

CUSTOMER SATISFACTION USING SEA SHIPPING IN MALAYSIA

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Abstract: *In today's competitive and dynamic business environment, delivering high quality service performance in sea shipping is a key of winning competitive advantage. The objective is to measure the customer satisfaction level on the services provided by sea shipping in Malaysia. The methods used in this study are secondary data methods. This study also uses convenience sampling and distribute online questionnaire to respondents throughout Jitra, Kedah, Malaysia. The online questionnaire has used to the selected customers to determine their satisfaction level of the service quality delivery. The collected data were keyed into SPSS version 25 to assess the hypothesis. The analysis shows that the overall service quality perceived by the customers is "Strong" level, although some customers' expectations and requirements are not met. In conclusion, this study helps to better understand the consumer satisfaction of sea shipping services in Malaysia.*

Keywords: *customer satisfaction, sea shipping, shipping industry, customer service, safety.*

Introduction

The aim of this study is to investigate the customers satisfaction using sea shipping. This research is to measure the customer satisfaction on services provided by the sea shipping in the particular area. Sea shipping has traditionally been regarded as a cost-effective means of transport for moving large amounts of freight along the country's coasts or between neighbouring regional ports (Medda and Trujillo, 2010). Shippers use this "mode of transport" with greater capacity to benefit from the economies of scale given by hub-and-spoke transit agreements. Aside from its exceptional carrying capacity, sea transportation has lower operating costs (i.e., fuel consumption, human labour, and maintenance and repairs) (Konstantinus et al., 2019), a high likelihood of implementing autonomous ships (Ghaderi, 2019), and pollution reduction advantages over automobile transportation. (Paixão and Marlow, 2002; Sambracos and Maniati, 2012; Harald, 2014; Walsh et al., 2017; Vierth et al., 2019; Christodoulou and Cullinane, 2020).

Sea shipping is an important part of world trade. It is associated with a number of industries. Shipping is used to transport food, medicines, technology, and a variety of other products. Shipping systems that are inexpensive are employed to support expansion and long-term development, particularly in developing nations. Because trade and commerce are entirely dependent on sea transportation, it has become a critical component in powering the global economy. Our everyday commodities are sent by water, either as raw materials or finished goods. Shipping's importance has expanded throughout the industrialised world. People's standard of living has increased as finished commodities reach every part of the planet. This is a possibility due to developments in the transportation industry.

The shipping industry faces numerous challenges, the most serious of which are security threats. The large frequency of pirate and armed robbery attacks against ships is well known across the world, and these acts intensify rising worries about the maritime industry. Furthermore, substantial gaps in openness result in a lack of transparency as well as insufficient monitoring. While tracking challenges are systemic and inherent in the operation of moving products, transparency failures are primarily the result of poor data management methods. Brokers frequently can't or won't notify a shipper exactly which carrier and driver are carrying their freight owing to fragmentation, ambiguity, or to protect the exclusivity of their contracts.

Many experts and academicians have emphasised the importance of consumers. According to Zairi (2000), "Customers are the goal of what we do, and rather than their relying on us, we rely heavily on them." Customers are not the root of the problem; we should not desire customers to "leave" since it jeopardises our future and safety." That is the major reason why organisations today prioritise customer satisfaction, loyalty, and retention.

"Satisfaction is a customer's overall attitude toward a service provider, or an emotional reaction to the difference between what customers expect and what they receive in terms of the fulfilment of a need, objective, or desire," Hansemark and Albinsson wrote (2004). Customer loyalty is defined by Anderson and Jacobsen (2000) as "the result of a corporation providing benefits for consumers in order for them to maintain or increase their purchases from the organisation." Customer loyalty, according to Oliver (1997), is "a firmly held commitment to continually acquire or re-brand a preferred product or service in the future despite situational conditions and marketing efforts having the power to induce magical behaviour." True customer loyalty is established when a consumer becomes an advocate for the company in the absence of incentives." According to Hoyer and MacInnis (2001), customer retention is "the practise of

seeking to satisfy consumers with the goal of developing long-term relationships with them." Zineldin (2000) defines retention as "a commitment to continue conducting business or exchanging goods with a specific organisation on an ongoing basis."

The key to long-term marketing success is keeping customers pleased. The goal of relationship marketing is to create, maintain, and strengthen the dynamics of client connections; the end result will most likely be a devoted customer. Duck (1991), a social psychologist, recognised numerous critical qualities in relationships, including caring, support, loyalty, trustworthiness, trust in others, providing assistance when required, and resolving misunderstandings. Clearly, failing to supply excellent services may be considered as a result of relationship development since the capacity to overcome misunderstandings and disappointed expectations is a crucial component in a relationship. Crosby et al. (1990) discovered that in-service sales possibilities are heavily reliant on the trust and satisfaction people perceive as relationship quality.

Research Questions

RQ 1: What is the relationship between customer service and sea shipping in Malaysia?

RQ 2: What is the relationship between technical assistance and sea shipping in Malaysia?

RQ 3: What is the relationship between safety of good guaranteed and sea shipping in Malaysia?

Research Objectives

RO 1: To examine the relationship between customer service and sea shipping in Malaysia.

RO 2: To identify the relationship between technical assistance and sea shipping in Malaysia.

RO 3: To study the relationship between safety of good guaranteed and sea shipping in Malaysia.

