An Assessment of Service Quality of Logistics Services Providers With references to Tirunelveli District, Tamil Nadu

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INTRODUCTION

The definitions for quality of manufactured products apply equally to service products. The very nature of service implies that it must respond to the needs of the customer. The service must meet or exceed customer expectations. The production of services differs from manufacturing in many ways and these differences have important implications for quality management in services. A survey research instrument called "SERVQUAL" to measure customer satisfaction with different aspects of service quality. The SERVQUAL scale the five dimensions of service quality namely Tangibles, Reliability, Responsiveness, Assurance and Empathy (Parasuraman, Zeithaml and Berry)

The service quality approach is an attempt to understand customer satisfaction from the perspective of the differences between customer perceptions and actual customer service on various attributes. The view of logistics service provide the building blocks to create a customer-based foundation for better definitions and measures of logistics service quality. The importance of logistics service quality (LSQ) has long been recognized because of the role that it plays in customer satisfaction. There are many definitions and descriptions of how logistics creates customer satisfaction. The most traditional are based on the creation of time and place utility. The "Seven Rs" describe the attributes of the company's product/service offering that lead to utility creation through logistics service, i.e., part of a product's marketing offering is the company's ability to deliver the right amount for the right product at the right place at the right time in the right condition at the right price with the right information.

Regardless of the size of the delivery, final destination or delivery time, they have a program to service your needs. The courier services providers understand the necessity for fast, efficient, error-free service and they are certain the customers will be pleased with their work. Every package handled by a logistics service is entered into our internet-based dispatch system. Packages and court filings are delivered by the company's runners and bike messengers. The customer can be assured all deliveries will be completed quickly.

STATEMENT OF THE PROBLEM:

Logistics service quality refers to the performance of function like, packaging, warehousing, delivery, information and transport services within a supply chain. In international

contest the logistics service quality are the major determinant factors of the country's competiveness as they are crucial for delivery, time, and cost over runs, quality, reliability, etc. Now-a-days majority of people using courier to transmit, document, articles, from one place to another. Therefore, the courier services became a kind of logistics services. Since, it is a growing field more studies yet to be conducted. Therefore it is very difficult to define the service quality of courier services. An attempt is made, to define the service quality of courier using tangibility, reliability, responsiveness, assurance, empathy, aspects. As courier services cotinusionly facing problems are increasing day-by-day. More over the competition on the courier services also increasing along with the country's economic activity. In the competitive world a firm can able to survive and succeed with the help of good Customer Relationship Management (CRM). In order to maintain good customer relationship it is essential to maintain quality of service rendered to customers. Hence, this research attempt to study the service quality of the courier services in the present scenario.

OBJECTIVES OF THE STUDY:

- To study various logistics services provided by courier service providers.
- To enumerate determinants of service quality of courier service providers.
- To analyses level of satisfaction on logistics service quality of courier service providers.

HYPOTHESIS OF THE STUDY:

- Ho - There is no association between location of courier and service charge.
- Ho- There is no association between reliability and selecting a particular courier.

METHODOLOGY OF THE STUDY:

The data required for the study were collected from both the primary sources and secondary sources. A 150 sample respondents who are commercial customer, are chosen by adopting convenience sampling through a well constructed questionnaire. The addresses of the respondents are collected from the courier office and the data were collected from the respondents at their office located in Tirunelveli district. The various statistical tools applied to analysis the primary data were percentage analysis, mean score analysis, and also chi-square analysis to a arrive at findings from the study. For effective analysis and easy understanding, the data were tabulated. And are used to verify the association between opinions expressed by courier company customers and logistics service provided the courier services.

Table: 1.1. Type of Business

Particulars	Number of Respondents	Percentage of Respondents
Manufacturing	13	8.67
services	59	39.33
sales	78	52.00
Total	**150**	**100**

Source: Primary Data,

The table 1.1 shows the type of business owned by the respondents. Out of 150 respondents, 52 percentages of the respondents are doing sales. This reveals that the respondents who are doing sales are more using the courier service.

