

Impact of Service Quality of Land Transportation on Customer Satisfaction at Johor Port Logistics

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Abstract

This study is for impact of service quality of land transportation on customer satisfaction at Johor Port Logistics. JP Logistics is the one-stop centre for all logistics needs. It's become a service provider. JP Logistics have the facilities to fulfil the customer requirements. The objective of this research is to identify the most influence of service on customer satisfaction on land transportation services at Johor Port Logistics Sdn Bhd and to categorized the strongest factor that customer needs from that service can be implement o in this research. The respondent of this study is customer of JP Logistics Sdn Bhd. The population of this study are based on the demographic basis such as gender, age, marital status, education and others. These studies just focus on customers in Pasir Gudang area. In this study, researcher use SPSS as the software to calculate Normality Test, Frequencies Analysis and Correlation. Lastly, researchers also identify some recommendation in order to improve and full fill customer satisfaction in JP Logistics Sdn Bhd.

Keywords: Service Quality, Transportation, Satisfaction, Logistics

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INTRODUCTION

Logistics are belongs to the service industry, starting with customer demand and ending with the customer satisfaction. The level of logistics service quality we can determined with the customer's satisfaction. There are still too many services questioning whether quality can be used as a control to improve customer satisfaction. There are still many services with no quality related measures in place focused on their customers. There are still many services which do not use statistical process control techniques to analyse quality results. Logistics service can also gain the profit to the country when the transaction happens whether for export or import. All of the logistics activity will need the transportation as the core method to carry the goods.

This study will be concentrated on the service quality as a main aspect provides by JP Logistics to its customers in order to gain and deliver the higher level of satisfaction when they perceived the services. Many customers already know about existence of JP Logistics. This company give the good service for their customer. So, the researcher will do the research about the customer satisfaction the quality service of land transportation in this company when the transaction happens whether for export or import. All of the logistics activity will need the transportation as the core method to carry the goods. This study will be concentrated on the service quality as a main aspect provides by JP Logistics to its customers in order to gain and deliver the higher level of satisfaction when they perceived the services. Many customers already know about existence of JP Logistics. This company give the good service for their customer. So, the researcher will do the research about the customer satisfaction the quality service of land transportation in this company.

The core objective of logistics is to ensure the goods or product are deliver at the right place, at the right time, right quantities to satisfy the customer's requirements and give the competitive advantage to the

company. JP Logistics is the reliable, total integrated logistics partners that can improve customer competitiveness by provide the customers the right logistics solution efficiently and cost-effectively, locally and globally. JP Logistics help ensure customer's ability to forecast demand, receive an order, provide accurate promise dates, pick, pack, and ship efficiently, while maintaining high service levels.

Logistics management is the governance of supply chain functions. Logistics management activities normally include inbound and outbound transportation management, fleet management, warehousing, materials handling, order fulfilment, logistics network design, inventory management, supply/demand planning, and management of third party logistics services providers. To varying degrees, the logistics function also includes customer service, sourcing and procurement, production planning and scheduling, packaging and assembly. Logistics management is part of all levels of planning and execution, strategic, operational and tactical. It is an integrating function, which coordinates all logistics activities, as well as integrates logistics activities with other functions including marketing, sales manufacturing, finance, and information technology. Therefore, this research is conducted with the purpose to determine the major factors that influence the sustaining of the quality in total logistics services at JP Logistics. The company should know every aspect that customer wants and expectation. This is very important in order to ensure that JP Logistics is able to successful by providing the good service quality to their customers

JP logistics is a one-stop centre for all logistics needs. JP logistics has a diverse range of facilities with the expertise to utilize them to the fullest. Our role as solution provider means that we complement customer business by ringing in superior logistics requirements. As a total logistics provider, JP logistics offers complete logistics packages:

- Warehousing and Distribution
- Land transport via Road, Rail and Pipeline
- Shipping Services

These are accompanied by supporting services that involve processing of documentation, coordination with shippers, consignees, or local authorities such as customs, as well as providing logistics advice. These services are ably supported by custom-built IT applications that enhance the efficiency and integrity of operations and transaction.