Literature Review

Customer Satisfaction

According to (Chicu, Pàmies, Ryan, & Cross, 2019; Hirata, 2019; Rita, Oliveira, & Farisa, 2019), consumers' demand and desire for value for money is limitless and exuberant. Customers want to be satisfied with every hard-earned dollar they spend on goods and services (Broetzmann, Kemp, Rossano, & Marwaha, 1995; Davras & Caber, 2019; Hirata, 2019). Companies must understand this as a basic idea in their approach to serving their consumers' needs and aspirations (Gerdt, Wagner, & Schewe, 2019; Zhang, Zhang, & Zhang, 2019). Customers who are value-seeking individuals (Sallaudin Hassan & Shamsudin, 2019), dollar maximising spenders (Kadir & Shamsudin, 2019), and difficult-to-please (S. Hassan, Shamsudin, & Mustapha, 2019; Mohd Farid Shamsudin, Ali, Nadzri, & Wahid, 2019) clients who are seeking great service (M.F. Shamsudin, Ali,

Product quality, innovation, and research and development (R&D) have all become critical components of organisational strategy in order to meet and exceed customers' expectations in the twenty-first century (Lau, Cheung, Pires, & Chan, 2019; Moghavvemi, Lee, & Lee, 2018; Nguyen, Nisar, Knox, & Prabhakar, 2018). This entails utilising existing and emerging technology as well as new methods and ideas to satisfy an increasingly sophisticated (Yilmaz, Ari, & Gürbüz, 2018) and smarter customer-base and survive in both the marketplace and marketspace that characterise the global economy (M. Shamsudin et al., 2015; Mohd Farid Shamsudin & Razali, 2015). (Sallaudin Hassan & Shamsudin, 2019, 2019; Muhammad et al.,

2016). Customer happiness is essential for attaining key company goals (Davras & Caber, 2019; Gerdt et al., 2019; Hirata, 2019; W. H. Kim, Cho, & Kim, 2019).

Several reviews by previous researchers stated that satisfied customers will buy more (Davras & Caber, 2019; Gerdt et al., 2019); repeat purchase of a product of goods or services by customers (Razak & Shamsudin, 2019); satisfied customers are loyal because they trust the organisation (Hasim, Shamsudin, Ali, & Shabi, 2018); they are willing to pay more or pay in premium because they are satisfied (Mohd Farid Shamsudin, Ishak, et al., 2019; Mohd Farid Shamsudin & Razali, 2015).

Customers are individuals, and as people, we are acutely aware of what "other people do" (Feng, Wang, Lawton, & Luo, 2019; Gligor et al., 2019; Hamzah, Othman, & Hassan, 2016; Javalgi, Hall, & Cavusgil, 2014). Aloyal customers influence the behaviour of others (Belwal & Amireh, 2018; Chen & Yang, 2015; Gerpott & Bicak, 2016; Ghazzawi & Alharbi, 2019), to the point where they will buy products or services simply because their family members are doing so (Herhausen, Kleinlercher, Verhoef, Emrich, & Rudolph, 2019; Iwashita, Shimogawa, & Nishimatsu, 2011 (Razak & Shamsudin, 2019). This social proof theory may be used to measure risk. If everyone reacts, the rest are likely to follow suit (M. F. Shamsudin, Razak, et al., 2018).

Customer Service (IV 1)

The inherent characteristics of services, such as heterogeneity, intangibility, perishability, and inseparability, lead to more inconsistency in regulating the client experience (Ladhari, 2009). Unlike physical product quality, which can be specified and analysed in advance, service quality was thought to be more elusive, difficult to duplicate, and dependent on human attitudes and perceptions. Service quality has been characterised as a synthesis of customer-desirable service characteristics or dimensions (Zeithaml et al., 1990). There is no unambiguous evidence of these characteristics, however, because their perception varies among business environments and individuals. Furthermore, certain dimensions, such as those relating to complex experiences and deep attachments, are transcendent and cannot be immediately viewed or assessed (Dahlgaard et al., 2008).

Customer satisfaction is an emotional and cognitive reaction to a service event (Oliver, 1980). When a customer's experience is compared to his or her expectation of a service interaction, it is termed a satisfying reaction. Despite the fact that customer satisfaction and service quality have very similar definitions, it has been asserted that they are distinct concepts (Taylor and Baker, 1994). The key contrast between service quality and customer satisfaction, according to Iacobucci et al. (1995), is that quality relates to the core of management service delivery, whereas satisfaction reflects customers' experiences with that service. They maintained that quality improvements that are not based on client needs will not result in customer satisfaction. As a result, service quality might be considered one of the predictors of customer happiness.

The shipping business is classified as a service sector, with commerce driving demand (Branch and Stopford, 2013). It has a high level of internationalisation and may be classified into tramp and liner sectors (Talley, 2011). Previous research has discovered a generally positive relationship between service quality and client satisfaction (Liang and Zhang, 2009). Customer happiness, according to marketing literature, can lead to excellent behavioural intentions on the side of consumers (Qin and Prybutok, 2009). According to Senic and Marinkovic (2014), satisfied customers are more likely to demonstrate loyalty to a service provider by repurchasing or recommending the service to others. As a consequence, it has a positive impact on a

company's market and financial performance (Lam et al., 2011). Liner shipment makes it more difficult to satisfy customers. Although the shippers are the ultimate clients, other parties may act on their behalf and select a service (Frankel, 1993).