Table: 1.2. Area wise classification

Particulars	Number of respondents	Percentage of respondents
Urban	69	46.00
Rural	23	15.33
Semi-urban	58	38.66
Total	**150**	**100**

Source: Primary Data

From the table 1.2, shows the area wise classification of respondents, Out of 150 respondents 46 percentage of the respondents are living in urban, this reveals that the people who are living in urban are using the courier more. This shows the awareness level of courier service is more in urban than the rural & semi urban.

Table: 1.3. Locality of Business

Particulars	Number of Respondents	Percentage of Respondents
Within Tamilnadu	134	89.33
With in India	14	9.33
Outside India	2	1.33
Total	**150**	**100**

Source: Primary Data

From the table 1.3, shows the locality of the business done by the respondents, Out of the 150 respondents, 89.33 percentage of the respondents said, they are doing their business with in Tamilnadu, This reveals that the people who are having their business with in Tamilnadu are using the courier services more than those who are having the business outside Tamilnadu.

Table: 1.4 Classification of Courier services providers

Particulars	Number of Respondents	Percentage of Respondents
Professional courier	50	33.33
French courier	50	33.33
S.T courier	50	33.33
Total	**150**	**100**

Source: Primary Data

The table 1.4 shows the classification of courier services providers. Out of the 150 respondents 33.33 percentages of respondents are using Professional courier, French courier& S.T courier respectively. This reveals that majority of the respondents are using the Professional courier, French courier& S.T courier.

Table: 1.5. Reason for Selecting a Particular Courier

Particulars	Number of Respondents	Percentage of Respondents
Accuracy	21	14
Fast Service	30	20
Prompt delivery	62	41.33
Low Service charge	37	24.67
Total	**150**	**100**

Source: Primary Data

The table 1.5 shows the reason for selecting a particular courier services. Out of the150 respondents, 41.33 percentages of the respondents said, they are choosing the particular courier services for their promptness delivery. 24.67 percentage of the respondents said, they are choosing the particular courier services for low service charges 20% of the respondent for fast service, 14 percentage of the respondents said, they are choosing the particular courier services for their accuracy This reveals that majority of the respondents using the courier services for prompt delivery.

Table1.6. Mode of Payment

Particulars	Number of Respondents	Percentage of Respondents
Cash	87	58
Credit	63	42
Total	**150**	**100**

Source: Primary Data

The table 1.6 shows the mode of payment to the courier services by the respondents, out of the 150 respondents, 58 percentage of the respondents are making the payment in cash, 42 percentages of the respondents are making the pay in credit. This reveals that majority of the respondents using courier services by cash.

Table: 1.7. Safety of Courier Services

Particulars	Number of Respondents	Percentage of Respondents
Yes	144	96
No	6	4
Total	**150**	**100**

Source: Primary Data

The table 1.7 indicates safety of courier services. Out of 150 respondents, 96 percentage of the respondents says that there were more safety in courier services,4 percentage of the respondents are said there is no safety the courier. This reveals that majority of the respondents are felt the safety in courier services.

Table: 1.8.Place of Collection of Parcel

Particulars	Number of Respondents	Percentage of Respondents
Collected by courier in premises	49	32.67
Sent to the courier office in person	101	67.33
Total	**150**	**100**

Source: Primary Data

The table 1.8 shows the place of collection parcel to the courier by the respondents. Out of 150 respondents, 67.33 percentages of respondents are sending the parcel to the courier office themselves, 32.67 percentages of respondents parcel are collected by Courier Company itself. This reveals that majority of the respondents are sending the parcel to the courier office themselves in order to avoid delay and also considering the safety.

