

**THE EFFECTIVENESS OF SERVICE QUALITY OF MALAYSIA
INTERNATIONAL SHIPPING CORPORATION HAULAGE
SERVICES IN SOUTHERN JOHOR**

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ABSTRACT

Haulage industries in Malaysia are being controlled by Container Haulier Association of Malaysia (CHAM) members that consist of five big companies. These five big companies compete in their performance in order to gain competitive advantage in the industry. MHS being one of the five big companies should improve service quality in order to cater more container movement in the local or outside Johor Bahru. The ability to improve and ensure a good and efficient service is fundamental significance especially in enhancing customer satisfaction and customer loyalty.

The purpose of this study is to analyze the effectiveness of the present service quality of MHS Southern Johor. MHS activities offering services in the trucking of containers from consignee to consignor places or vice versa. Sometimes some difficulties are accounted in delivering the services. This paper tries to analyze and identifies the problem associated with services quality in the context of haulage and delivering the services. This paper also tries to identify the client perceived level of satisfaction towards services quality in MHS and to analyze the significant difference level of perceived satisfaction of service quality between Forwarding Agent, Freight Forwarder, Shipping Agency and Consignee/Shipper. At the end of research, some recommendations are made in order to ensure more effective and efficient haulage services in the future.

For the purpose of this research 70 respondents are involves consisting of consignee/shipper, freight forwarder, shipping and forwarding agent based in Johor Bahru. This research uses simple random sampling. Several techniques are used to obtained information from the respondents including the distribution of questionnaire, personal interview and observation.