Technical Assistance (IV 2)

Previous study has demonstrated that public-sector entrepreneurial aid programmes strengthen the problem-solving ability of business founders, which has a beneficial influence on new venture development (Gatewood, 1993; Lang and Golden, 1989). The usefulness of technical and managerial help to established enterprises is a point of contention among academics in this field. Effective management and technical support through counselling have been proven to help small enterprises implement important managerial tasks (Robinson, 1982; Chrisman, 1989; Chrisman et al., 1985, 1987; Chrisman and Carsrud, 1989). Several of these studies looked at the impact of the Small Business Administration's Small Business Development Centers (SBDC), as well as programmes in other nations such as South Africa (Ladzani and van Vuuren, 2002), Ireland, and the Netherlands (De Faoiteet al., 2003). There is strong evidence, for example, that the SBDC programme is effective in meeting the requirements of current small firms and pre-venture entrepreneurs in terms of start-ups, job creation, and sales growth (Chrisman, 1999; Chrisman and Katrishen, 1994; Chrisman et al., 1985, 1987).

A Logistics Assistant, according to Jobhero, 2017, works in shipping and receiving and assists the logistics manager in all parts of warehouse operations. Prepare departing shipments, verify shipment documents such as invoices and packing lists, and keep an inventory of shipping materials to guarantee that all incoming shipments are undamaged and accurate. Furthermore, Logistics Assistants collaborate with shipping partners, arrange goods returns, and maintain computerised shipment data. Logistics Assistants are in charge of guaranteeing the execution of several responsibilities. A Logistics Assistant is involved in all aspects of the shipping process, from creating packing lists to physically wrapping outbound items. They examine and evaluate transportation rates from various vendors, check that the outbound shipment is precise and well-packaged, trace shipments, and assure delivery.

A Logistics Assistant's main task is to accept arriving commodities. Logistics Assistants in this function compare what was supplied with the shipping order, confirm that the items are in excellent condition, stock the materials in the warehouse, and file any necessary documents. The Logistics Assistant is responsible for ensuring that warehouses have an appropriate quantity of shipping materials.

Safety of good guaranteed (IV 3)

Since the safety status of any system is not steady, it is not the good that the economic system was given once and for all (Szymonik, A., & Bielecki, M. 2015). In the actual world, dangers abound, whether from natural forces or the unintentional and deliberate consequences of human action. As a result, every logistics system must seek to maintain a steady safety status for itself. Each logistic economic system, as a link in a supply chain, should acquire, among other things, the capacity to react quickly to changes in its internal and external surroundings, including the capability of cooperating with other entities within the constraints of a safety system.

According to Asad Ali (2011), logistics businesses are responsible for the transfer of materials from the supplier to the end consumer. Any disturbance in the intended flow of materials at any level will be interpreted as a danger to the safety of products. There is always the possibility of unanticipated occurrences affecting and disrupting the flow of commodities. Disruptions in

logistical activities pose a growing danger to the safety of commodities. Disruptions in the safety of goods, whether deliberate or inadvertent, have a major detrimental impact on both short and long-term operations and financial success. Furthermore, interruptions that affect product quality might result in product recalls, necessitating costly reverse logistics procedures. Unintentional factors like as accidents or natural catastrophes might cause interruptions in the safety of commodities. There may also be deliberate impediments in logistical tasks. Theft, sabotage, or a terrorist assault are examples of intentional interruptions.

Customers pay attention to a brand's safety status and are more likely to ship with firms that have a good reputation. All locations where consumer goods are handled from the truck to the warehouse, whether inside or outside the warehouse, are risk sites. The transport service provider must ensure that the customer accurately receives and transmits both electronic and physical procedures. Any deviation from past practises must be communicated to the client. This vector, according to Xu and Cao (2008), assesses the mean efficacy and performance of a delivery company in receiving client orders. It necessitates accurate invoicing, efficient record keeping, and timely facility performance. Furthermore, it is critical for businesses to meet with the standards of amount and consistency following delivery, as well as whether or not the box incurred any type of damage. Customer discontent and switching to other rivals would result if litigation were filed and mishandled. It is clearly mentioned that the assured safety of products has a significant influence on consumer satisfaction while employing sea transportation.

The modified logistical functioning strategy should not be focused exclusively on the implementation of logistics operations and cost reduction, but should also address the issue of modern dangers throughout the whole supply chain (Szymonik, A., & Bielecki, M. 2015). All logistical tasks, both in planning and in the field, are fraught with uncertainty, which can be exacerbated by the appearance of a hazard or hindrance. All activities that interrupt the implementation of logistics operations, the movement of products and information, as well as the logistical procedures linked with them, such as transport, warehousing, packaging, order handling, and inventory management, are considered security risks in logistics.

Sea Shipping (DV)

The independent variables have an impact on the dependent variables. Freight forwarding is a service that includes goods handling, packing, shipping, storing, consolidating, distributing, and other services, as well as customs, tax, document, and guarantee of goods difficulties (Watanuki, 2015). Freight forwarding also offers particular services to customers such as document preparation, ship or aircraft ticket booking, transferring products from origin to destination, customs process, information on applicable regulations, insurance procedure, LC, and others (Grant, 2012). Shipping entails planning and identifying the most profitable trade routes throughout the world, the volume of cargo available on these routes, the number of ships that must be employed on these routes, the ports that this service must call in order to maximise business, the transit days that a ship will take for a round trip, the cost per voyage including operational costs, port costs, fuel costs, the manpower required, and so on for each voyage.