Table: 1.9. Tangibility Aspects of Quality of Courier's Services

Tangibility	Excellent	Good	Moderate	Bad	Poor	Mean score
Courier receipt forms	67	56	20	7	0	4.22
Security dealings	58	67	18	7	0	4.17
Courier location	34	58	47	8	3	3.75
Ventilation	28	49	56	3	4	3.56
Ware houses facility	19	21	73	0	7	3.03

Source: Primary Data

The above table 1.9 shows that the tangibility aspects of quality of courier services, Out of 150 respondents the perception on the courier receipt forms (4.22), security dealings (4.17) are considered as the quality of courier services is good. Perception on courier location (3.75), ventilation (3.56), and warehouse facility (3.03) are considered as the quality of courier services is good & moderate as per the respondents.

Out of all the tangibility services of the courier the respondents felt that the quality of courier receipt forms, security dealings are good because the services is fast &easy due to computerization.

Table1.10.Assuance aspects of Quality of Courier Services

Assurance	Excellent	Good	Moderate	Bad	Poor	Mean score
Safety of transaction	46	64	27	8	5	3.92
Goods safety	47	53	32	3	5	3.86
working hours	39	36	14	3	8	3.23
Over time hours	14	27	33	5	1	2.65

Source: Primary Data

The above table1.10 shows that the assurance aspects of quality of courier services, Out of 150 respondents the perception on safety of transaction(3.92), working hours(3.23), are considered as the quality of courier services is good, and the quality of aver time hours(2.65) are considered is bad as per the respondents

Out of all, Assurance service of the courier the respondents felt that over all the courier services is provided as per assured.

Table: 1.11 Reliability Aspects of Quality of Courier Services

Reliability	Excellent	Good	Moderate	Bad	Poor	Mean score
Employee reliability	33	93	19	0	5	3.99
High delivery reliability	27	97	24		0	3.99
Customer service	38	74	28	7	3	3.91
Service Varity	31	69	47	3	0	3.85
Service change	40	39	36	5	20	3.43
Speed transfer services	26	53	20	2	19	3.23

Source: primary Data

Table 1.11 from the 150 respondents perception on the quality of couriers services with reference to employee reliability(3.99), high delivery reliability (3.99), service Varity (3.85), service charge(3.43), speed transfer services(3.23), are considered as the quality of courier services is moderate. Reliability services of the courier, the respondents felt that are providing moderate services.

Table: 1.12.Responsiveness Aspects of Quality of Courier Services

Responsiveness	Excellent	Good	Moderate	Bad	Poor	Mean score
Delivery quality	64	69	17	0	0	4.31
Delivery time	58	69	16	7	0	4.19
Order quality	52	47	38	11	0	3.89
Relationship	49	45	49	7	0	3.91
Service promptness	68	11	65	0	6	3.9
Order size flexibility	32	73	32	9	4	3.8

Source: Primary Data

The table 1.12 It is clear that the respondents the perception of the quality of courier services with reference to delivery quality (4.31), and delivery time(4.19), are good4.25, it is clear that the respondents the perception of the quality of courier services with reference to delivery quality (4.31), and delivery time(4.19), felt that the quality of courier services is good, perception on order quality (3.89). Relationship (3.91), service promptness (3.9) order size flexibility (3.8) duality of courier service is moderate and even partially good.

Responsiveness to the service of the courier, the respondents felt that the quality of delivery quality is good. Because courier are delivery quality with service charge and over all it is moderate and good.

Table: 1.13 Empathy aspects of Quality of Courier Services

Empathy	Excellent	Good	Moderate	Bad	Poor	Mean score
Employee behaviour	43	70	33	4	0	4.01
Delivery by date request	39	64	44	0	3	3.91
Immediate response for the problem	24	59	50	9	8	3.55
Solving the problem	19	37	72	8	4	3.33
Pro-activeness	27	74	45	0	4	3.8

Source: Primary Data

Table 1.13 shows that out of 150 respondents the perception on the quality of courier services with reference to employee behaviour (4.01),is good. Perception on delivery by date request (3.91), immediate response (3.55), solving the problem (3.33), pro-activeness (3.8) are considered as the quality of courier services is moderate. The respondents felt that the quality of employee behaviour and delivery by date request is at satisfied level and courier is empathetically towards customers.

