



**A STUDY ON CUSTOMER'S SATISFACTION
TOWARDS THE QUALITY OF MAIL SERVICES
(POST EXPRESS, POSLAJU & REGISTERED
POST) IN THE MAIN POST OFFICE, POS
MALAYSIA. MALACCA**

**YAZRIDA BT ABDUL YAZIB @ ABDUL AZIZ
99150749**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS MARKETING)
FACULTY OF BUSINESS & ADMINISTRATION
MARA UNIVERSITY OF TECHNOLOGY
MALACCA**

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ABSTRACT

POST OFFICE, POS MALAYSIA, MALACCA is one of **POS MALAYSIA BERHAD** district branches in Malacca. It has been established in Malacca on 1st Jun 1992. It has service that been one of the well-known outlets of postal services to the residents of Malacca area. This research, which studies the customer's satisfaction, could give some idea to Post Office, Pos Malaysia, Malacca regarding its external customers management. The aim of this study is to find out how far Pos Office, Pos Malaysia, Malacca customers are satisfied with the mail services available that are provided in Post Office, Pos Malaysia, Malacca. Several factors are related such as mail services provided, the problem that occur when using the post express, posLaju and registered post services, the staff management in doing the task given, efficiency and effectiveness, timeliness etc a little bit could influence the quality, productivity performance of the mail services given by the Post Office, Pos Malaysia, Malacca.

Literature review is conducted to obtain the information and overview regarding to the quality mail services provided in Post Office, Pos Malaysia, Malacca. The research paper outlines the interpretations of data and findings analysis, which are based on the questionnaires and interview conducted. Convenience and judgment sampling has been utilized with 60 respondents as the sample size. A self-administered questionnaire was used as the survey instruments besides interview as the sources of primary data. By using the SPSS, results are analyzed and besides that, conclusions and recommendations have been made according to the results from the findings. Finally, researcher also has included the suggestion and comment from the respondents and from the point of view through the observation as a step to improve the mail service quality in the Post Office, Pos Malaysia, Malacca.

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	viii
LIST OF DEFINATIONS OF TERM	ix
ABSTRACT	x
 CHAPTERS	
1.0 INTRODUCTION	1
1.1 Purpose Of The Study	2
1.2 Background Of Study	2
1.3 Statement Of Problem	6
1.3.1 Research Question	7
1.4 Objective Of Study	7
1.5 Significance of Study	8
1.5.1 To Customer	8
1.5.2 To Pos Malaysia Berhad	9
1.5.3 The main Post Office Itself	9
1.5.4 To researcher	9
1.6 Scope of Study	10
1.7 Limitation of Study	11
1.7.1 Primary Data Constraints	11
1.7.2 Respondents Feedback	11
1.7.3 Respondents May Not Cooperate	11
1.7.4 Focus on Malacca Tengah District	11
1.7.5 Time Conducting The Survey	11
1.7.6 Cost	12
1.7.7 Lack Of Manpower	12
1.7.8 Secrecy Of Data	12
1.8 Conclusion	13
1.9 Definition of Term	14
 2.0 LITERATURE REVIEW	16
2.1 Service	16
2.2 Service Quality	17
2.3 Customer Satisfaction	21
2.4 Customer Satisfaction and Quality	23
2.4.1 Mail Services Provided (Pos Express, PosLaju & Registered Post)	24
2.4.2 Staff Services	24
2.4.3 Facilities	25
2.4.4 Timeliness	25
2.4.5 Effectiveness and Efficiency	25
2.4.6 Condition of the mail	25

2.5	Complaint Management	26
2.6	Principles of Complaint Management	27
3.0	THEORETICAL FRAMEWORK	29
3.1	Definition of Marketing	29
3.2	Two-Factor Theory of Motivation	30
3.3	Concept of Learning From Complaint	31
4.0	RESEARCH METHODOLOGY AND DESIGN	33
4.1	Introduction	33
4.2	Data Collection Method	33
4.2.1	Primary Data	34
4.2.1.1	Questionnaire	34
4.2.1.2	Personal Interview	37
4.2.2	Secondary Data	38
4.2.2.1	Internal Secondary Data	38
4.2.2.2	External Secondary Data	39
4.3	Sampling Method	39
4.3.1	Sampling Technique/Sampling Design	40
4.3.1.1	Target Population	40
4.3.1.2	Sampling Frame	40
4.3.1.3	Sampling Size	41
4.3.1.4	Sampling Selection Method	41
4.4	Types Of Scaling & Measurement	42
4.5	Procedure Data Analysis	43
4.6	Conclusion	44
5.0	RESULTS AND INTERPRETATION OF DATA	45
5.1	Introduction	45
5.2	Analysis	45
5.3	Data Interpretations From Questionnaire	45
5.4	Frequency Analysis	47
5.5	Cross-Tabulation Analysis	61
5.6	Average Analysis	73
5.7	Non-Parametric Analysis	75
	(2 Independent Sample—Use Mann Whitney Test)	
5.8	Parametric Analysis – Paired Samples t-Test	76
6.0	FINDING ANALYSIS, CONCLUSIONS & RECOMMENDATIONS	80
6.1	Finding Analysis	80
6.2	Conclusion	83
6.2.1	Present Service Quality Of Post Office, Pos Malaysia, Malacca	83
6.2.2	Level Of Customer's Satisfaction	84
6.3	Recommendations	85
6.3.1	Conduct Research Program	85
6.3.2	Advertising Strategy	85
6.3.3	Continuous Training Program	
6.3.4	The Benchmarking Among Post Offices In Malacca	86