

Study on Logistics Service Quality in KPN Courier Service in Trichy

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ABSTRACT

This study aims to evaluate the logistics service quality provided by KPN Courier Service in Trichy, focusing on key performance dimensions such as timeliness, reliability, responsiveness, assurance, and customer satisfaction. In today's highly competitive logistics and courier industry, the ability to deliver packages accurately, on time, and with reliable customer support is essential for sustaining client trust and loyalty. The study is driven by the increasing demand for professional courier services in both urban and semi-urban areas, where businesses and individuals rely on efficient logistics to ensure smooth commercial and personal operations. Using a structured questionnaire distributed among customers of KPN Courier Service in Trichy, the research gathers data on consumer perceptions and experiences related to service quality. Findings from the study are expected to offer valuable insights into how effectively KPN Courier Service meets customer expectations and where potential enhancements can be made to strengthen its competitive position. Through both quantitative and qualitative analysis, the research identifies key service deficiencies—such as delayed deliveries, communication breakdowns, or lack of tracking transparency—and suggests targeted strategies for operational refinement. The study concludes that regular monitoring of customer feedback, employee training in customer service practices, and investments in digital tracking systems are vital to elevating the standard of logistics services. This research not only contributes to academic understanding of service quality in logistics but also serves as a practical guide for courier companies seeking to improve their performance in regional markets like Trichy..

Index Terms: Logistics Service Quality, Courier Services, Customer Satisfaction, SERVQUAL Model, Delivery Timeliness, Reliability, Responsiveness, Assurance, Service Gaps, KPN Courier, Last-Mile Delivery, Logistics Performance, Operational Efficiency, Service Expectations.

1. INTRODUCTION

Today's context of a global dynamic market, many companies are considering to outsource their non-core activities to specialist firms, which helps to focus on the core area of their businesses. Depending upon the nature of the business, outsourcing of non-core activities may include financial services, information technology management, manufacturing, logistics and human resource management. This growing phenomenon of subcontracting non-core actions recruits the opportunity for new entrants in the marketplace to fulfil the requirement of new services, especially in the area of logistics to increase overall working efficiency.

Most of the developed firms deal with logistics as a function that can be outsourced to logistics service providers due to the growing and difficulty of today's supply chain.

- The specific responsibilities typically assumed by logisticians includes:
- Inbound and outbound transportation
- Purchasing,
- Demand management,
- Order processing courier services,
- Inventory management,
- Materials handling,
- Packaging,
- Warehousing,
- Distribution and return logistics

Service quality is abstracted as the difference between customers' expectations for service performance before the service encounter and their perceptions of the actual service received. Subsequently, Logistics skill quality is demarcated as an instrument to measure consumer superficial rate that is created by the service provider. Logistics facilities can be used to value supplier and customer relationship by influencing satisfaction, growing customer loyalty & market share and service presentation.

Logistics service quality has two measures that can create a strong impact on the logistic industry to satisfy customer:

Operational Logistics service Quality

Operational logistics and service is an internal operation-oriented measure. Excellent client service gains the assistances of customer satisfaction, loyalty and improved sales. Growing customer service require a flexible and fast reply, which depend on both fast data processing and effective material control. In these exertions, firms attempt to gather as many goods and information resources as possible for processing with available capacity to fulfill the needs and demands of customers. It is comprised of the operational component that embraces the service's physical features, which means characteristics of delivery that capture and define time, place and procedure of the performed services.

Relational logistics service quality

Relational logistics service quality is an external market-oriented dimension that tends to understand the needs of the customer through the relationship. It is defined as the buyer perception of their service provider's relational activities that create closer bonding with the firm which help them understanding each other's expectations and mutually develop logistics activities that will cost-effectively provide quality services to meet expectation. More to that, it's an assurance to customer that the service provider must have courtesy and knowledge of employees that will enhance the ability to convey trust and confidence; responsiveness that the service provider will provide rapid service and assist customer; and caring that will show service provider attention and consideration provision to its each customer.

2. NEED FOR THE STUDY

- To understand the growing importance of reliable courier services in a competitive logistics market.
- To evaluate how service quality influences customer choice and retention in the courier industry.
- To identify service gaps that may affect the operational efficiency of KPN Courier in Trichy.
- To support the company in making data-driven decisions for service improvement.
- To contribute to the academic and practical knowledge of logistics service quality management.

