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**THE CUSTOMER SATISFACTION TOWARDS POS MALAYSIA BERHAD AT SUNGAI
PETANI, KEDAH.**

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CLEARANCE FOR SUBMISSION OF THE RESEARCH PROJECT BY THE SUPERVISOR

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I have review the final report and complete research proposal and approve the submission of this report for evaluation.

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(Puan Irwana Nooridayu binti Muhamad Hakimi)

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Postal service is arrangements made by a governments for the delivery of parcels, packages, documents, letters, and printed materials. Besides that, postal service are providing postal related service, transport logistics, counter collection and payments agencies service for a range of financial transaction. Such as bill payments, remittance, insurances and unit trust. There are several courier delivery service in Malaysia such as Poslaju, Skynet, City Link, GDex, FedEx, DHL, PGEON and others. Premier postal provided in Malaysia is Pos Malaysia Berhad. This organization was restructured in 1992 from being governmental owned Malaysia postal service department into business cooperation and be one of the Government Link Company (GLC). Pos Malaysia provides postal and related service, transport logistics, printing and insertion, counter collection and payment agency service for arrange of financial transaction. The company holds an exclusive concession to provide mail service through its network over 850 branches and mini post office in Malaysia. Pos Malaysia Berhad also have a widespread network of over 1,000 touch points country wide that include Pos Malaysia Outlets, Pos Mini, Pos24 (Self Service Terminals), Post-On-Wheels (Mobile Outlets), postal agents and stamp agents, making it one of the most extensive retails network in Malaysia. Generally Pos Malaysia Berhad have strategic business units, which are PosMel, PosLaju and PosNiaga aimed to provide quality, reliable, timely and innovative solutions for their customer. PosMel is the service that provide mail and postal service, PosLaju is the service the service that focusing on courier and express mail services, meanwhile PosNiaga is the service retail business service. Moving forward, Pos Malaysia has increasing grown and is progressing from being a mail and postal service provider towards becoming a dynamic communication, financial services and supply chain solution provider. To continue to connect Malaysians with the rest of the world, Pos Malaysia will continue to transform and innovative itself in order to

maintain its competitive edge and relevance. According to Pos Malaysia Berhad Annual Report 2019, Pos Malaysia Berhad had been listed on Bursa on September 2001 with a Market Capitalisation of RM1.43 Billion, Pos Malaysia Berhad is the national postal service provider, having a network of more than 3,500 touchpoints, morethan 250 self-service terminals, the largest number in the country, offering Malaysians extensive retail network experience though its core business segments.

In Sungai Petani, Kedah, the main centre of Pos Malaysia branch is located at the Jalan Fairuz 4, Kawasan Perusahaan Ringan Bakar Arang, 08000 Sungai Petani. To maintain the quality service Pos Malaysia provide the customer an e-mail or message to customer once the letter or parcel sent to them.

1.2 Problem Statement

According to Pos Malaysia Berhad Annual Report 2019, postal service' revenue of RM698 million contributed 30% to the group's total revenue, a slight 5% decline from the last financial period. To prove the fact there also had statistic of the decrease of the revenue from 2018 until 2019.

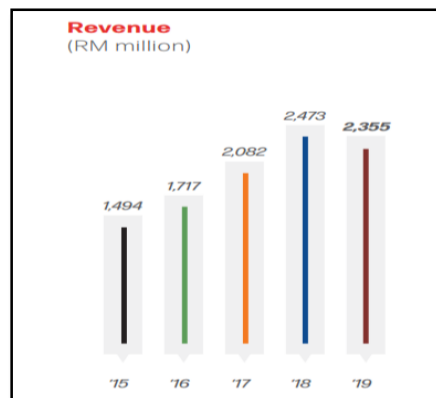


Figure 1.1 shows the statistic about revenue of the Pos Malaysia Berhad

(Sources: Annual Report of Pos Malaysia Berhad 2019)

Based on figure 1.1 shows that the increasing of revenue year by year from the year 2015 until 2018. However in the year 2019, show the decreasing of 5% the revenue from the year 2018. According The Star Online (2018), there are seriously into complaints by Pos Malaysia