

The Service Quality of Community Courier Collection Points (Cainiao Courier Station)

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Abstract

The main objective of this study is to examine the factors that influence the service quality of CaiNiao Courier Station. The independent variables are tangibility, reliability, responsiveness, empathy and assurance and the dependent variable is customer satisfaction. Strategies are designed based on the results aspects to improve the service quality of CaiNiao Courier Station. This study used mixed method using qualitative and quantitative research. Interviews were conducted with three employees from CaiNiao Courier Station and questionnaires were administered to 228 residents using the courier service in the surrounding area. The data collected was collated and analyzed through content analysis for qualitative data obtained from interviews and multiple linear regression for quantitative data obtained from survey questionnaires. The results obtained through data analysis suggest that the company needs to enhance staff training and upgrade the physical environment to increase customer satisfaction.

Keywords: tangibility, reliability, responsiveness, empathy, assurance, customer's satisfaction, service quality

Introduction

With the development of the global e-commerce industry and the increase in international foreign trade transaction activities, the various demands for the express delivery industry in various industries around the world have also increased (Global Express Development Report, 2019)

The Development Research Center of the State Post Bureau (2018) reported that Asia's express business accounts for 70% of the global volume, the North American market is close to 20%, Europe nearly 10%, and China's global business accounts for a gradual increase. (Global Express Development Report, 2019)

Organization Background