3. SCOPE OF THE STUDY

The scope of this study is confined to evaluating the logistics service quality of KPN Courier Service specifically within the geographic limits of Trichy. It focuses on assessing customer perceptions and expectations using key service quality dimensions such as tangibles, reliability, responsiveness, assurance, and empathy. The study includes customers who have recently used KPN Courier's services and gathers their feedback through structured questionnaires. It aims to identify gaps in service delivery and suggest practical improvements to enhance customer satisfaction and operational efficiency. The research does not cover other branches of KPN Courier outside Trichy or compare it with competitors, making the findings specifically relevant to the Trichy region.

4. LITERATURE SURVEY

Alavi & Mollah (2024) explored frameworks for assessing logistics service quality, proposing new models that address the evolving needs of modern supply chains. Their research highlights the growing importance of integrating technological advancements, such as AI and real-time tracking systems, into logistics

operations. They suggest that these technologies help logistics providers meet customer expectations by offering increased transparency, real-time updates, and efficient delivery management. Alavi and Mollah's study emphasizes that traditional service quality metrics may no longer fully capture the dynamic nature of logistics, advocating for frameworks that focus on both operational and technological excellence. The need for adaptability in logistics service quality assessments is underscored, particularly with the rise of e-commerce and shifting consumer demands.

Kumar & Soni (2024) examined the direct relationship between logistics service quality and customer loyalty, particularly in supply chains where timely delivery and cost efficiency are essential. Their study indicates that logistics service quality significantly impacts customer retention and loyalty, especially in business-to-business (B2B) transactions. Customers are more likely to remain loyal to companies that consistently provide reliable, efficient, and cost-effective logistics services. The authors found that factors such as delivery accuracy, tracking visibility, and responsive customer support directly influence customer satisfaction and trust. By maintaining high service standards, logistics providers can establish long-term relationships that drive sustainable growth and competitive advantage.

Tsai & Chen (2024) investigated the role of logistics service quality in enhancing customer engagement, particularly in the e-commerce sector. Their research reveals that as online shopping continues to dominate, logistics service quality plays a crucial role in shaping customer perceptions and overall shopping experience. Factors such as fast delivery, order accuracy, and hassle-free returns are vital in establishing trust with consumers. The study also emphasizes that e-commerce platforms that integrate logistics services into their overall value proposition—offering reliable tracking, timely updates, and transparent communication—see higher levels of customer engagement. Tsai and Chen advocate for logistics service quality as a key differentiator in a crowded online marketplace, where consumer expectations are continually rising.

Banomyong & Sopadang (2023) provided a regional perspective on logistics service quality in Southeast Asia, highlighting the unique challenges faced by logistics providers in emerging markets. They observed that inadequate infrastructure, regulatory inconsistencies, and limited access to modern logistics technologies often hinder service quality in this region. Despite these challenges, their research suggests that local providers can still offer competitive logistics services by focusing on flexibility, customer relationships, and process optimization. The authors also found

that customers in Southeast Asia place a high value on timely delivery and the availability of real-time tracking, which they see as essential for enhancing trust in the logistics provider. As a result, logistics companies operating in Southeast Asia must adapt their strategies to meet local demands while also overcoming infrastructural and regulatory hurdles.

Feng & Dong (2023) focused on logistics outsourcing decisions and their connection to service quality. Their research found that companies are increasingly outsourcing logistics services to third-party providers (3PLs) in order to reduce operational costs and focus on their core business activities. However, outsourcing decisions are heavily influenced by the service quality provided by logistics providers. Providers that demonstrate high levels of reliability, transparency, and customer service are more likely to secure long-term contracts. The study suggests that logistics outsourcing should not only be evaluated based on cost savings but also on the potential to enhance customer satisfaction through superior service quality. Providers that can meet the growing demands for faster, more reliable services are likely to gain a competitive edge in the market.

Li & Lin (2023) examined the impact of logistics service quality on brand perception within the global e-commerce context. Their research revealed that consumers view logistics as an extension of a brand's identity, and service failures in logistics (such as delayed or damaged deliveries) can severely damage a brand's image. Conversely, high-quality logistics services—characterized by speed, accuracy, and transparency—enhance the perceived value of a brand. Li and Lin argue that logistics service quality has a substantial influence on consumer loyalty and trust in e-commerce companies. With the growing importance of online shopping, ensuring a seamless logistics experience has become a critical factor for companies looking to build and maintain a strong brand reputation.