With proper governance in managing its assets, safety, security and services, JP Logistics' accolades include being awarded with the Best Transporter Award by Land Public Transport Commission (SPAD) in 2015, and the QMS (ISO 9001:2008), Safety (OHSAS 180001:2007) and Environmental (ISO 14001:2004) certifications. A corporate integrity pledged was also signed with the Malaysian Anti-Corruption Commission (SPRM) as part of its effort against corrupt practices towards a highly principled Malaysian business environment.

With branches all over Malaysia and a total head count of more than 500 personnel, JP Logistics continue to grow exponentially – with services that only include trucking and warehousing, but also extending into port services provision of drivers, prime movers and trailers for quay transfers, inter-terminal transfer, internal haulage and container storage services. Logistics is also one of the prominent players in Specialised Project Logistics services involving logistics management and transportation of Super Heavy Lift Oversized (SHLO) shipments. Additionally, Logistics has played a major role in providing logistics services to the Refinery and Petrochemical Integrated Development.

LITERATURE REVIEW

Literature review is important in doing the research. From literature review, it can help researcher know about the background of research. Literature review can convince researcher about the significance of a study. Furthermore, researcher can get a clear picture about the problem statement and the conceptual framework of the study that allows researcher to replicate if there is need. In other words, a good literature review generates relevant, appropriate ideas and new knowledge through critical and rigorous discussion.

Satisfaction has been generally illustrated by Vavra, T.G. (1997) as a satisfying post-take enjoy using a service or product habituated an alive pick up likelihood. Howard and Sheth (1969) According to Westbrook and Reilly (1983) distinguish relief as, "The purchaser's wise tell of body sufficiently or indecently remunerated for the sacrifices he has passed through", prospect relief is "an passionate reply to the enjoys provided by, linked to separate services or products redeemd, shops, or perhaps premolar patterns of behaviour akin to buying groceries and customer behaviour, in addition the final advertise place".

From the research Meybodi (2011) founded that SERQUAL show is one of the models through some gap between desire and discernment examination to endeavour to gauge client service quality is the rate. This model likewise is known as the gap analysis model. SERQUAL as the most current strategies to gauge the quality of services gave, areas can challenge the current issues, give the business workplaces and expand its quality execution can help. In this manner, is prescribed to financier workplaces utilizing the above apparatuses, the quality of their services evaluated and fields give the quality change.

The concept of reliability is relatively new in the engineering disciplines, but it is becoming increasingly important as part of the engineering design process, the establishment of preventive maintenance programs, and others. In various areas of engineering and manufacturing, there is one definition of reliability generally accepted. For example, Ebeling (1997) defined reliability as "the probability that a component or system will perform a required function for a given period of time when used under stated operating conditions. It is the probability of a non-failure over time." Ebeling further states that the definition must be made specific by providing an unambiguous and observable description of a failure, including the unit of time over which failure will be evaluated. This definition of reliability is widely accepted in engineering. In the area of transportation, on the other hand, there are several different definitions of reliability which have been developed.

In the 1998 California Transportation Plan (Booz-Allen & Hamilton, Inc., 1998; also discussed in NCHRP 311, 2001; Estimation of Reliability, 2000; Reliability as a Measure of Transportation System Performance, 2000; Reliability Measures for Highway Systems and Segments, 2002), reliability is defined as the level of variability between the expected travel time (based on scheduled or average travel time) and the actual travel time experienced. In that definition, the expected travel time is based on scheduled or average travel time, while the actual travel time incorporates the effects of non-recurrent congestion. The expected travel time is well defined, and is represented by the mean travel time during the period of interest. Likewise, the actual travel time is well defined. The level of variability however is not well defined, i.e., it is not clear what variability level is considered reliable (failure is not defined). In addition, for facilities that are congested for a large portion of the time, the expected travel time would be high. In those cases the difference between the two values (expected – actual travel time) may be small, labeling the facility as reliable, when it is consistently congested.

Parasuraman's (1988) study (as cited in Daniel & Berinyuy, 2010) stated that empathy is defined as how the firm cares and pays individualized attentions to their customers. If the customers think that they get quality individualized attention, they will repurchase the service from the company (Liu et al., 2014). In addition, it is found that empathy dimension significantly influence customers behavioural purchase intention in the public-sector transport (Pérez et al., 2007). Next, in Liu et al.'s study (2014), customers satisfaction towards the empathy dimensions have a significant relationship with the behavioural purchase intention. However, according to Ojo et al.'s study (2015), empathy showed that there is no significant relationship with the customer satisfaction which will lead to behavioural purchase intention.