Customers now have several options for receiving the things they purchase online. Customers' decisions to employ this delivery service are influenced by a variety of variables. Shipping companies should be aware of and understand their customers' loyalty history since it offers increased profits through higher earnings and lower buying prices (Akbar, 2013). Companies are increasingly recognising customer pleasure as a means of achieving long-term commercial success. Loyal customers help a firm grow over time by making further purchases, increasing

revenue, and spreading favourable word of mouth. Shipping firms can only be successful if their consumers are pleased and dedicated to them. Long-term consumer alliances and preserving client loyalty have become critical for survival in the volatile shipping services sector (Cheng, Yang, & Teng, 2013).

Over the last few decades, transportation operators have increasingly recognised that improving transportation service quality is crucial to gaining a competitive edge (Cotham et al., 1969). However, there is little research that specifically tackles the dimensions or factors of service quality in transportation. Such dimensions or characteristics are only represented in the service parameters used in the selection criteria of transportation elements such as carriers or modes. Pearson (1980) discovered that the most significant characteristics are flexibility, first on the dock, transit speed, dependability, and regularity. Brooks (1985, 1990) investigated the issue of carrier selection decisions in liner shipping, in which the carrier selection criteria are frequency of sailings, transit time, directness of sailings, on-time pick-up and delivery, cost of service, cooperation between personnel, carrier flexibility, fast claims response, tracing capability of the carrier, sales representative, carrier's reputation for reliability, past loss and damage experience, informational nature of a ship

In terms of freight prices, the container shipping business has been in a slump since early 2016. (Chen et al. 2017). In this environment, all parties in the logistic chain are affected, but freight forwarders suffer the most since they coordinate shipments for firms and function as logistics experts for a fee depending on the shipping cost (Chen et al. 2009). Because carriers and freight forwarders confront comparable issues (Chen et al. 2017), we are interested in investigating freight forwarders' assessments of the service quality and perceived value provided by their primary carrier, as well as how these factors may impact satisfaction and loyalty.

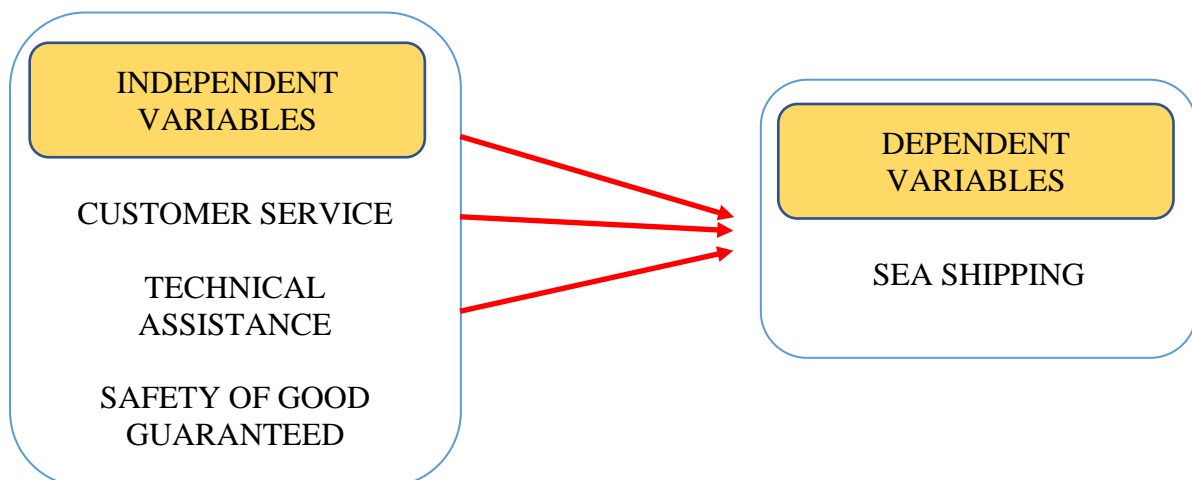


Figure 1: Conceptual Framework

Methodology

The researcher used a quantitative technique in this study. This study statistics played a significant function as a tool for analysing data in a research, and it is critical to consider the research design. According to Muijs (2004), quantitative research is used to explain phenomena by gathering numerical data and analysing it using mathematically based approaches, including statistics. It refers to quantitative research approaches that use numbers and everything quantifiable in a methodical way to investigate phenomena and their relationships.

Sample sizes were calculated using Krejcie and Morgan's (1970) table. For the population of 66,721 in Jitra, Kedah, a sample size of 381 is required to represent the population. Due to this, the total population of this paper used is 66,721 people, according to the sample size formula is 381 respondents. As a result, the population in this paper expects to answer the given question is 381 respondents. This paper recommends feedback from those who use the sea shipping service. This is because customers who use sea shipping service will give results for this study. The questionnaire was also given to others to answer this question to get more respondents.

