

## A Study of The Demand for Courier Service Industry in Malaysia

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### ABSTRACT

With economic development, courier service companies have grown faster. Then, within the fierce competition, quality of service becomes more and more important within the courier company, and it becomes the core competitiveness of courier service companies. This study is to examine the link between the service that has been provided by the courier service company towards customer satisfaction which also leads to the demand for it. The paper contributes to our knowledge of customer satisfaction by presenting some factors from a customer perspective and by delivering a good approach to specialize in the important dimensions within the parcel service delivery business. An online self-administered questionnaire focused on customer satisfaction was distributed to 100 respondents in Malaysia. Pearson's correlation analysis has revealed that each one of the factors is positively related to customer satisfaction with a moderate correlation. The knowledge of changing customer expectations enables the courier company to take it as a recommendation to adapt to customers in gaining a competitive advantage in the global market.

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## 1. Introduction

### 1.1 Research Background

Courier service is an organization that offers special package delivery, money, documents, or information. Courier service usually has faster delivery times than alternative methods of transporting documents, and many services in the modern world depend on it. Courier ideas and courier services have already almost throughout civilization, with rulers in ancient times couriers as a method of making new known laws and decisions throughout their state. In the modern age of international business, courier services have become company key, even as new technologies emerge like fax machines and the Internet makes it less useful in some areas.

The postal and courier services industry in Malaysia began in the late 1990s. The services sector has made a significant contribution to this achievement. Postal and courier services are part of the services sector, which is still expanding today. In recent years, the industry has expanded to include traditional postal, courier, transportation, and e-services. Emerging technologies that integrate telecommunications, broadcasting, and publishing have transformed and will continue to transform the global communication landscape. The delivery of the postal communication system highway currently includes e-commerce and business especially Micro, Small, and Medium Enterprises in Malaysia. Therefore, this also contributes to the growth of the national socio-economic role in line with the rapid advancement of digital technology. In Malaysia, "Pos

Malaysia” provides universal postal services. The provision of courier services consists of multinational and domestic companies. Multinational companies are (Dalsey Hillblom Lynn) DHL, Federal Express (FedEx), (Thomas Nationwide Transport) TNT, (Jackson and Tull) J&T and Yamato which serves as a global consolidation with worldwide shipping capabilities and network infrastructure. Mostly all these courier services offer the same service.

While for the provision of major domestic courier services with nationwide networks is GD Express, City Link Express, and Nationwide Express. Some firms focus on major cities. This type of courier service is common in niche areas for smaller packages and documents that need to be shipped as quickly as possible from one location in a city to another. These companies' couriers frequently ride bicycles or motorcycles to achieve the quickest turnaround times from pickup to delivery. While modern technology has replaced many traditional uses of the courier service, there is still a constant need to transport physical goods and documents as quickly as possible over both short and long distances. Even though courier services are considered necessary, and businesses are running at full capacity, some may make deliveries more slowly to comply with reduced staffing requirements and social distance policies. The situation has allowed industry participants to renew allowed industry participants operational systems, digitize their operations, and improve their effectiveness, efficiency, and resilience. Before the pandemic, many courier companies began their digitalization journey to continuously improve customer safety and experience. In Malaysia, courier services have long offered on-demand delivery, which lets clients choose the day and time of pick-up and delivery.

Additionally, many courier companies have brought the power of shipping to Malaysians' fingertips with their apps such as EasyParcel.com, J&T Tracking, and much more. It is entirely hosted on WhatsApp and enables mobile capabilities for the most common inquiries, which are communicated in real-time via instant chat. Customers can receive shipping estimates, schedule pick-ups, complete secure payments, and track deliveries to anywhere in the country as well as the courier's company in Malaysia network of more than 220 territories globally, all via text message. In business, operational efficiency is critical to a company's long-term success. There are ways to improve this efficiency, such as addressing how small business shipping concerns should be handled. Businesses can reap the benefits of outsourcing professional courier services. There are many benefits that businesses can get from using the courier's service. One of the benefits is a reduction in transport expenses. Courier services handle business shipping concerns. As a result, the company no longer needs to use its fleet to manage company deliveries. As a result, the company can save money on vehicle expenses such as fuel, maintenance, and repair. It also aids in lowering the cost of hiring personnel to operate the delivery system.