Comfort can be separated into two categories which are physical comfort regarding the vehicles and comfort regarding surrounding conditions on board or at stops (Eboli & Mazzulla, 2012). Comfort dimension plays an important role to ensure that the customers enjoy their journey and increased comfort will improve the onboard health and environment status (Govender, 2014). Samson & Thompson's study (as cited in Govender, 2014) claimed that comfort is one of the dimensions that often taken into consideration by the customers in deciding which mode of transport to use.

Based on Nwachukwu's study (2014), it stated that the comfort dimensions have a significant relationship to customers' satisfaction which will lead to the purchase intentions of the customers. According to Horsu and Yeboah's study (2015), comfort as perceived by commuters had a significant influence on the customers' satisfaction which is related to the behavioural purchase intention. However, comfort dimensions have been proved to have no significant relationship to the behavioural purchase intention (Tri Widiyanti et al., 2014).

The safety of service may indicate the degree of safety from crime or accidents, or may refer to safety from crimes while riding or at bus stops and from accidents, but also to safety related to the behavior of other persons and to the bus operation (Eboli & Mazzulla, 2012). The safety during the journey might not be a very relevant aspect to determine the level of safety but when question is asked upon it, Solomon's study (as cited in Eboli & Mazzulla, 2012) stated that safety has a high rating of significance. Based on Lai and Chen's study (2011), the safety of vehicles have significant influence on passenger behavioural purchase intentions. Safety has a significant influence on customer's satisfaction which leads to behavioural purchase intention (Aidoo, Agyemang, Monkah, & Afukaar, 2013; Ali et al., 2018). It has shown a non-significance influence on customer satisfaction as customer satisfaction is perceived as it leads to repeat purchase, brand loyalty and positive word of mouth (Horsu & Yeboah, 2015).

Great budget is usually entailed when it comes to the two property and labour. Forests should be endorsed, hills got rid of, bends eliminated and just as certain tunnels dug, embankments and speck built and about and fly-overs constructed. Modern dual carriageways are often dual-carriageways near quite a few fence lanes,

reaching a width of as much as 61 metres (200 ft). Among the first countries to establish a nationwide motorway chain of this kind was Germany. Before the Second World War Hitler realized, like the Roman generals, that for quicken militia faction and the rapid flow of products necessary to the recession, a good communicate chain was very important. He spur the induction of just about 3,200 km (2,000 miles) of motorways in Germany, referred to as autobahns.

Pipes have already been acclimated move thin coming out of situation to set for thousands of lifetime, but pipe are actually turning into an more and more very important kind of move. They may well be well-known air a number of nectar commodities, in addition gases, but special starting with their use for moisten, they're in fact often linked to the fossil fuel and petro armament industries.

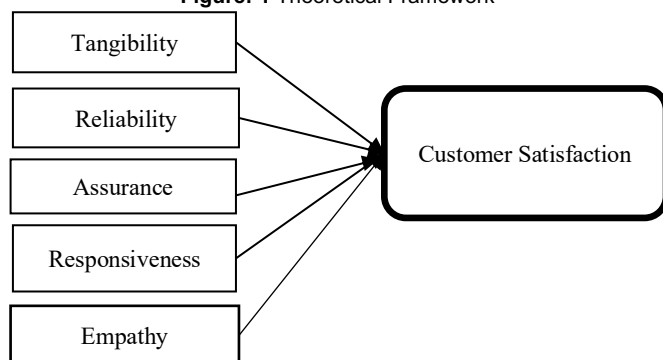
They bear not just crude deriving out of the oil rig to the refineries but additionally natural gas products beginning at refineries to markets. A apprise identification plus other kinds of transport affect. Pipelines plan a almost tight fashion of ride for flux commodities, but are upscale to found and deal with and they're uncompromising previously laid they have to last in position.

However, they've the vital good thing about spanning the two sea and land—they may well be empower the ocean bed beginning at off-shore wells and associated with on-shore pipes or refineries. They can only be fiscal ally justified if there's an eternal contribute of oil, plus a unending call for. Unlike roads, that are normally publicly-enjoyed, or railways, whichever even though repeatedly secretly bought publish stock originating at a good selection of sources in addition passengers, intelligence are typically had by unique oil companies for their own use.