Table 1: This is the table given to calculate the sample size of the population.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

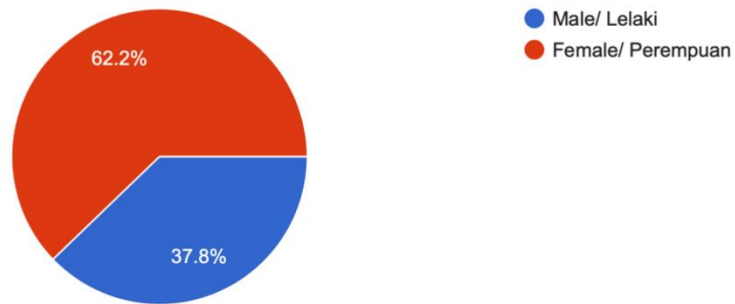
Note.—*N* is population size.
S is sample size.

Following pilot testing and any required revisions, the questionnaires were sent directly to the study's population. The survey data is analysed using the Statistical Package for Social Research Science (SPSS) version 25.0, a computer software application. The data will be subjected to descriptive and inferential analysis, with the results being generated using SPSS. The inferential analysis is used to examine the link using Pearson Correlation, while descriptive analysis is used to characterize the demographics of the respondents, such as mean and average mean. The dependent variable is intricately related to the independent variables.

