



**FACTORS INFLUENCING CUSTOMER SATISFACTION TOWARDS
COURIER SERVICE COMPANY AMONG RESIDENT OF KAMPUNG
MORTEN MELAKA**

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ABSTRACT

The purpose of this study is to identify the factors influencing customer satisfaction towards courier service company among resident of Kampung Morten Melaka. The research is based on a sample of 258 respondents. The results show that the dimension of assurance and empathy have significant influence customer satisfaction towards courier service company among resident of Kampung Morten.

Key words: Courier Service Company, Customer Satisfaction, Service Quality, Tangibility, Reliability, Responsiveness, Assurance, Empathy.

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