Thus the use of conversation is restricted the two within the type of commodity carried and inside the range of users. However, just as it's far considered who oil is the largest single commodity in race trade and a well known the international oil companies are a few of the largest formerlyrns inside the race, it's miles erase a well known the particular limitations are outweighed all interest of oil inside the realm economy.

Conceptual and Theoretical Framework

Figure: 1 Theoretical Framework



There are several factors that can contribute to respondents about customer's satisfaction the quality service. The factors are strategic marketing, importance customers, type of land transport, job description and material handling. While the respondent is the publics user.

Variables can be divided into many categories but in this research the focus is on Independent and Dependent Variables. Independent variable is the factor that encourages the researcher to study about it.

The dependent variable in this study is the level of awareness which is the main thing that the researcher tries to determine and to figure it out. While the independent variable is factors that can commit to the problem.

Customer satisfaction is the state of mind that customers feel about a company when their expectations have been met or exceeded over the lifetime of the product or service. The ultimate goal of achieving customer satisfaction is company loyalty and product repurchase. Client confirmation fills in as a methods through which an

organization's items or administrations meet or surpass client desires in light of numerous angles (Niteesh Kumar, 2015). In transport service, the facilities has to provide to the customer when to do a handling the material or handling the cargo with special facilities to good care the condition the material from the broke. Also the company has enough equipment when to do such as a unloading and loading. If the material has to need with special requirement company need to give special handling according the requirement needs. This is can be give the attraction to the customer that service has given to customer has maximum service to fulfill the customer satisfaction. The basis of above discussion, following hypothesis has been developed.

H1: Tangibility will have a significant impact on Customer Satisfaction

In all business factors, trust plays a very crucial role, in which it creates long lasting mutual business relationship. Its importance increases even more in the field of logistics because freight forwarders, on behalf of the client, will directly conduct and guarantee smooth transportation of goods to destination safely and timely. Therefore, company owners always try to find a reliable organization to deliver their goods.

H2: Reliability will have a significant impact on Customer Satisfaction.

Assurance in service quality can be means the ability of the employee to build the trust and confidence to ensure to the customer to get the right information and to right people. This way can help the employee can communicate with customer and can make best relationship with customer to ensure they can fulfill their need. For the employee they can increase their knowledge in this business to make a customer confident to deal with customer

H3: Assurance will have a significant impact on Customer Satisfaction.

Responsiveness can be the reaction of the company if the customer have a problem with business. In service quality responsiveness the importance part when the company has receive a complaint from their customer when handle the job. This company can be react and fix that problem to decrease the mistake from that service has been provide by them. The company willingness can guide or help the customer to make a process can be success and give teach the customer make business a proper way. In this research, from responsiveness can react from company that can be improving the satisfaction from customer.

H4: Responsiveness will have a significant impact on Customer Satisfaction

Empathy in service quality can related the rationalization from workers or can be tolerate in some situation to customer. Empathy also it is researched that understanding customer expectations better than competitors in providing the required customer service at any time without any inconvenience will strongly influence the level of customer satisfaction (Parasuraman et al., 1988). Convenient working hours, individualized attention, better understanding of customer's specific needs, enhanced communication between management and customers will have a positive outcome on customer satisfaction (Ananth et al., 2011).

H5: Empathy will have a significant impact on Customer Satisfaction

RESEARCH METHODOLOGY

Research methodology is the description of the method used in order to achieve the objectives of the study. It's also as basic guidelines that guide the data collection and analysis phases of the research process. Research methodology can be defines as what the activity of research is, how to proceed, how to measure progress and what constitutes success.

Research in a common way refers to a search for knowledge. Actually this can be also define research as a scientific and systematic search for specific information on a specific topic. In fact, research is an art of scientific investigation. The Advanced Learner's Dictionary of Current English lays down the meaning of research as "a careful investigation or inquiry especially through search for new facts in any

branch of knowledge.” Redman and Mory define research as a “systematized effort to gain new knowledge.” Research comprises defining and redefining problems, formulating hypothesis or suggested solutions; accumulating, organising and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis

This research is about the customer satisfaction the quality of service land transportation at JP logistic. The respondent of this researcher are the customer has been used the JP logistic service. The estimate for respondent of this researcher about 150 customer.