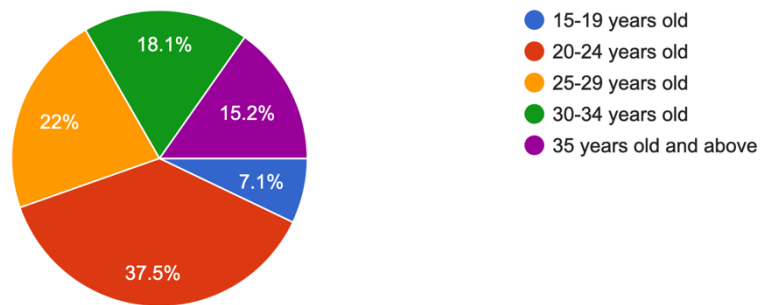
Data Analysis And Findings

Preliminary Analysis

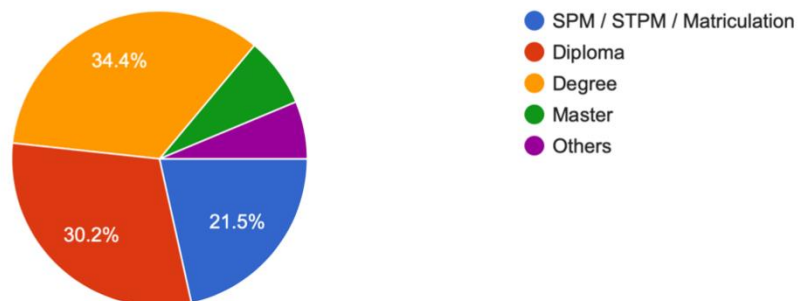
Gender



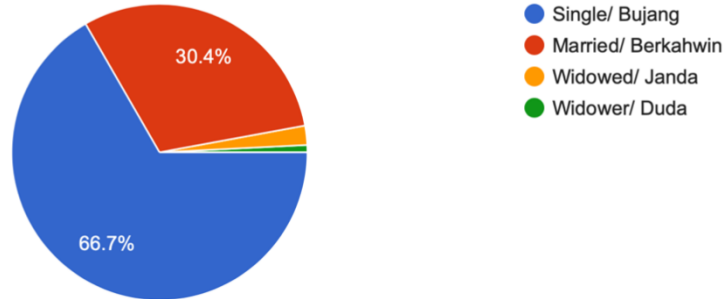
Age



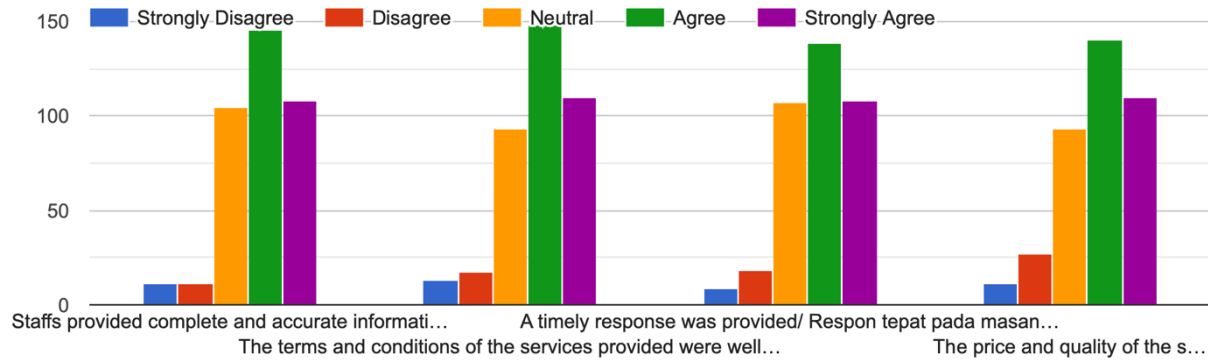
Education



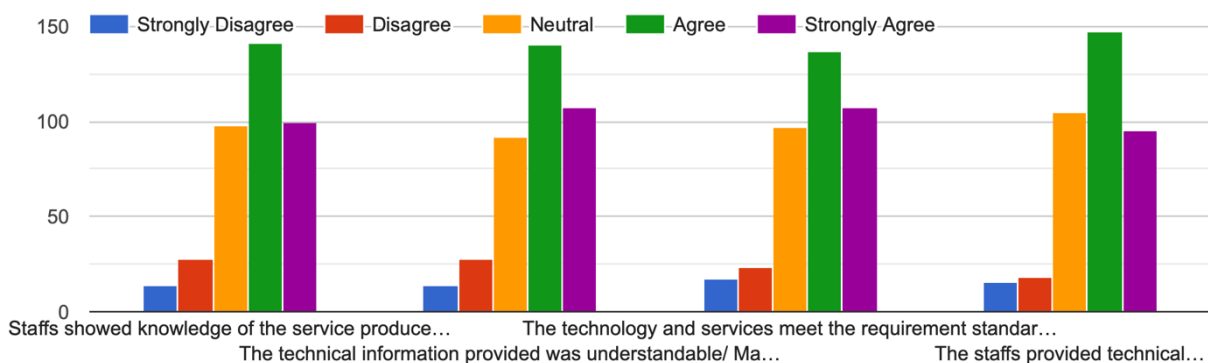
Marital Status



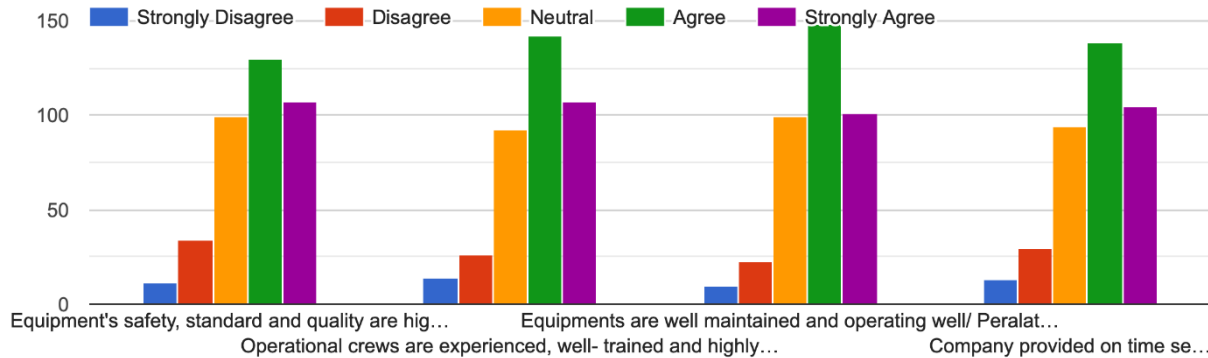
Independent Variable 1: Customer Service



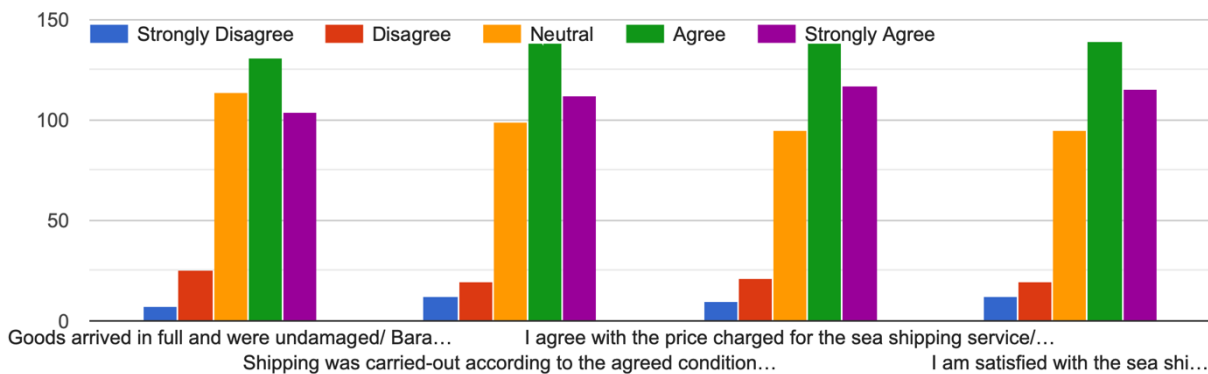
Independent Variable 2: Technical Assistance



Independent Variable 3: Safety Of Good Guaranteed



Dependent Variable : Sea Shipping



Demographic Profile Of Respondents

This study involved people from Jitra city council who were used sea shipping from any platforms, and who are willing to provide the relevant data about the study.

Table 2: Demographic Information

VARIABLES	CATEGORY	FREQUENCY	PERCENT
Gender	Male	144	37.8%
	Female	237	62.2%
	Total		
Age	15-19 years old	27	7.1%
	20-24 years old	143	37.5%
	25-29 years old	84	22%
	30-34 years old	69	18.1%
	35 years old and above	58	15.2%
	Total		
Education	SPM/ STPM/ Matriculation	82	21.5%
	Diploma	115	30.2%
	Degree	131	34.4%
	Master	29	7.6%

	Others	24	6.3%
	Total		
Status	Single	254	66.7%
	Married	116	30.4%
	Widowed	8	2.1%
	Widower	3	0.8%
	Total		

Gender

The study intended to seek opinion from both males and females on the respondents of using sea shipping. There were a total of 381 respondents who participate in the surveyed questionnaires, of them; males were 144, which was equivalent to 37.8% of the total sample and females were 237 which was equivalent to 62.2%. This indicates that the numbers of females participated in the research was large compared to that males.