Table 1.14 Overall Satisfaction of Service Quality of Courier Services

Particulars	Number of Respondents	Percentage of Respondents
Excellent	21	14
Good	68	45.33
Moderate	54	36
Bad	4	2.67
Poor	3	2
Total	**150**	**100**

Source: Primary Data

The table 1.14 indicates that 45.33 percentage of the respondents rated good, 36 percentage of the respondents rated moderate, 14 percentage of the respondents rated excellent, 2.67 percentage of the respondents rated bad, 2 percentage of the respondents rated poor. On the overall satisfaction of quality of courier service, thus, the customers are satisfied with the quality of service provided by the couriers in Tirunelveli district.

HYPOTHESIS TESTING:

Ho- There is no association between location of courier and service charge

Table: 1.15. Location of Courier and Level of Service Charge

Level of service charge	Courier Location			
	Excellent	Moderate	Bad	Total
High & medium	13	47	5	111
Low	11	14	14	39
Total	**24**	**61**	**65**	**150**

Source: Primary Data

In the table 1.15 the null hypothesis as framed that there is no association between location of courier and level of service charge. It is accepted because the calculated value (5.97) is less than table value (5.991), at the 5% level of significance when the degree of freedom is 2. Thus, there is no association between level of service charge and courier location.

Ho: There is no association between reliability and selecting a particular courier

Table: 1.16. Reliability and Selecting a Particular Courier

Selecting Particular Courier	Reliability			
	Excellent	Moderate	Bad	Total
Accuracy &Fast	24	16	11	51
Prompt delivery	33	17	12	62
Service charge	12	11	14	37
Total	**69**	**44**	**37**	**150**

Source: Primary Data

In the table 1.16 the null hypothesis as framed that there is no association between reliability and selecting a particular courier. It is accepted because the calculated value (9.34) is less than table value (9.488), at the 5% level of significance when the degree of freedom is 4. Thus, there is no association between reliability and selecting a particular courier.

SUGGESTIONS OF THE STUDY:

- ✓ The customers have to concentrate on the packing of the parcel and they should send the parcel to the courier company in a well packed manner. And the packing should be strong & flexible in order to send the parcel without any damage.
- ✓ The customer should avoid of sending the valuable things through courier service for security purpose.
- ✓ Govt have to start the courier business, in order to provide quality service to customers at affordable cost.(may be improve the logistics post)
- ✓ The govt should indentify the best courier service providers and award them yearly. It will encourage them to perform well.
- ✓ Courier Company should maintain good relationship with customers by providing necessary and needed services to the customers for example reduced the service charges, delivery quality, safety transaction, etc.
- ✓ The courier companies should appoint the experienced persons as their employees. This will reduce the errors & mistakes.
- ✓ Provide quality services with the trained employees rather than merely maintaining the good relationship with the customers.
- ✓ The courier company have to facilitates the customers for e.g., after deliver the goods to the destination, send an e-mail to the customers about the delivery for confirmation.
- ✓ The courier company should maintain the 24 hours service which enables the customers benefit.

CONCLUSION:

Due to the globalization, India under taken many economic reforms. One among them was to liberalize the service sector. The postal Department in India occupied a dominant position in the logistics of documents from one place to another. Hence, this study was undertaken to access the service quality of courier as logistics service provider with the help of the instrument SERVQUAL in the five dimensions – Reliability, Responsiveness, Empathy, Assurance and Tangibles. This study reveals that the overall service quality in courier services in the study area is good and to

the accepted level. However, still there are some areas of deficiency in courier services which requires improvement in the quality and there by this study leads to further research in this field for the welfare of the society and economic development of the country, as a whole.

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