Research design is categorized as a conclusive study due to casual nature of the research. It is include sampling procedure, data collection method and procedure on data analysis. It is because want to obtain the factors on sustaining service quality of total logistics at JP Logistics. It will involve acquiring primary data, preparing questionnaires, and sampling method and deciding on how the variables will be measured and analysed. For the research design, researcher used Descriptive Research in this study. Descriptive are include the numbers, tables, charts, and graphs used to describe, organize, summarize, and present raw data. Descriptive studies, primarily concerned with finding out what is, when, who, where and how that might be applied to investigate the questions.

Target population is related to what target group of people to choose of this research which mean the target population of this study are at area. The population has been chosen are customer from pasir gudang. That area are has been chosen because the JP logistic are located in pasir gudang.

For the primary data, researcher will use questionnaire as the method to collect data. By using the questionnaire, it will less time consuming compare to interviewing and may require certain skills to make the questionnaire compare than interviewing. A research can be conducted without secondary data but without primary data. The researcher could achieve objective and the research could not do successfully. The primary data for his research will be questionnaire distribution among the customer which are studied to accurate data from them. This questionnaire will distribution is conducted to customers which is to identify what the most influence to sustaining the service has been provided.

RESULT AND FINDING

For this survey of questionnaires the research focuses to the 50 respondents from Industrial Area of Pasir Gudang, 50 respondents from Pasir Gudang Industrial Estate and 50 respondents from Miel Industrial Area Pasir Gudang. The totals of respondents involved in this research are 150 respondents. Descriptive analysis has been used to get finding about respondent demographic profile. In this demographic section, the biographic and background information of the respondents is presented and analysed on order to show the distribution of the respondents by their gender, age, race, status, education level, position also how many using that service and often in month used JP Logistics by using pie chart.

Part A: Demographic characteristic of respondent at Industrial Area of Pasir Gudang, Pasir Gudang Industrial Estate and Miel Industrial Area Pasir Gudang.

Gender

Table 1: Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	62	41.3	41.3	41.3
	Male	88	58.7	58.7	100.0
	Total	150	100.0	100.0	

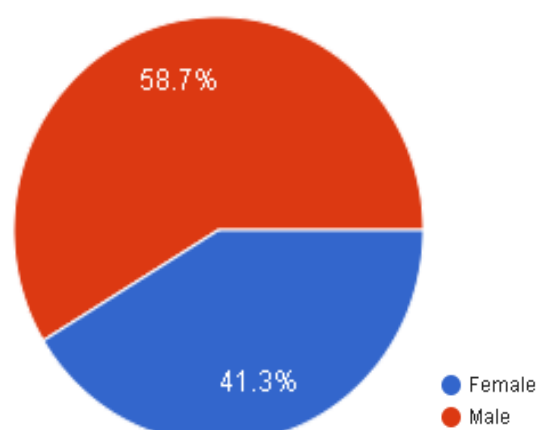


Figure 2: Gender

Above are the results from all of three industrial area in Pasir Gudang, the result shows that from the figure 4.3 the male respondents are with 58.7% higher than female respondents with 41.3% that participated in this research. This is because the male respondents often to use the service of JP Logistics has provided

Table 2: Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	50 above	2	1.3	1.3	1.3
	41-45 years	16	10.7	10.7	12.0
	30-35 years	21	14.0	14.0	26.0
	36-40 years	21	14.0	14.0	40.0
	Below 30	90	60.0	60.0	100.0
	Total	150	100.0	100.0	

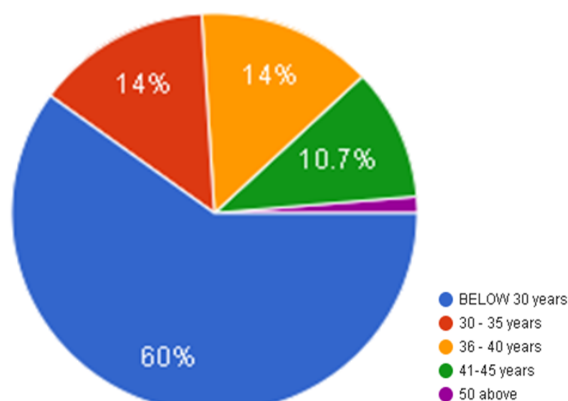


Figure 3: Age

Based on the pie chart above, it show that 60% below 30 years, which is the higher percentage of the user of service JP Logistics. Second 30 - 35 years old 14% same value to the 36 - 40 years which is also 14%. The third percentage for 41 – 45 years only get 10.7% and the last for 50 above get the 1% percentage. The result show the below 30 years are the most user of the JP logistics. This can be relate that below 30 years attracted the service has JP Logistics provided.

Table 3: Race

		Race			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bajau	1	.7	.7	.7
	India	15	10.0	10.0	10.7
	Chinese	27	18.0	18.0	28.7
	Malay	107	71.3	71.3	100.0

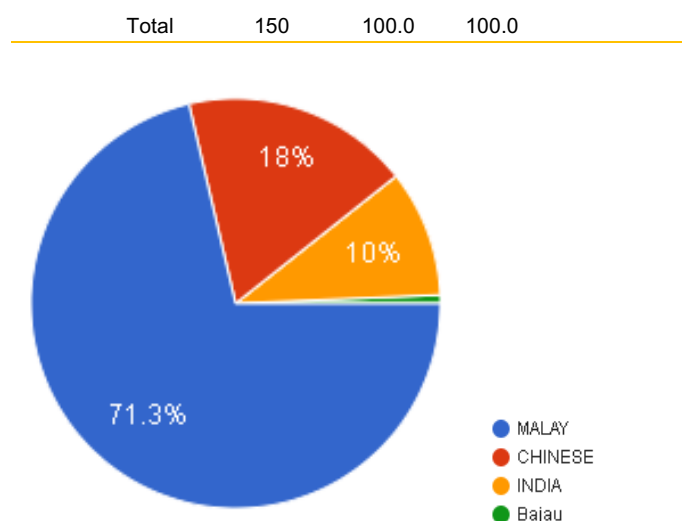


Figure 4: Race

From the pie chart above, it shows that the majority race of JP Logistics customers are Malay which is 71.3%. The second ranking is Chinese which is 18% and the third ranking is India 10% and followed by the 1% is Bajau. The result shows that Malay respondents are the most users of the service JP Logistics. Other races also have contributed to the service of JP Logistics. The user most active are Malay because the most of the people of the Pasir Gudang area have a majority of Malay population.

Table 4: Status

Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	married	63	42.0	42.0	42.0
	single	87	58.0	58.0	100.0
	Total	150	100.0	100.0	

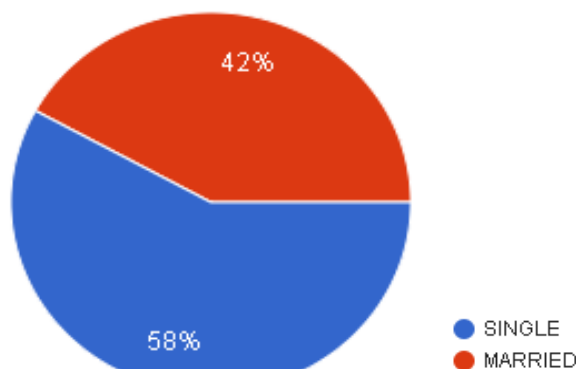


Figure 5: Status

From the pie chart above, the result shows that respondents of the customer JP Logistics are 58% percentage single and for the married shown 42% has lower than single status. Based on the previous respondent, the single status has dominated because the users of JP Logistics are below 30 years. That can be affected to the result of the status.

Table 5: Education Level

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MASTER/PHD	6	4.0	4.0	4.0
	SRP/PMR	7	4.7	4.7	8.7
	SPM/STPM	29	19.3	19.3	28.0

DIPLOMA	46	30.7	30.7	58.7
DEGREE	62	41.3	41.3	100.0
Total	150	100.0	100.0	

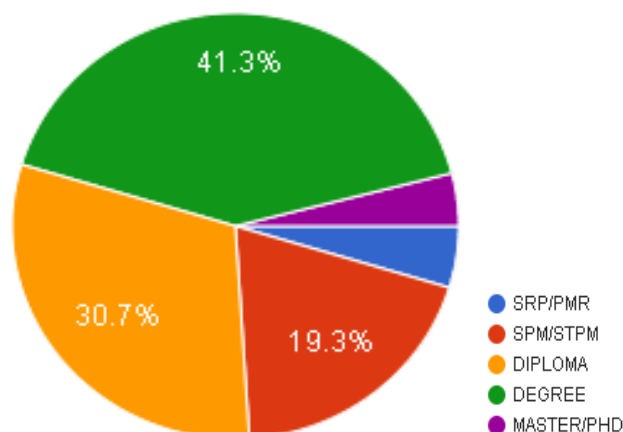


Figure 6: Education Level

Based on the pie chart above, it shows that the majority of respondents are with Degree holder is 41.3% followed by Diploma 30.7%. For range SPM/STPM are 19.3% and for the SRP/PMR only get 7 respondents that 4.7% also for the Master/PHD has 6 respondents 4%. The major respondents are Degree holders which is their highest position in their company.

Position

Table 6: Position

Position					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Operator	1	.7	.7	.7
	Inventory	1	.7	.7	1.3
	Lorry Driver	2	1.3	1.3	2.7
	Student	13	8.7	8.7	11.3
	Manager	19	12.7	12.7	24.0
	Executive	34	22.7	22.7	46.7
	Supervisor/Clerk	80	53.3	53.3	100.0
	Total	150	100.0	100.0	

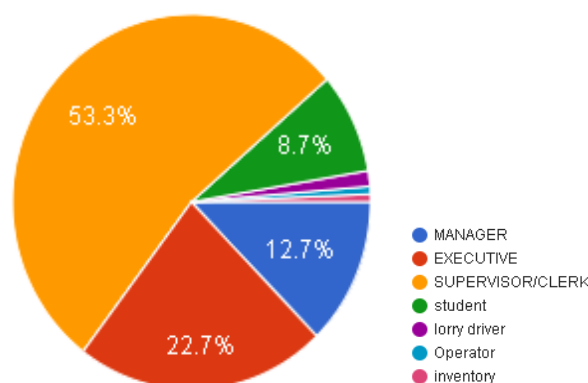


Figure 7: Position

Based on the pie graph above, the majority position level is supervisor/clerk which is 53.3% followed by executive with 22.7% and then manager with 12.7%. Other respondents also have students, lorry drivers, operators, and inventories. Students contribute to the service of JP Logistics which is 8.7% because some students have a business and need a transportation service to deliver to the customer. Lorry drivers have 2 respondents which is 1.3% and operators have 1 respondent same value.

the inventory which is 0.7%. The major respondent are supervisor/clerk and executive level because of their educational level is degreeholder

Years Using JP Logistics Service

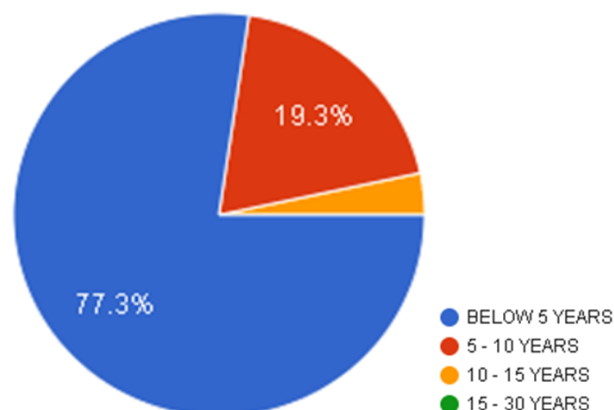


Figure 8: Years Using JP Logistics Service

Pie chart above show that year that respondent using JP Logistics services for their company. The highest average year respondent use JP Logistics is about below 5 years which is 77.3%. For the second percentage are 5 – 10 years 19.3% and none of the respondent has used JP Logistics has reach 15 – 30 years, The result shown the respondent used the their service has not reach 5 years because the age of the respondent majority has not 50 years

The customer satisfaction survey rates

Customer Satisfaction

Table 7: Regression data
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.891a	.794	.786	.24540

a. Predictors: (Constant), empathy, tangible, Assurance, Reliability, Responsiveness

The table above shows the regression data of the research. Based on the above, its show the $R^2=0.794$. The R^2 represent 79.4% variation in customer satisfaction is due to independent variable.

Anova

Table 8: Table of Anova
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	33.343	5	6.669	110.739	.000 ^b
Residual	8.672	144	.060		
Total	42.015	149			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), empathy, tangible, Assurance, Reliability, Responsiveness

The table show the ANOVA table of this research. Based on table, it show that, $f = 110.739$. The f value is above than 1.96, this shows the model fitness.

Table 9: Table of Coefficients
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.678	.179		3.786	.000

tangible	.161	.085	.183	1.894	.000
Reliability	-.238	.112	-.244	-2.119	.036
Assurance	.317	.112	.328	2.835	.005
responsiveness	-.038	.118	-.040	-.320	.749
empathy	.660	.093	.687	7.093	.000

a. Dependent Variable: Satisfaction

- Beta value (-1 to +1)
- T value (>1.96)
- P value (<0.05)

From the table, B = Beta value t = t value and Sig = P value

CONCLUSION AND DISCUSSION

From the data have been analysed on chapter 4, the researcher can determine the conceptual frame work that gives the impact to the customer satisfaction. The result of the research will be comparing with research objective to show the result meets the objective.

Table 10: Table of Objective

NO	Objective	Research Question	Findings
1.	To identify the most influence of service on customer satisfaction on land transportation services at Johor Port Logistics Sdn Bhd.	How customer satisfaction can be influence on service quality of land transportation at Johor Port Sdn Bhd?	The researcher has come with hypothesis from the chapter 4. The relationship of the Empathy, Assurance and tangible are positive. This because the beta value, t value and p value are meet the standard. Beta value (-1 to +1), t value (>1.96) and P value (<0.05). While for the reliability, responsiveness have negative relationship with Customer Satisfaction. The relationship of empathy, assurance and tangible they are positive with customer satisfaction. Based on the questionnaire that has been distributed. The customer show the feedback on SPSS system are Empathy factor has highest value between 4 factor of service quality JP logistics that can fulfil the customer needs and can be implement on this research. But they need make other factor to an improvement to make sure the customer the customer get their higher goods service.
2.	To categorized the strongest factor that customer needs from that service can be implement in this research	Which the strongest factor can fulfil the customer needs	

From this study, a survey using a questionnaire instrument has been conducted to produce data to form the findings. Researchers have been using SPSS software to analyse every decision related to this study. This analysis has formed the frequency and percentage of tables and figures and provided each statement in the questionnaire. Through the questionnaire, researchers have scaled down the scale of each research statement regarding the problem statement issued in this study.

These findings also fulfil the overall objective and are also regarded as a success because both goals have been achieved and reached at the end of the study. Additionally, researchers also gave some suggestions after recognizing the lack of highest respondent rates in the survey to make improvements to the organization in the future.

This research is required software to key in the data to form result into table and figure. The software that has been used is Statistical Package for Social Science (SPSS). The limitation occurred when the students are not fully exposed to the software. Apart from that, the researcher must to study first about the software from Google and see the tutorial from YouTube and other websites to gain the knowledge how to use SPSS properly to key in the data. Besides, extra class for this software need to be held before student take Final Year Project 2 for their expose and open seat for many for every semester so many students can involve and know how to run the software.

The third limitation in doing this research is about time frame. The researcher found that the time given is insufficient as result to difficulty to complete the data collection within the time frame. Due to approval from premises and spotted area related need permission from their owner area to distribute the questionnaire. And if late approval from them, researcher need to collect the data immediately in order to preserve the time for analysing the data into SPSS software and sorting the data to form a report. Besides, clashing with other subject which required completing the report for project model from another subject make student need to use the time given with wisely to complete this research report as well.

This research was being done in Pasir Gudang area only. Pasir Gudang area is including Pasir Gudang Industrial Estate and Miel Industrial Area Pasir Gudang. Researcher get the feedback mostly customer in Pasir Gudang itself. Researcher use SPSS software to interpret the data that collect from JP Logistics customers. In SPSS software, researcher.

This is also by using SPSS software. This method is used to interpret the data into table. It may help people to know percentage of the each questionnaire. Researcher also interprets the data in the bar graph and pie chart. It is because to make easier people see the percentage by using graph.

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