5. STATEMENT OF THE PROBLEM

In the fast-paced and highly competitive logistics and courier industry, customer expectations regarding service quality have risen significantly, with particular emphasis on timely deliveries, package safety, reliable communication, and efficient handling of logistics operations. Despite the widespread reliance on courier services in regional hubs like Trichy, there remains a significant gap between the perceived service quality delivered by courier companies and the expectations of customers. KPN Courier Service, being a prominent player in this sector, faces increasing pressure to meet these evolving demands consistently. However, anecdotal evidence and preliminary observations suggest that service inconsistencies, delays, lack of tracking transparency, and insufficient customer engagement may be undermining customer satisfaction and brand trust. This study seeks to investigate and analyze these service quality issues to identify key areas of deficiency and offer practical recommendations for enhancing overall logistics performance at KPN Courier Service in Trichy.

6. OBJECTIVES OF THE STUDY

The primary objective of this study is to evaluate the overall logistics service quality provided by KPN Courier Service in Trichy.

- To analyze customer perceptions and expectations regarding various service attributes.
- To identify specific areas where service performance does not meet customer expectations.
- To assess the impact of service quality on customer satisfaction and loyalty.
- To suggest actionable recommendations for enhancing logistics service standards at KPN Courier.

7. RESEARCH AND METHODOLOGY

7.1 Research Design

This study is based on Descriptive Research. Descriptive research is a type of research design that aims to systematically describe and analyze the characteristics, behaviors, or phenomena of a specific population or situation without manipulating variables.

7.2 Methods of Data Collection

We have made use of both primary and secondary data in this study.

7.2.1 **Primary Data:** Primary data includes information collected Google form from the respondents.

7.2.2 **Secondary Data:** Data collected from annual reports, magazines, books, Journals, Company website etc formed the Secondary data.

The questionnaire was prepared, keeping in mind the objectives of the study by consulting experts in the field, and reviewed various published sources of information for the preparation of the tool.

7.3 Sampling Technique

Simple random sampling is a basic and widely used sampling technique in which every individual or unit in a population has an equal chance of being selected. This method ensures fairness and reduces selection bias, making it an essential approach for collecting representative data.

7.4 Sampling Size

Sample size refers to the number of observations, participants, or data points selected from a population for inclusion in a research study. It is a critical aspect of research design, as it significantly affects the reliability, validity, and generalizability of the study's findings. Determining the appropriate sample size depends on factors such as the research objectives, population size, desired level of precision, and available resources. Sample size is 100 respondents.

7.5 Statistical Tools

The statistical tools are those tools by which the statistical methods are applied. Explanation: Statistics is a broad scientific field that focuses on the collection, organization, and presentation of statistical data.

1. Percentage Analysis
2. Chi-Square Test
3. ANOVA
4. Independent T-test

7.5.1 Percentage Analysis

Percentage Analysis is the method to represent raw streams of data as percentage (a part in 100- percent) for better understanding of collected data.

$$\text{Percentage} = (\text{No of respondents} / \text{Total No of respondents}) * 100$$

7.5.2 Chi – Square Test

A chi-squared test, also written as χ^2 test, is any statistical hypothesis test wherein the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true. Without other qualification, 'chi-squared test' often is used as short for Pearson's chi-squared test. Chi-squared tests are often constructed from a sum of squared errors, or through the sample variance. Test statistics that follow a chi-squared distribution arise from an assumption of independent normally distributed data, which is valid in many cases due to the central limit theorem. A chi-squared test can be used to attempt rejection of the null hypothesis that the data are independent.

$$\text{Chi-Square} = \sum (O-E)^2 / E$$

Where O is the observed frequency and E is the expected frequency

7.5.3 ANOVA

An analysis of variance helps to examine the significant mean differences among more than two groups on an interval or ratio scaled dependent variable. The result of ANOVA shows whether or not the means of various groups are significantly different from one another, as indicated by the F statistic. It shows whether two sample variances differ from each other or are from the sample population.

$$F = \text{MST} / \text{MSE}$$

7.5.4 INDEPENDENT T-TEST

The **independent t-test**, also called the **two sample t-test**, **independent-sample t-test** or **student's test**, is an inferential statistical test that determines whether there is a statistically significant difference between the means in two unrelated groups.