More than that, liabilities and risks are transferred. The company must ensure every delivery it makes against loss or damage. If the package's condition is fiddled with, the company is liable. When these small business shipping needs are outsourced, the courier service provider assumes the risks and liabilities. As a result, the company can save money on product insurance and security. The service is also capable of concentrating on its core business. Using courier companies to make deliveries frees up the company's time and resources to focus on the core of the business. This improves productivity, efficiency, and profitability, which are all pillars of a company's success story. Nevertheless, courier service companies also must face a lot of issues. The logistics industry was plagued by traffic bottlenecks and inefficiencies, which resulted in lost productivity hours. The biggest challenges for Malaysia's logistics industry are a lack of drivers, the excessive use of illegal trucks, and the lack of a common CQI transit Centre. Because of the advancement of the e-commerce sector, many logistics companies have been unable to meet market demands due to a lack of resources. Another challenge for last-mile delivery is the lack of new technology and automation in the operations. It resulted in the loss of data and information collection. Finally, they are unable to fully meet market demands. However, the growth of e-commerce may attract new players, making the logistics industry more competitive. The business margin will be impacted as well. Finally, the logistics industry has higher operating costs in terms of manpower, fuel, and warehouse rental. However, the government recognizes that the logistics industry is a critical component of economic performance. The government has promised to find a solution to the bottlenecks and improve efficiency.

### *1.2 Research Objective*

The long-term goal of this research is to develop formalized and how to manage and overcome this situation in the future, the objective of the current study is to provide solutions and manage this situation in the courier services industry, particularly, the study of the following sub-objectives.

1. To justify the factors that influence customers' demand for courier services.
2. To assess the effect of the courier services issue.
3. To propose recommendations and solutions for improvement

The result from this research will be valuable for gaining more knowledge for common people or courier industry practitioners as well as related courier providers in developing better services.

### *1.3 Research Scope*

This research involves 100 respondents which are randomly selected among students at the University College of Yayasan Pahang (UCYP) and public respondents which are students and non-students from outside the college. It was conducted to observe the courier services, but not concerned with any courier company. The focus of this study is only on courier services companies in Malaysia, not from outside the country. The purpose is to justify the demand for the courier service industry in Malaysia.

### *1.4 Limitation*

This study has potential limitations within which the findings need to be interpreted carefully. Some limitations of the study.

- This study does not examine the impact of the high demand for courier services on economy
- This study may not be completely generalizable because the sample only restricted to local respondents
- Data may not be reliable for the next few years due to the changes in the economy, technology, and environment
- The difficulty in doing discussions online due to the Pandemic Covid-19
- The struggle to get a greater number of respondents within a specified period

## **2. Literature Review**

### *2.1 Cost Optimization*

The factor that influences the demand for courier service in Malaysia is because of cost optimization. The level of profit earned for a single shipment is influenced by the largest direct costs used by customers. This item becomes more and more difficult to verify. Sebastian Kot, 2013 said, the level of the benefit earned for a single shipment, the biggest coordinate costs are affected by its utilization by messengers. This thing gets to be increasingly troublesome to confirm. The optimization handle coordinate costs must be carried out with due constancy and without weakening the level of client benefit. Poor supply design and selection can lead to excessive costs, incomprehensible delivery deadlines, and broken merchandise. Therefore, optimizing operational efficiency and lowering supply costs are so important. They should be among the top priorities for any company that ships a lot and wants to stay profitable. Khalid Mossaid (2008) said these enhancements and gains created at the amount of the distribution can have on the spot and an immediate good result (in terms of price reduction, productivity, and client satisfaction) at the macro level of the provision chain because the distribution is one link of the complete worth chain. On the other hand, consistently reducing and optimizing prices while not increasing supply risk will solely be achieved by showing intelligence by combining industry-specific analytics frameworks, the proper technology tools, and supply processes designed for effectiveness in addition to larger potency (Suresh Iyer, 2013).

### *2.2 Good Services and Express Services*

Customer satisfaction becomes the main concern to build engagement with them. That is why an important factor that influences people to choose a particular courier service company in Malaysia is by looking at the best services provided. Dmowski, 2013, a high level of customer service is an important criterion that needs to be present in courier service and an important part of the competitiveness between customer services. Each courier service in Malaysia is competed to earn profit and become the best courier service company in society. Not all courier services companies can give the best service to satisfy the customers. Improving the quality of service is one of the satisfactions for customers because some customers are happy to deal with service delivery. These customers consider that the quality of service is attractive to them. (Bateson, 1985), as customer quality increases then customer satisfaction also increases. It is clear here that customers will determine the level of service quality based on their expectations of the company. When discussing good services, it is also describing the attitude shown by the employee or the person who delivered the goods to customers. It also concerns the customer's services and so on. Human factors such as being polite, responsive, or showing respect to customers also affect customer satisfaction (Chico, 2019). It might be including on overall services when meeting the customers and fulfilling their rights as a customer.

On the other hand, express delivery of goods also attracts customers to use the courier service. Express operators provide door-to-door shipment movement that is guaranteed, quick, dependable, on-demand, globally integrated, and tracked the entire way. The express industry streamlines and expedites goods transportation. It places shipments for pickup at the end of the business day, notifies the sender of the status of shipments from pick-up to delivery, and provides proof of delivery. Customs clearance and the payment of any duties and taxes that must be paid when shipments cross international borders are the responsibility of

the express industry. As a customer, selecting suitable parcel services is important. Delivery time is one of the most factors in choosing the courier for everyone, especially an online seller. (Nguyen et al., 2019), here, it explains that the fastest delivery of courier service is not only important to customers but also to the seller to make sure the items are delivered as fast as they can to satisfy customers' needs and wants. Miskiewicz, 2009 said, the most significant quality parameters of the courier industry are the timeliness of delivery, Effectiveness of delivery, and Loss ratio. In simple meaning, delivery services are related to the ability and capability of the sender to deliver the goods to the customers based on the desired timeframe. This is very important as it will lead to consumers satisfactions (Xiaoying, 2012). All courier services also compete to be the fastest among all courier services in Malaysia. According to Liu, 2008, the competence of the supplier delivering goods or items to customers' locations shows the success of the E-commerce business. Postponement of the delivery may give bad consequences for the E-commerce business performance. Therefore, an efficient and express delivery service to meet the customer's demand is important. Overall, customer gratification can be justified by comparing the expected value of faster delivery services with the quality of service after a lot of purchases (Xu Donglei, 2010).

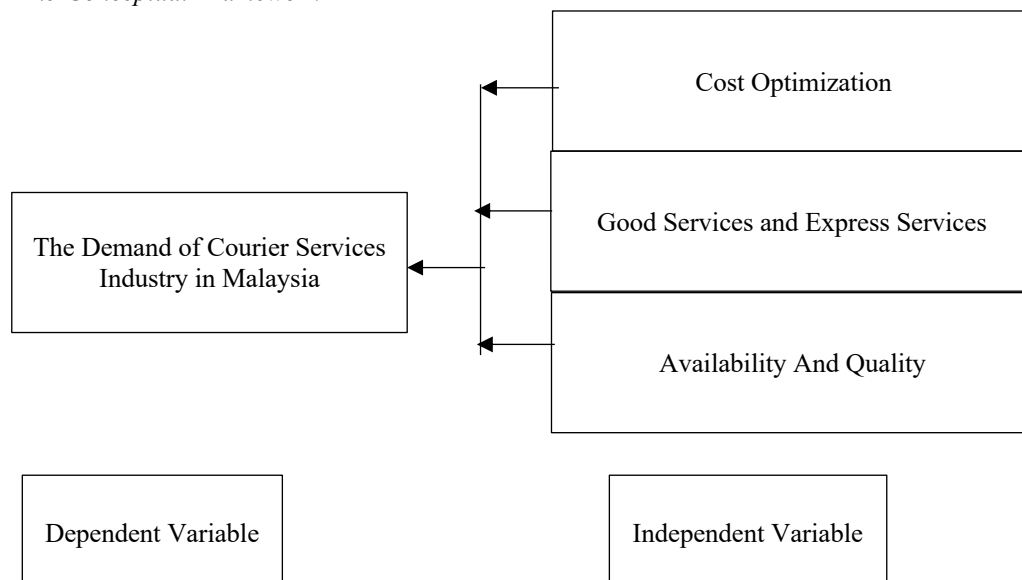
### 2.3 Availability and Quality

Today, many transportations, forwarding, logistics, and courier companies place a high value on providing quality services to operate efficiently. Along with an increase in the availability of services of all kinds, expectations for the delivery company are also becoming more widely known. Logistics activities, which occur in every company, are a critical component of the sales process. Without a proper strategy, the company may have problems with timely deliveries, resulting in customer disappointment. For the delivery process to run smoothly, quality standards are essential factors. (T. Olejnik, 1982) explain, the fact that quality does not work or exist itself. According to M. Brzezinski's (1997) definition, customer needs can be met if a company defines quality as a set of characteristics of goods or services provided. While most organizations provide some level of customer service, only the service industries are interested in understanding and measuring service availability and quality. Zimon (2013) said, if the company wants to maintain its competitive advantage and expand its client circle, it should focus on effective collaboration between availability and quality of management and logistics processes.

### 2.4 Research Questions

1. What factors influence the demand for courier services in Malaysia?
2. How the problem affects the performance of the courier services?
3. How do courier services in Malaysia improve their service?

### 2.5 Conceptual Framework



**Figure 1.** *Conceptual Framework of The Demand for Courier Service Industry in Malaysia*

## 2.5 Hypotheses Development

### Independent Variable: Cost Optimization

H0: Cost optimization does not affect the customer's demand for courier service in Malaysia.

H1: Cost optimization is the effect of the customer's demand for courier service in Malaysia.

### Independent Variable: Good services and Express Services

H0: Good service and express services are not the factors that influence the demand for courier services among customers.

H1: Good services and express service is the factor that influences the demand for courier services among customers.

### Independent Variable: Availability and Quality

H0: Availability and Quality are not the reason for the demand for courier service among customers.

H1: Availability and Quality is a reason for the demand for courier service among customers.

## 3. Method

This study was conducted quantitative method. Quantitative analysis was done in this study and the data were all collected from the questionnaire which is from Google Forms. This study adopted survey research, which has been designed to investigate The Demand for Courier Service Industry in Malaysia.

### 3.1 Research Design

According to Ary (2010), Research Design is planning made by the researcher to proceed with an understanding of some groups or phenomena in their context. In addition, Ary (2010) also argues that research design is the next step of the researcher in employing research to answer the questions including the method used, the data gained, where, how, and from whom. Thus, the aims of research design are deeply explained in the procedure and plan for how to collect and analyze data.

### 3.2 Data Collection Method

The primary data that will be collected in this study will be obtained using a questionnaire. To be consistent with the study's research objectives, all data collection methods were carefully designed. The studies were given to 100 respondents to interpret the quantitative data, and the respondents were chosen from the public. Pamjit et. al. (2006) state that a liker scale format is commonly used to assess the strength of an opinion. All data is evaluated by a primary method of scoring the structural response using a scale 1= Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree. Other resources also get from the secondary data by referring to the journal and articles online. All secondary data are used to strengthen the validity of this study so that it is more complete and clearer.

### 3.3 Sampling

This study was conducted among students at the University College of Yayasan Pahang (UCYP) and in public society. The population of this study was taken from all those involved above according to the prescribed amount. The participants will be chosen using a simple random sampling method. Most of the respondents were chosen at random, with different gender, race, and age, because most of the participants are students, and to determine the extent of the respondents' knowledge of Malaysian Courier Service Industry Demand. The sample was taken from 100 respondents only. The questionnaire has been distributed online which is through all social media. Thus, this study included all people that can be a consumer to involve in this study.

## 4. Results and Discussion

### 4.1 Reliability Analysis

A scale's reliability is defined as how well it consistently delivers accurate results after numerous measurements. The reliability analysis is referred to as the reliability analysis. By examining the correlation between the results of various administrations of the dimensions, one can determine the percentage of systematic variation on an extreme scale. As a result, if the reliability analysis association is high, the dimensions produce consistent results and are thus reliable. As Sekaran, 2003, said, Cronbach's alpha results should give a number from 0 to 1, but it can get negative numbers as well. A negative number indicates that something is wrong with the data. Perhaps the researcher forgot to reverse some score items. The general rule of thumb is that a Cronbach's alpha of .70 and above is good, .80 and above is Very Good, and .90 and above is Excellent.

**Table 1.** *Rules of Thumb about Cronbach's Alpha Coefficient Size*

Alpha Coefficient Range	Strength of Association
< .6	Poor
.6 to < .7	Moderate
.7 to < .8	Good
.8 to < .9	Very Good
> .9	Excellent

**Table 2.** *Reliability Analysis for Cost Optimization*

Cronbach's Alpha	N of Items
.529	5

The table above shows that Cronbach's Alpha for cost optimization is 0.529 which means the data is poor and unreliable. It might be some error happened which leads to the unstable result.

**Table 3.** *Reliability Analysis for Good Service and Express Service*

Cronbach's Alpha	N of Items
.793	9

The table above shows that Cronbach's Alpha for good service and express service is 0.793 which means the data is good and reliable. There is no error happened which leads to a stable result. Correspondents agree that J&T has good express services and services

**Table 4.** *Reliability Analysis for Availability and Quality*

Cronbach's Alpha	N of Items
.863	5

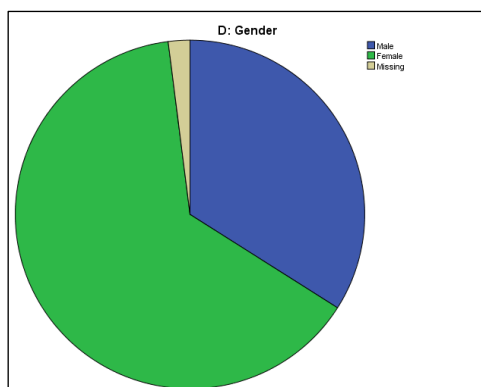
The table above shows that Cronbach's Alpha for availability and quality is 0.863 which shows very good and reliable data. There will be no possibility of errors which will lead to consistent results. From this data, it shows that people's opinion on the availability and quality of J&T is very good and able to meet the needs of the community.

#### 4.2 Frequency Analysis

Sekaran (2003), defines, frequency distribution or analysis was acquired for all personal information or classification variables. It can obtain the number of respondents that answer the question and the percentages. The first section of the questionnaire in this study is about the demographic profiles of the respondent, where the respondents were questioned about their age, gender, income, occupation, or status there are in now. All these questions should be asked because in conducting the research, the researcher needs to identify and determined who their respondents are.

**Table 5.** *Frequency Analysis for Gender*

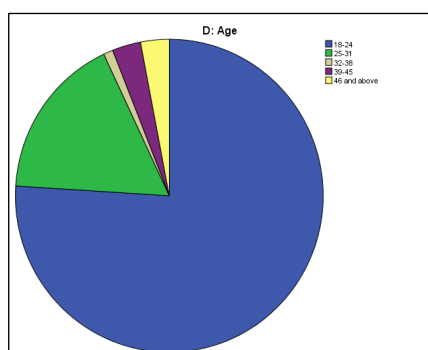
		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	34	34.0	34.7	34.7
Valid	Female	64	64.0	65.3	100.0
	Total	98	98.0	100.0	
Missing	System	2	2.0		
	Total	100	100.0		

**Figure 2.** *Frequency Analysis for Gender*

From the 100 respondents, it can be illustrated that 34.0% (34 respondents) are male while 64.0% (64 respondents) are female. This means that there are more respondents from female. This is also a normal situation in which females are more than males in any IPTA or IPTS. Females also have more tendencies to use courier services or prefer online shopping to buy goods compared to males, and as the result, they have a big population compared to males at IPTA or IPTS.

**Table 6.** *Frequency Analysis for Age*

		Frequency	Percent	Valid Percent	Cumulative Percent
	18-24	76	76.0	76.0	76.0
	25-31	17	17.0	17.0	93.0
Valid	32-38	1	1.0	1.0	94.0
	39-45	3	3.0	3.0	97.0
	46 and above	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

**Figure 3.** *Figure Analysis for Age*

In this type of question, there is 3 range of age that represents the answer to the question. There are 18-24, 25-31, 32-38, 39-45, 46 years old, and above. From the 100 respondents, it shows that most of the respondents are from 18 to 24 years old which represents 76.0 % (76 respondents). Meanwhile, the least respondents represent 39-45 and 46 years old and above which both represent 3.0% (3 respondents) respectively. This shows that most respondents are students from the University of College Yayasan Pahang and the rest are public respondents. It is because the study of this questionnaire is indeed aimed at students, apart from other respondents.

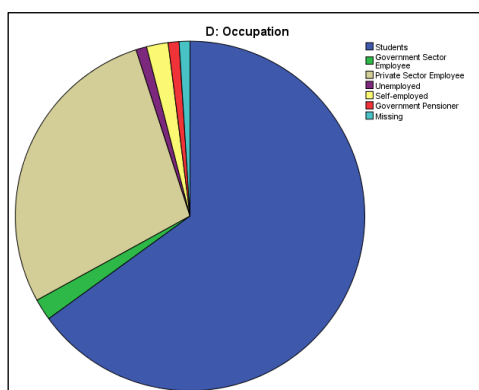
**Table 7.** *Frequency Analysis for Race*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	78	78.0	78.0	78.0
	Indian	9	9.0	9.0	87.0
	Chinese	9	9.0	9.0	96.0
	Indonesia	3	3.0	3.0	99.0
	Orang Asli	1	1.0	1.0	100.0
Total		100	100.0	100.0	

This type of question is about the categories of race that constitute the whole of the respondents. This study was conducted towards all races without bias. From the result, it shows that the highest number of respondents are Malay 78.0% (78 respondents), and 9.0% (9 respondents) both Chinese and Indian. Meanwhile, the foreigner, which is Indonesia represents 3.0% (3 respondents), and the lowest is Orang Asli with 1.0% (1 respondent) only. These are all the categories of race that answer the questionnaire.

**Table 8.** *Frequency Analysis for Occupation*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	65	65.0	65.7	65.7
	Government Sector Employee	2	2.0	2.0	67.7
	Private Sector Employee	28	28.0	28.3	96.0
	Unemployed	1	1.0	1.0	97.0
	Self-employed	2	2.0	2.0	99.0
	Government Pensioner	1	1.0	1.0	100.0
	Total	99	99.0	100.0	
Missing	System	1	1.0		
Total		100	100.0		



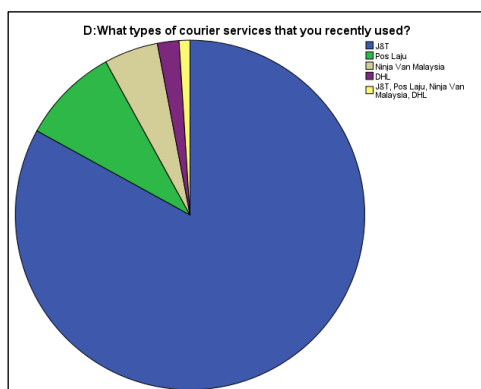
**Figure 4.** *Figure Analysis for Occupation*



The table above shows there is 6 range of item that represents the answer to the question of occupation. There are students, government sector employees, private sector employees, unemployed, self-employed, and government pensioner. Based on observations from the study of this questionnaire, stated that most of the respondents are students which represents 65.0 % (65 respondents). Meanwhile, the least respondents are the unemployed and government pensioner with 1% (1 respondent) respectively. This is also a normal situation in which students have more time to buy items online or perhaps students have more knowledge about courier services than adults or older. Moreover, youth are easily attracted to advertisements appearing in online shopping apps such as sales and promotion.

**Table 9.** *Frequency Analysis for Types of Courier Services Recently Used*

		Frequency	Percent
Valid	J&T	83	83.0
	Pos Laju	9	9.0
	Ninja Van Malaysia	5	5.0
	DHL	2	2.0
	Total	99	99.0
Missing	System	1	1.0
Total		100	100.0

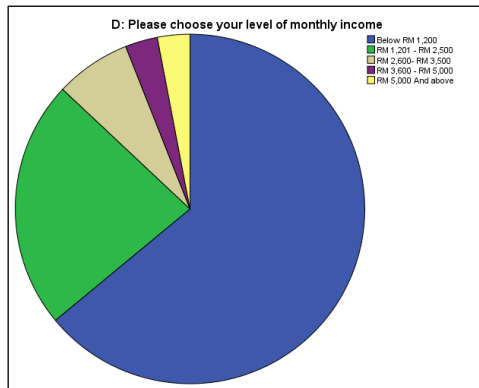


**Figure 5.** *Figure Analysis for Types of Courier Services Recently Used*

From 100 respondents who answer the questionnaire, it stated that the most courier services that they recently use are J&T with 83 respondents overall which is (83%) recorded. This is because J&T is a famous courier service company in Malaysia and is well-known by provides the best services for their customers and successfully giving satisfaction among customers when receiving or sending the item by using their service. Meanwhile, the least courier service that was recently used by the respondents is DHL with only 2 (2%) respondents out of 100 of them choosing this courier service. The reason might be because of DHL courier company is not available in commerce apps such as Shopee and Lazada, which are two famous online shopping stores that are currently used by people nowadays.

**Table 10.** *Frequency Analysis for Level of Monthly Income*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM 1,200	64	64.0	64.0	64.0
	RM 1,201 - RM 2,500	23	23.0	23.0	87.0
	RM 2,600- RM 3,500	7	7.0	7.0	94.0
	RM 3,600 - RM 5,000	3	3.0	3.0	97.0
	RM 5,000 And above	3	3.0	3.0	100.0
Total		100	100.0	100.0	

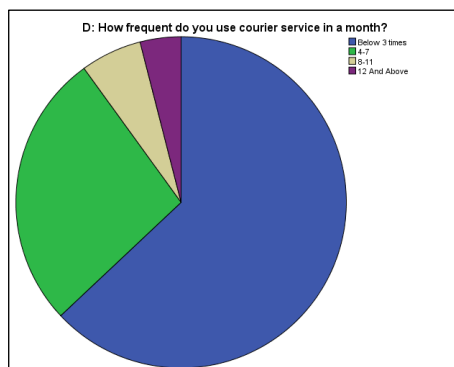


**Figure 6.** Figure Analysis for Level of Monthly Income

The table above shows the results of the questionnaire about respondents' level of income. Based on the answer choices given, 64% or 64 of 100 respondents, their level of income is below RM1,200. For RM1,201 - RM 2,500 and RM2,600 – RM3,500, the number of respondents with this level of income is 23 or (23%) respondents and 7 (7%) respondents. Meanwhile, the level of income for RM 3,600 - RM 5,000 and RM 5,000 and above, is the least number among 100 respondents which is only 1 respondent (1%) respectively.

**Table 11.** Frequency Analysis for Frequency of Courier Services in a Month

		Frequency	Percent
Valid	Below 3 times	63	63.0
	4-7	27	27.0
	8-11	6	6.0
	12 And above	4	4.0
Total		100	100.0



**Figure 7.** Figure Analysis for Frequency of Courier Services in a Month

This data shows the result of how frequently respondents use courier services in a month. From 100 respondents, the highest frequency of respondents using courier service in a month is below 3 times, which is 63 respondents (63%) overall while the least is 12 and above which was selected by 4 respondents (4%). Meanwhile, for the frequency of 4-7 times and 8-11 times, there are 27 (27%) and 6 (6%) respectively.

#### 4.3 Descriptive Analysis

The process of using statistical techniques to describe or summarize a set of data. As one of the major types of data analysis, descriptive analysis is popular for its ability to generate accessible insights from otherwise uninterpreted data.

The first study is related to cost optimization. A total of 100 respondents made a choice and determined their choice in the demand for courier service. Based on the table above, the highest mean is 4.02. Respondents choose to agree with the third point, which is "Different prices of shipment from different courier service companies is the main reason for customers' choices". The minimum number that respondents choose strongly to disagree while the maximum agrees based on the statement above. Price plays an important role that influencing consumers to choose the courier services because each courier service such as J&T, Pos

Laju, DHL, and so on gives different prices for shipment. Normally, customers will choose the lowest price of the shipment. Next, the lowest mean is 2.94 indicates neutral based on the statement "increase in service price for courier doesn't affect customers' demand of the users of courier service". As a result of 2.94 respondents, the minimum choice strongly disagrees while the maximum choice strongly agrees. This shows that some respondents agree with this statement and some respondents also do not agree with this statement. This is because, for them, price does not play a major role in consumer selection because good. After all, is more important. This is said so because high prices with high quality can attract customers. And some respondents think that low price is affordable with the high quality of services.

While the average mean is 3.96, 3.74, and 3.43 who choose the statement that "Customers prefer to use courier services because it saves cost instead of sending or receiving items by themselves", "The demand of courier services fully depends on promotion by e-commerce" and "People easily attracted with the courier service advertisement which leads to the demand of the service ". This shows that a total of 3.96 choose the statement "Customers prefer to use courier services because it saves cost instead of sending or receiving items by themselves", which means, they agree with this statement. After all, they can save the cost of fuel or public transportation and save time for them to submit by themselves. A minimum of them chooses strongly to disagree and the maximum strongly agreed.

**Table 12.** *Descriptive Analysis for Cost Optimization*

	Minimum	Maximum	Mean
CO: Increasing in service price for courier doesn't affect customers' demand of the used of courier service.	1	5	2.94
CO: People are easily attracted to the courier service advertisement which leads to the demand of the service.	1	5	3.43
CO: Different price of shipment from different courier service company is the main reason for customers' choices.	1	5	4.02
CO: The demand of courier services fully depends on promotion by e-commerce	2	5	3.74
CO: Customers prefer to use courier services because it is saved costs instead of sending or receiving items by themself.	1	5	3.96
Valid N (listwise)			

**Table 13.** *Descriptive Analysis for Good Service and Express Service*

	Minimum	Maximum	Mean
GSES: Every courier company gives good service to all its customers	1	5	3.45
GSES: Customers prefer to use the call service or sending parcel by online for courier as it is easier for everyone.	2	5	4.03
GSES: Customers can easily get information from the service used by the customer from the courier service	2	5	3.85
GSES: The high demand in courier services used by consumers is due to the good relationship between couriers and customers.	2	5	3.77
GSES: Fast delivery by the service makes the courier company get a high demand.	2	5	4.28
GSES: Customers prefer a delivery service that has good service despite high delivery charges	2	5	3.76
GSES: Customers prefer low shipping charges even if the delivery period is slow.	1	5	3.10
GSES: The customer does not need a quick response from the courier service as they know the goods will safely arrive even if it is late	1	5	2.74
GSES: Courier companies compete to promise the delivery service provided to meet customer satisfaction	1	5	4.04
Valid N (listwise)			

From 100 respondents, the result shows that the highest mean for good services and express services regarding the demand of the courier services industry in Malaysia is 4.28 which most of the respondents agreed with it. From the questionnaire, the results show for “fast delivery by the service makes the courier company get a high demand” strongly disagreed with the minimum number of respondents because some of the courier services companies delayed the delivery time because they had a high volume of shipments in their company. Meanwhile, the maximum number of respondents strongly agreed with this statement because this means that once the customer finalizes their order, they can expect to receive it in as fast as a few days so customers might receive their parcels from the courier services within a week so the rates of the customer's satisfaction can be easily improved by a shorter delivery time. Overall, the mean shown here is 4.28 which means fast delivery by the service makes the courier company get a high demand as agreed by the respondent.

On the other hand, the lowest mean is 2.74, which means, respondents are neutral with the idea that “the customer does not need a quick response from the courier service as they know the goods will safely arrive even if it is late”. It is proven that there is a minimum number of respondents strongly disagreed with it because the customers want to know from the courier service whether their parcel is in a good condition without any damages so the customer service from the courier service company must give a relevant and quick response to the customer regarding of their item. And in meanwhile they are also a maximum number of respondents strongly agreed with this statement because some of the respondents might be the regular customer of that courier service which means always received their items with good, secure service from the courier service that gives them satisfaction and trust among customers even though they receive it late but safe. Overall, the mean shows that 2.74 which is respondents disagree and almost neutral scale in the demand for courier service.

While the middle range of mean is 3.85, 3.77, and 3.76 stating that most of the respondents agree that the demand for courier service is because customers can easily get information from the services, the good relationship between couriers and customers, and good services despite high delivery charges. It is proven by the minimum number of respondents who choose to disagree because not every customer service company will give clear information regarding on parcel to the customers or have good communication when dealing with a customer. Some of the employees in the courier service company also being rude towards customers by talking harshly and not giving proper service to the customers. Moreover, some of the courier services have highly charged for the delivery service, especially during this pandemic, the charges are higher than expected. Meanwhile, the maximum chosen was strongly agreed upon. The reason is, some other courier companies give clear communication skills which have potential solutions to customers' problems when they speak to the customers and give an alternative explanation to the customer. In addition, the demand for courier service might be increasing when the courier service company, they've chosen to give the customers fast and secure shipping which keeps them coming back for more. It can't be denied that some courier service company also gives customer affordable delivery charges for their parcels and delivered them on time. From the overall mean, it can be concluded that most of the respondents agreed with the statements above and considered the factors that influence the demand for the courier services company in Malaysia.

**Table 14.** *Descriptive Analysis for Availability and Quality*

	Minimum	Maximum	Mean
AQ: Consumer choose courier service because goods were stored and delivered to them in a good condition	2	5	3.93
AQ: Consumers prefer to buy goods online because of the punctuality or date of delivery of goods from the courier to the consumer	1	5	3.74
AQ: The delivery day that is always available every day is the reason why consumers choose to use it	1	5	3.87
AQ: The quality of the employees at the courier service company made the courier company receive a high demand response	2	5	3.97
AQ: A courier service company is always available to assist customers in arranging the process or deliver goods to the receiver.	2	5	3.88
Valid N (listwise)			

The third study of descriptive analysis is related to the availability and quality of courier service in Malaysia. A total of 100 respondents have given their opinions and chosen their options. Based on the data above, the highest mean is 3.97, respondents have agreed with the statement "The quality of the employees at the courier service company made the courier company receive a high demand response". As a result of 3.97, the minimum of respondents chooses to disagree while the maximum of them chooses *strongly to agree*. This shows that there is a handful of those who do not agree with this statement and there is also a handful of them who strongly agree with this statement. This is because some of them assume that employee quality plays a major role in attracting their attention and some of them also assume that employee quality does not play a major role if they received their item. In my opinion, the quality of employees plays a very important role in attracting customers because customer trust is very high in them.

Next, the lowest mean is 3.74 respondents also agreed with the statement "Consumers prefer to buy goods online because of the punctuality or date of delivery of goods from the courier to the consumer". As a result, the minimum number of respondents choose *strongly to disagree* while the maximum chose strongly to agree. This shows that some of them do not agree that the delivery time is accurate and some of them also agree that the delivery time is accurate. For some courier services, delivery time and service provided are different. Some are fast and some are slow. In my opinion, as customers, we need to choose wisely by looking at their service. The median average collected was 3.93, 3.88, and 3.87 where respondents agreed that "ConsumerConsumers choose courier service because goods were stored and delivered to them in a good condition", "courier service company is always available to assist customers in arranging the process or deliver goods to the receiver" and "The delivery day that is always available every day is the reason why consumers choose to use it ". This shows that "The delivery day that is always available every day is the reason why consumers choose to use it" is the lowest average of 3.87. Out of 3.87, respondents choose to agree based on the statement. Minimum respondents choose *strongly to disagree* while the maximum choose strongly to agree. This is because a good and orderly courier service schedule is also a factor in attracting customers. Each of the courier services has a different schedule for holding the day. Some courier companies operate every day leads to the loyalty of customers to their services.

## 5. Conclusion

At the end of the study, as the findings, respondents have knowledge and experience in using courier services in Malaysia. Each respondent shows a different level of satisfaction with a different type of courier service company. Moreover, respondents agree that cost optimization, good service, express services, and availability and quality are the major factors that influence the demand for courier service among customers. This is because those three factors determine the level of customer satisfaction when using any courier services to meet their needs and wants. Respondents' answers result has proved that the underlying factor that could decrease the quality of courier services is when the courier company failed to improve all factors above, which means, the company can manage their cost optimization, failed to provide good services and express services, and is unable to set the availability and quality of their services. As for improvement, the courier company should be more concerned about all factors above and give more attention to building customers relationship. The link between good strategic management and good customer relationship helps courier company increase their production and sales, which also leads to getting permanent customer who is loyal to their services. People tend to choose the service that gratified them more than other companies can. Analysis of the independent variable indicates that the respondents agreed with cost optimization, good service and express services, and availability and quality as the factors of the demand of the courier service industry in Malaysia.

### 5.1 Challenges of the Research Project

During conducting this research project, some challenges need to be faced by the researcher. The first challenges were recognized when deciding the title of the project. Choosing a title related to the courier service company was not easy. Researchers should know the current issue of courier service companies in Malaysia. A lot of research has been made through the internet to gain more information about the current demand for courier service. Next, after coming out with the title, the researcher must manage the time frame to do the research. Begin with setting the method of research, targeting the respondents, until the end of completing the report. All tasks should be done seriously by following the schedule to make sure this research project can be completed on time. In the middle of the research progress, the researcher keeps doing amendment amendments many times to ensure that the research project is clear of any mistakes and able to achieve the objectives. The final challenge is whenever researchers must spend time to key in the collective data. This is because some other respondents do not answer the question as needed. Some of them also answer randomly without giving more attention to the questions given. That is why some of the data was missing and leads to errors.

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