

CUSTOMER SATISFACTION ON THE SERVICES OFFERED BY POS LAJU SIBU,
SARAWAK

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ABSTRACT

This research was to determine and analyse the service quality and customer satisfaction toward the Pos Laju. This research was to identify and assess the customer perception and overall satisfaction level of customer toward the service offered by Pos Laju, Sibü. This

The study was used a questionnaire to gain the result related to customer satisfaction. 400 of questionnaires were estimated but only 350 of questionnaires have been collected to analyze which to determine the result. SPSS programme (Statistical Software Package) was used to identify and test the research objective in the research.

The findings indicate the Reliability dimension is the most important dimension followed by tangible, empathy and responsiveness, while assurance is found out least significant to the customer in Pos Laju, Sibü, Sarawak. In addition, customer satisfaction was found that low relationship between theory of SERVQUAL model toward customer satisfaction.

Generally the study implies the Pos Laju should take workable measures to improve upon their services quality in specific areas. It is recommended that further research should assess and analyse customer satisfaction with specific services across Pos Laju in Sibü, Sarawak.

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Chapter 1

Introduction

BACKGROUND OF STUDY

The past of Pos Malaysia Berhad with the establishment of postal services first can be traced back to the early 1800s in the Straits Settlements which is Penang, Malacca, and Singapore. It covered the entire Malaya by early 20th century gradually. Letters were transported using forward riders or special messengers. When letters were giving in and letters posted were given a transaction slip in at the Pos office, postage required a stamp besides those fees were collected.

The evolution of technology was noticed the emergence of digital media or internet while customer behaviours continue changing over the years. Mail market is falling down, regarding to sentimental value connected to traditional mails was replenished by the popular social media and Short Messaging System (SMS).

However, Pos Malaysia Berhad is also undergoing the same process of evolution. As Pos Malaysia Berhad embark into the 21st century, they able to have and are emerging to achieve customers demands and needs and marketplace. Pos Malaysia Berhad has transform into a mixed which offering financial services and supply chain solutions, directly and indirectly challenge with many companies in both domestic and international areas by together with the role of the national postal provider.

Pos Laju logo which is defined on transformation is indicated through the lighting treatment within the 'O' in Pos. How Pos Laju usually moving forward was explained through it. The 'Fast Forward' arrow is shown that the brand's progressive, innovative and forward thinking. It is also signal strong digital relationship. Pos Laju vision is linking Malaysia and "Beyond for today and tomorrow". Pos Laju Mission is creating and conveys the network of choice. Empathy, decorum, integrity, accountability, and innovation are their core value.

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Courier service has different characteristics such as speed, security, tracking, signature, specialization and individualization of services. Courier service company for example Pos Laju in Malaysia and one of the oldest courier companies in Malaysia. Pos Laju started in 1986 is delivering international mail. Under Pos Laju brand name in 1988, it was began to provide domestic courier services.

In Malaysia, Pos Laju is the leading courier company. It's Next Day Delivery and other services have covered over 80 percent of populated areas across the country. Pos Laju has the biggest courier fleet in Malaysia and the broadest network coverage.

Pos Laju have wide range of products and services which are convenient at more than one thousand stores consisting of seven hundred and four of Pos Malaysia stores, two hundreds sixth four of Pos Mini stores, sixth eight of Pos Laju divisions, one hundred fifth one of forward agents, twenty four of Pos On Wheels, six of Pos Laju kiosks, threeteen of Pos Laju service centres and four of Pos Laju Go2U mobile units.

Pos Laju can give better convenience and accessibility to link all Malaysians and beyond with the widest delivery network coverage that extends practically every geographic area in Malaysia.

The delivery services are obtainable to customers, and the speed at which their customers items will be delivered, rely on whether their customer are sender or receiver which postcodes fall within a service's delivery network.