Age

About 143 of all participants equivalent to 37.5% of the total sample aged between 20 and 24 years, whereby another ages between 25 and 29 accounted for 22% which was equivalent to 84 of all participants. On the other hand, participants who were above 35 years old accounted for 15.2% while participants between 15 and 19 years old accounted for 7.1%.

Education

It was evident that majority of participants (34.4%) were degree education, 30.2% were diploma holders, 21.5% were SPM/ STPM/ Matriculation holders, 7.6% were master certificate holders and only 6.3 % had others education. This implies that there some effort made by the respondents to their studies. As a result, the respondents who had diploma holders, degree holders and SPM/ STPM/ Matriculation certificate education were more compared to the others of master holder. Moreover, the fact that majority of the respondents had primary education qualification and above implies that they were qualified to reliably answer questions about satisfaction using sea shipping.

Status

About 254 of the participants which was equivalent to 66.7%% of the total sample were single, while married were 116 accounted for 30.4% of the total sample. The number of widowed women accounted for 2.1% and that of divorced accounted for 0.8% of all sampled participants.

Descriptive Analysis

Table 3: Summary of the means of items according to variable (N= 381)

VARIABLES	IMPORTANCE	
	MEAN	STANDARD DEVIATION
CUSTOMER SERVICE		
Staffs provided complete and accurate information to you	3.86	0.958
The terms and conditions of the services provided were well explained and understandable	3.85	1.000
A timely response was provided	3.84	0.971
The price and quality of the service are reasonable	3.82	1.022
TECHNICAL ASSISTANCE		
Staffs showed knowledge of the service produced by the company	3.75	1.041

The technical information provided was understandable	3.78	1.050
The technology and services meet the requirement standard	3.77	1.063
The staffs provided technical solutions that worked	3.75	1.071
<i>SAFETY OF GOODS GUARANTEED</i>		
Equipment's safety, standard and quality are highly certified and updated	3.76	1.049
Operational crews are experienced, well- trained and highly competent to perform the job	3.79	1.042
Equipments are well maintained and operating well	3.81	0.984
Company provided on time services and effective solutions	3.77	1.046
<i>SEA SHIPPING</i>		
Goods arrived in full and were undamaged	3.79	0.978
Shipping was carried-out according to the agreed conditions	3.83	1.011
I agree with the price charged for the sea shipping service	3.87	0.999
I am satisfied with the sea shipping service provided	3.85	1.013

A summary of the computed means of all the items according to variables is shown in Table 3. The overall score for each variable was obtained by averaging the response to the appropriate items.

Table 4: Summary of the means of computed items according to variable (N= 381)

VARIABLES	IMPORTANCE	
	MEAN	STANDARD DEVIATION
Customer Service	15.37	3.702
Technical Assistance	15.06	3.898
Safety of Good Guaranteed	15.12	3.898
Sea Shipping	15.34	3.780

The means of all the computed items are above 3.00. This result reveals that the respondents consider that all the factors listed above consist of some degree of importance concerning their satisfaction with their sea shipping services.

Validity And Reliability Test

The reliability of the scales instrument used in this study was tested through the Cronbach's alpha coefficient test. Ideally the Cronbach's alpha should be above 0.7, but as this study was evaluating consumer behaviour, according to Nunnally (1967), the Cronbach's alpha coefficient of a scale can be accepted if above 0.6, therefore, the Cronbach's alpha in this study is set at 0.6. Overall, all the variables have a Cronbach's alpha coefficient of more than 0.6. Table 5 shows the summary of the reliability test.

Table 5: Summary of the Cronbach's Alpha of Each Scale

VARIABLES	CRONBACH'S ALPHA	NO. OF ITEMS
Customer Service	0.953	4
Technical Assistance	0.952	4
Safety of Good Guaranteed	0.961	4
Sea shipping	0.960	4

Hypothesis Testing

Pearson's correlation coefficients (r) range from -1 to +1 for the indication of positive or negative correlation. According to Pallant (2007), the size of the absolute value formulates information on the strength of the relationship. The findings of the correlations between the independent variables and the dependent variables are summarized and presented in Table 6.

Table 6: Correlation Analysis by Using SPSS 25.0

		Customer service	Technical Assistance	Safety of Good Guaranteed	Sea Shipping
Customer Service	Pearson Correlation	1	.871**	.837**	.835**
	Sig. (2-tailed)		.000	.000	.000
	N	381	381	381	381
Technical Assistance	Pearson Correlation	.871**	1	.896**	.851**
	Sig. (2-tailed)	.000		.000	.000
	N	381	381	381	381
Safety of Good Guaranteed	Pearson Correlation	.837**	.896**	1	.846**
	Sig. (2-tailed)	.000	.000		.000
	N	381	381	381	381
Sea Shipping	Pearson Correlation	.835**	.851**	.846**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	381	381	381	381

** Correlation is significant at the 0.01 level (2-tailed).

Customer Service (H1)

There is a significant, strong and positive correlation between Customer Service and Sea Shipping service in Malaysia ($r = 0.835$, $r = 0.00$, respectively, $p < .01$). In testing the relationship between variables, 0.70 is strong, within the range of 0.30 to 0.60 is considered moderate and less than 0.30 would be weak. The relationship between the variables is stated as 0.835, respectively, which further reinforces the relatively strong relationship between the IV and the DVs. This correlation indicates that the higher the customer service and that it leads to greater customer satisfaction, therefore, H1 is supported.

