMEWORK

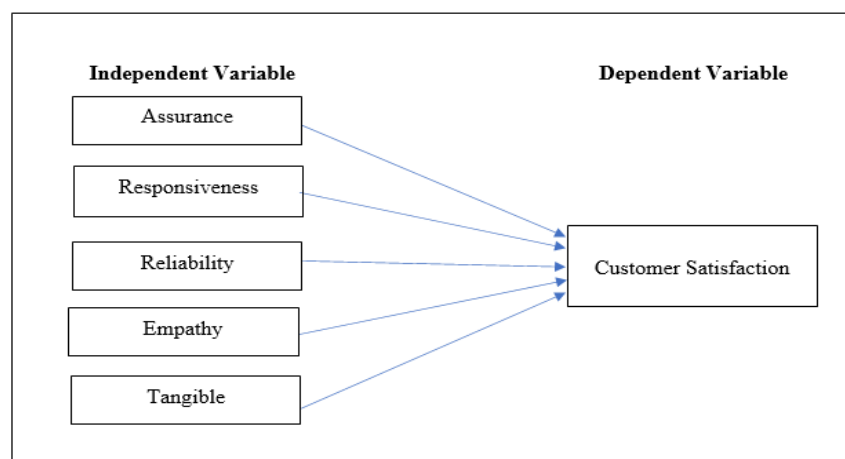


Figure 1: Conceptual Framework of a Service Quality and Customer Satisfaction

METHODOLOGY

Data collection is a method of gathering and analysing information on a variable of interest in a systematic way to answer a research question (Huma, Waqar, Muhammad, & Minhaj, 2019; Fad18). The distribution of an online questionnaire to a sample of responders that be used as a quantitative technique. In this circumstance, an online questionnaire is one of the most methodical and efficient ways to collect all data and information. The researchers are creating questionnaires with Google Form and distributing them over group WhatsApp as a data gathering strategy. The questionnaire was based on (Siali, Su Wen, & Ahmad Hajazi, 2018). Students from Universiti Teknologi Mara Kedah who used courier services to complete the questionnaire were chosen as respondents. Customers' satisfaction with courier services was measured using a 5-point Likert scale, with ratings scale from 1 to 5 where; 1= Strongly Disagree, 2 = Disagree, 3 = nature, 4 = Agree, 5 = Strongly Agree.

FINDINGS

Data Frequency

Numerous demographic factors were evaluated from the 103 respondents in this sample who completed the 107 questionnaires that were issued with 96% response rate. Regarding the gender question, the sample had a majority of 86 females (83.5%) compared to 17 males (16.5%). The distribution of the questionnaire at random may have contributed to this number, which may not accurately reflect the makeup of the general population.

When looking at the age factor, it was clear that the bulk of respondents (93%) were between the ages of 21 and 25. A small portion of 4% were between the ages of 19 and 20, and there were just 1% of response in the above 25 years age group which is 26 years old. This was yet another consequence of the questionnaire's random distribution, which may not have accurately represented the entire population.

Results differ across all categories in terms of the semester of study of the respondents. It was discovered that the majority of respondents belonged to the fifth category, which includes semester 5 (35%). This was followed by 32% of those from semester 4, 12.6% from semester 3, 9.7% from semester 6, 3.9% from semester 1 and 2 and only 2.9% from semester 7. It became clear that more respondents from semester 5 than other semesters had responded to the questionnaires conducted by the researchers.

Moreover, when faculty was taken into consideration, it was discovered that 86.4% of respondents were from Faculty of Business, Management and Accountancy, meanwhile 6.8% of respondents were from Faculty of Administrative Science, and 6.8% of respondents were from Faculty of Art and Design. This was a result of the questionnaire's random distribution, which may not have represented the entire population.

Regarding the residency status, most respondents were non-residents (NR) with a sum of responses up to 68.9%, hence the total for residency status was dominated by amounts of non-residents (NR). Following closely behind was resident with 31.1%. This results of the respondents from the resident category were collected from the students who stayed at the college.

RELIABILITY TABLE

Results of Reliability Analysis

Table 1 Reliability Measure

Variable	Total Items	Items Deleted	Cronbach's Alpha
Empathy	5	None	0.810
Reliability	5	None	0.820

Assurance	5	None	0.905
Responsiveness	5	None	0.824
Tangible	5	None	0.706
Customer satisfaction	5	None	0.887

Table 1 shows the reliability measurement for empathy, reliability, assurance, responsiveness, tangible, and customer satisfaction that were distributed to respondents based on the reliability analysis. All the indicator reliability and Cronbach's alpha values vary from 0.706 to 0.905, as shown in table 2. Based on the findings, the researchers may conclude that all the measurements for this study are reliable.

MULTIPLE REGRESSION ANALYSIS

From the result, which is showed in Table 2, the R^2 value is 0.584 indicating that all five independent variables which are empathy, reliability, assurance, responsiveness, and tangible are describing 58.4% of variations of the customer satisfaction. Also, this research highlighted those two independent variables have significant relationship with customer satisfaction and with these hypotheses H_2 and H_4 is accepted.

Table 2 Regression Analysis

Variable	Standardized Coefficient Beta	Sig.
Empathy	-.075	.448
Reliability	.324	.008
Assurance	.124	.328
Responsiveness	.320	.017
Tangible	.159	.067

DISCUSSION OF THE RESEARCH

According to the empirical evidence from this study, only two SERVQUAL Models dimensions which are reliability and responsiveness contributed to customer satisfaction in the perspective of courier services in Malaysia. It revealed a significant relationship among these two independent variables and customer satisfaction where reliability have the most significant relationship towards customer satisfaction, followed by responsiveness. This finding is consistent with those of Siali, Su Wen, & Ahmad Hajazi (2018), Aminuddin & Shamsudin (2020), and Parasuraman, Zeithaml, & Berry (1988), who all found a significant relationship between the two SERVQUAL Models and customer satisfaction. The findings are consistent, implying that the way customers prefer to be treated is consistent at any specified moment.

CONCLUSION

The service's quality was determined by what was expected and desired. Several studies have concluded that the SERVQUAL Models developed by Parasuraman, Zeithaml, & Berry (1988) is the most reliable model for evaluating the level of quality of the service provided. Therefore, the SERVQUAL Models is widely used to evaluate the quality of services provided by many companies. Consumers are concerned about how one's company treats them, which is why. Customer service is so important. Companies may have fantastic products at affordable pricing, but if the employees are disrespectful or unhelpful, most customers will say that's a turnoff. Companies are far more capable of winning their customers' heart to repeating using their products or services if the customer service as well as quality are in excellent manner. Thus, the statement of "Don't go into business with the sole objective of making lot of money. If you put service, quality, and customer satisfaction first-the money will follow" is true.

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