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{s_1^2}{N_1} + \frac{s_2^2}{N_2}}}$$

8. DATA ANALYSIS AND INTERPRETATION

TABLE 5.1 RESPONDENTS BASED ON GENDER

S.No	Gender	No. of Respondents	Percentage
1	Male	68	68
2	Female	32	32
	Total	100	100

INTERPRETATION:

The above table infers that, 68% of the respondents are male and remaining 32% are female.

CHART 5.1 RESPONDENTS BASED ON GENDER

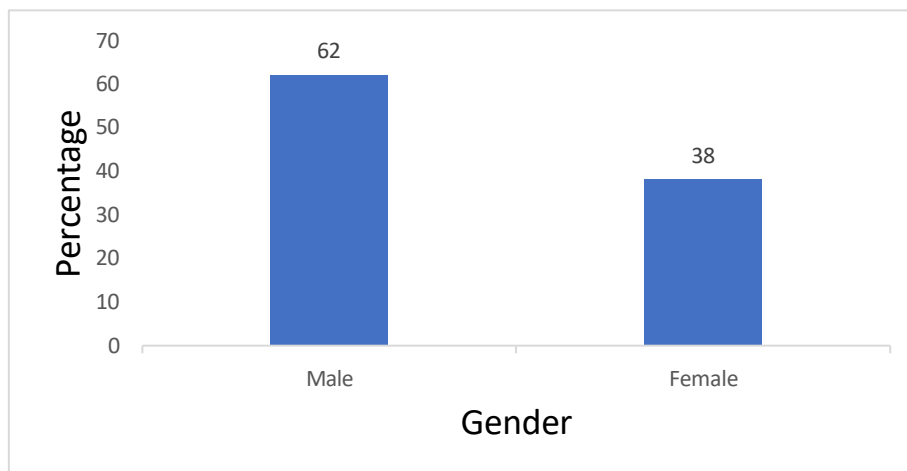


TABLE 5.2**AGE OF THE RESPONDENTS**

S.No	Age	No. of Respondents	Percentage
1	20-30 years	22	22
2	31-40 years	27	27
3	41-50 years	16	16
4	Above 50 years	35	35
	Total	100	100

INTERPRETATION:

The above table infers that, 22% of the respondents are 20-30 years, 27% are 31-40 years, 16% are 41-50 years and remaining 35% are above 50 years.

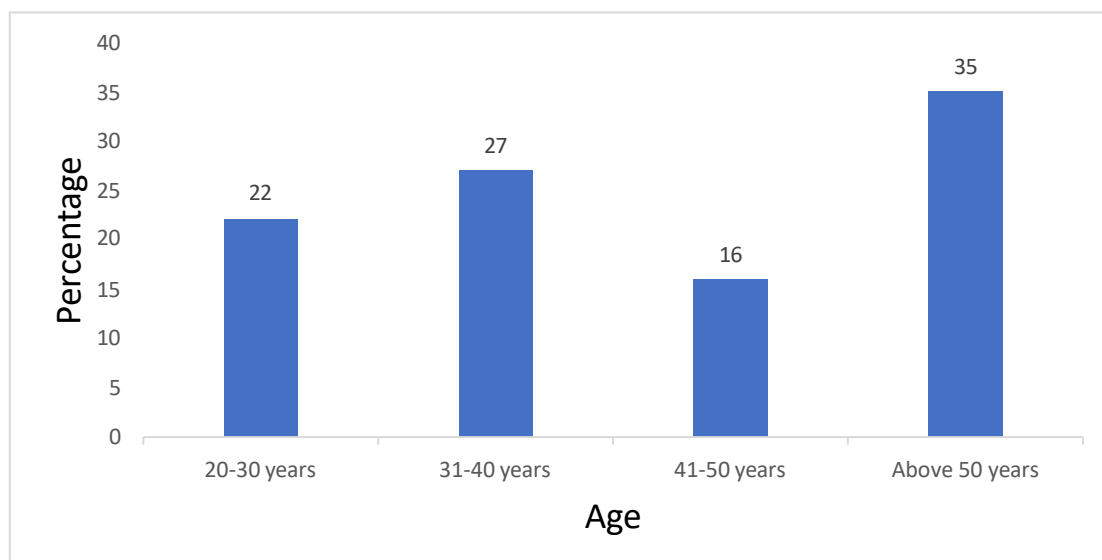
CHART 5.2**AGE OF THE RESPONDENTS**

TABLE 5.3 MARITAL STATUS

S.No	Marital status	No. of Respondents	Percentage
1	Married	64	64
2	Unmarried	36	36
	Total	100	100

INTERPRETATION:

The above table infers that, 64% of the respondents are married and remaining 36% are unmarried.