Technical Assistance (H2)

There is a significant, strong and positive correlation between Technical Assistance and Sea Shipping service in Malaysia ($r = 0.851$, $r = 0.00$, respectively, $p < .01$). The relationship between the variables is stated as 0.851, respectively, which further reinforces the relatively strong relationship between the IV and the DVs. This correlation indicates that the higher the technical assistance and that it leads to greater customer satisfaction, therefore, H2 is supported.

Safety of Good Guaranteed (H3)

There is a significant, strong and positive correlation between Safety of Good Guaranteed and Sea Shipping service in Malaysia ($r = 0.846$, $r = 0.00$, respectively, $p < .01$). The relationship between the variables is stated as 0.846, respectively, which further reinforces the relatively strong relationship between the IV and the DVs. This correlation indicates that the higher the safety of good guaranteed and that it leads to greater customer satisfaction, therefore, H3 is supported.

Discussion and Conclusion

Discussion

Three hundred and eighty-one questionnaires are completed by the respondents from Jitra, Kedah. Again, the purposes of this study are to measure customer's satisfaction on service provided by the sea shipping companies in Malaysia and identify the customer requirements that enable to boost their satisfaction. As described previously in Chapter 3, the study is carried out using a quantitative method by collecting online survey. The respondents' feedback is analyzed as described in Chapter 4.

Customer Service

There are four questions have been asked to the respondents in order to obtaining their feedback concerning the level of customer satisfaction in Customer Service part. Table 3 shows the assessment of the customer satisfaction analysis on the first independent variable Customer Service. It obviously described that the Customer Service of sea shipping in Malaysia is categorized as "Strong".

Table 7: Feedback for Customer Service

	Q1: Staffs provided complete and accurate information to you	Q2: The terms and conditions of the services provided were well explained and understandable	Q3: A timely response was provided	Q4: The price and quality of the service are reasonable
Strongly Agree	108	110	108	110
Agree	146	148	139	140
Neutral	105	93	107	93
Disagree	11	17	18	27
Strongly Disagree	11	13	9	11

Technical Assistance

There are four questions have been asked to the respondents in order to obtaining their feedback concerning the level of customer satisfaction in Technical Assistance part. Table 3 shows the assessment of the customer satisfaction analysis on the second independent variable Technical Assistance. It obviously described that the Technical Assistance of sea shipping in Malaysia is categorized as "Strong".

Table 8: Feedback for Technical Assistance

	Q1: Staffs showed knowledge of the service produced by the company	Q2: The technical information provided was understandable	Q3: The technology and services meet the requirement standard	Q4: The staffs provided technical solutions that worked
Strongly Agree	100	107	107	95
Agree	141	140	137	147
Neutral	98	92	97	105
Disagree	28	28	23	18
Strongly Disagree	14	14	17	16

Safety of Good Guaranteed

There are four questions have been asked to the respondents in order to obtaining their feedback concerning the level of customer satisfaction in Safety of Good Guaranteed part. Table 4 shows the assessment of the customer satisfaction analysis on the first independent variable Safety of Good Guaranteed. It obviously described that the variable Safety of Good Guaranteed of the sea shipping in Malaysia is categorized as "Strong".

Table 9: Feedback for Safety of Good Guaranteed

	Q1: Goods arrived in full and were undamaged	Q2: Shipping was carried-out according to the agreed conditions	Q3: I agree with the price charged for the sea shipping service	Q4: I am satisfied with the sea shipping service provided
Strongly Agree	104	112	117	115
Agree	131	138	138	139
Neutral	114	99	95	95
Disagree	25	20	21	20
Strongly Disagree	7	12	10	12

Recommendations For Future Research

To study whether customer satisfaction was little by gathering data from interviews, focus groups or organizational reports in order to justify survey representation. In the future investigation, a number of measures should be incorporated. This includes the background of the organization, the experience of participants in continuous practice improvements. Moreover, more aspects associated with continuous improvement, such as empowerment, leadership, education and development, motivation and organizational engagement, should be considered. The Customer Satisfaction measure includes only a few questions reflecting diverse facets of customer fulfillment and does not provide a general perspective of customer satisfaction. Therefore, more items and improved measurements in connection to this result variable are recommended in future study. In future study, the greater sample size must be tested. In future studies data from additional countries may be collected. The sample should also be separated into distinct categories based on the background of the organization and organizations. This improves the study's overall development.

Conclusions of The Study

The result of this study is shown that sea shipping service is very important to the customer satisfaction. Although, most of customers feel "Agree" with the sea shipping service, it does not mean that the sea shipping company will loss the customer in future. Therefore, the management team of sea shipping's company should response to all customers subjective comments and requirements in smart and serious manners together with a set of strategic solution plans that considering short and long terms periods in order to boosting the sea shipping performance and customer satisfaction. This is important in ensuring the sustainability of the sea shipping industry smoothly operated in Malaysia in future. By providing the best and professional sea shipping services, it leads to increasing the number of "Strongly Agree" votes by customers as well as customer loyalty to the service in future.

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