CHART 5.3 MARITAL STATUS

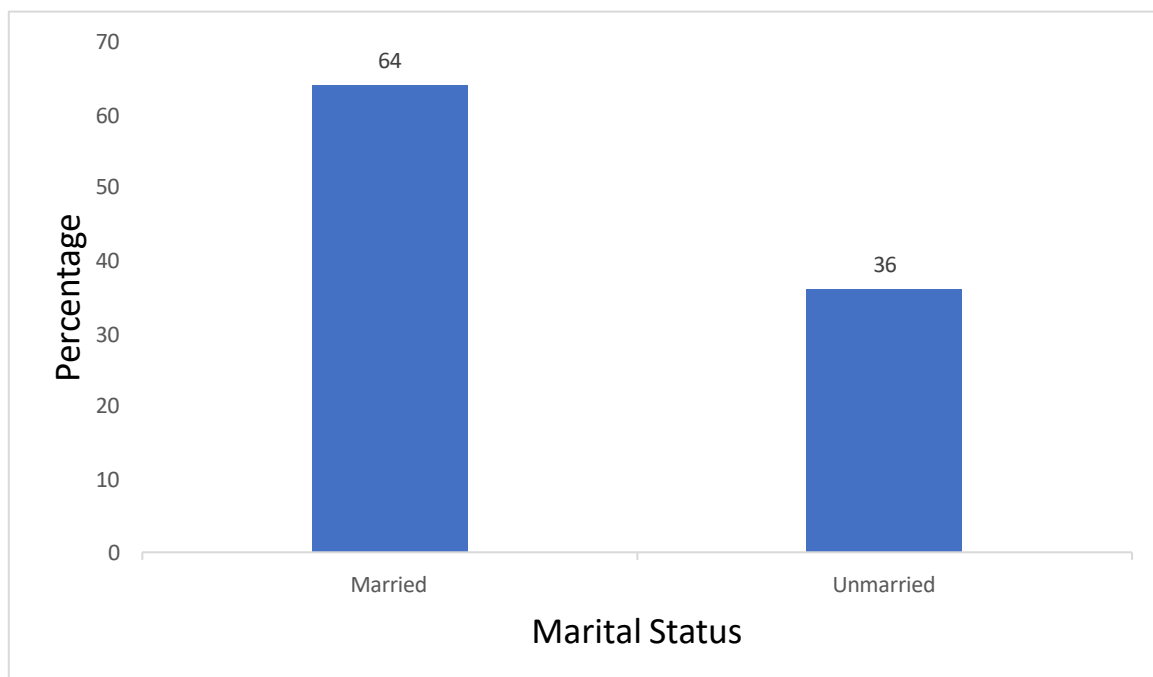


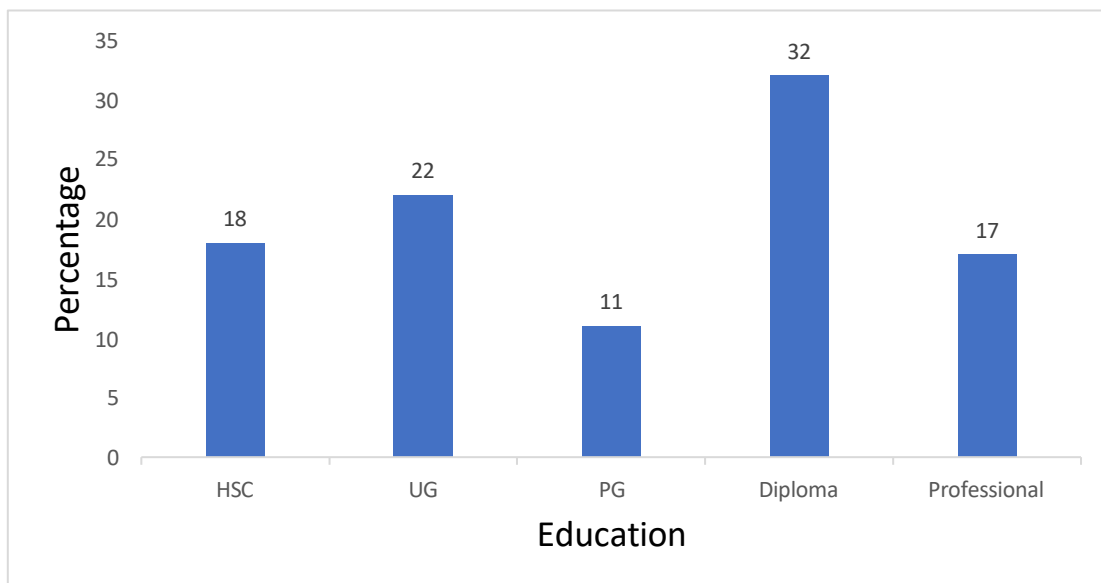
TABLE 5.4 EDUCATION

S.No	Education	No. of Respondents	Percentage
1	HSC	18	18
2	UG	22	22
3	PG	11	11
4	Diploma	32	32
5	Professional	17	17
	Total	100	100

INTERPRETATION:

The above table infers that, 18% of the respondents says below HSC, 22% says UG, 11% says PG, 32% says Diploma and remaining 17% says Professional.

CHART 5.4 EDUCATION



9. FINDINGS

- The majority 68% of the respondents are male.
- The majority 27% of the respondents age group is are 31-40 years.
- The majority 64% of the respondents are married.
- The majority 32% of the respondents education level is diploma.

10. CONCLUSION

The study on logistics service quality in KPN Courier Service in Trichy highlights the significance of delivering consistent and reliable courier services to meet the evolving needs of customers. The analysis based on customer feedback reveals that while KPN Courier performs adequately in several areas like reliability and responsiveness, there are noticeable gaps in tangibles and empathy dimensions that require immediate attention. The findings suggest that customers value not only timely deliveries but also courteous interactions, modern infrastructure, and accessible communication channels. This emphasizes the need for a balanced approach that combines operational efficiency with customer-centric service practices.

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ANNEXURE

1. Name
2. Gender:
 - a. Male
 - b. Female
3. Age:
 - a. 20-30
 - b. 31-40
 - c. 41-50
 - d. >50
4. Marital status:
 - a. Married
 - b. Unmarried
5. Education Qualification:
 - a. HSC
 - b. UG
 - c. PG
 - d. Diploma

- e. Professional
- 6. Working experience
 - a. 0-5 years
 - b. 5-10 years
 - c. 10-15 years
 - d. More than 15 years

QUESTIONNAIRE

- 7. KPN has on-time and quick pick-up from booking point.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
 - 8. KPN has quick delivery from pick-up point.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
 - 9. KPN has quick transportation networking.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
 - 10. KPN has quick response to customer's request by internet or telephone
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
 - 11. KPN has on-time pick-up as per customer's request.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
 - 12. KPN has wide pick-up service area.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
- KPN has on-time delivery as per customer's request.
- f. Strongly agree
 - g. Agree

- h. Neutral
- i. Disagree
- j. Strongly disagree
- 13. KPN has accurate delivery to address of shipment
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
- 14. KPN has good handling by cargo characteristics
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
- 15. KPN possesses a good compensation policy.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
- 16. KPN has a good cargo protection.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
- 17. KPN possesses a good information management for cargo handling.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
- 18. KPN delivers my courier without damage or loss.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
- 19. KPN has delivery to all areas.
 - a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
- 20. KPN has many branches in India

- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
21. Tracking and tracing by internet and telephone is easy
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
22. KPN possesses convenient schedule for pick-up and delivery
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
23. KPN has appealing physical facilities
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
24. Personnel of KPN have good appearance
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
25. KPN has good equipment to provide the service.
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
26. Physical representations of service in KPN is appealing.
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
27. KPN's delivered service is satisfactory.
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree



28. KPN's service meets my expectation.

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

29. Overall convenience quality of KPN is good.

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree